

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:4544
ANSWERED ON:20.08.2010
PICTORIAL HEALTH WARNING ON TOBACCO PRODUCTS
Mani Shri Jose K.

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether as per some studies, the existing pictorial health warnings on tobacco products are inadequate in conveying the adverse impact of tobacco use on health;
- (b) if so, the details thereof;
- (c) the reasons for delaying the implementation of the notification for stronger pictorial warnings on tobacco products, which was to be implemented from 1st June, 2010;
- (d) whether the Government is aware of the fact that the countries who adopted stronger pictorial warnings on tobacco products are showing a decline in consumption of such products; and
- (e) if so, the details thereof and corrective measures taken/proposed by the Government in this regard?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF HEALTH & FAMILY WELFARE (SHRI GHULAM NABI AZAD)

(a) Yes.

(b) As per surveys conducted by HARIDAY, New Delhi and Healix Seksaria Institute of Public Health, Mumbai in 2009, the existing pictorial health warning on tobacco products were found to be inadequate in conveying the adverse impact of tobacco use on health.

(c) Vide notification GSR No. 176 (E) dated 5th March, 2010 of Ministry of Health & Family Welfare, new Specified Health Warning to be affixed on retail packs of cigarettes and other tobacco products, was to come into effect from 1st June, 2010. However, in view of technical issues involved in implementation of new pictorial warnings on tobacco products, this Ministry has deferred the same by six month and the same will come into effect from 1st December, 2010.

(d) & (e) Yes.

Ministry of Health & Family Welfare has written to all State Governments and to CBEC, Department of Revenue for ensuring strict compliance of aforesaid rules as they are responsible for enforcement of the same.