

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

UNSTARRED QUESTION NO:1781

ANSWERED ON:19.11.2010

GLOBAL ADULT TOBACCO SURVEY

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

- (a) whether as per the report of the Global Adult Tobacco Survey (GATS)- India 2010, there is high prevalence of tobacco use in various forms among men, women and children in various age groups in the country;
- (b) if so, the details alongwith the highlights of the report;
- (c) whether the said report has made certain recommendations in order to prevent any further increase in the prevalence of tobacco use in the country;
- (d) if so, the details thereof alongwith the follow-up action taken thereon;
- (e) whether the Government proposes to launch/popularise alternative crops to tobacco in order to protect the livelihood of tobacco growers; and
- (f) if so, the details thereof?

**Answer**

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

(a) & (b) As per the report of Global Adult Tobacco Survey (GATS-India), 2009-10, 34.6 % of adults use tobacco in some form with 47.9% of males, 20.3% of females and 9.6% of minors (age 15-17) currently consuming tobacco. The highlights of the reports are Annexed.

(c) Yes.

(d) In view of the high prevalence of tobacco use in the country, GATS report has made certain recommendations as mentioned below:

- # Strengthening the implementation of Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, (COTPA) 2003, at National, State and sub-State levels.
  - # Targeted programmes addressing different types of tobacco use and different user groups with special focus on cessation.
  - # Establishment of comprehensive implementation and regulatory structure at the national and the state level is required.
  - # Tobacco control strategies need to be mainstreamed with other national health programmes, within the overall framework of the National Rural Health Mission (NRHM).
  - # Greater involvement and investment of various stakeholder ministries/departments/ academic/ public health institutions/ civil society groups/ media, etc.
  - # The National Tobacco Control Programme to be expanded in the 12th Five Year Plan.
- The Ministry of Health & Family Welfare launched the National Tobacco Control Programme (NTCP) to facilitate the implementation of Tobacco Control Laws and create awareness about the harmful effects of Tobacco in 21 States of the country.
- (i) A comprehensive mass media campaign at national level, through both electronic and print media has been undertaken to bring awareness and for behaviour change about health effects of tobacco products.
  - (ii) The State and district level components of NTCP have been integrated within the NRHM framework as part of the State health care delivery mechanism.
- Dedicated state and district tobacco control cells have been established for effective implementation and monitoring anti-tobacco initiatives.
- (iii) One apex and five research laboratories for testing tobacco products have been identified to build regulatory capacity.
  - (iv) Mainstreaming of research and training on alternate crops and livelihoods with other nodal ministries.

State Governments have been requested for ensuring effective implementation of the COTPA, 2003 and rules made there under, since state government are mainly responsible for implementation of COTPA, 2003.

An Inter-Ministerial Task Force has been constituted at the national level for effective monitoring/ implementation of COTPA, 2003 and rules made there under with various stakeholder Ministries/departments.

(e & f) Ministry of Health & Family Welfare has launched a pilot project for encouraging alternatives crops to tobacco in collaboration with Centre Tobacco Research Institute (CTRI), Rajamundry, Andhra Pradesh (Ministry of Agriculture) in five different agro-climatic zones of the country in 2008-09. An amount of Rs. 2.17 Cr. has been released to CTRI, Rajamundry for the aforesaid project.

The Ministry of Labour and Employment has initiated action for rehabilitation of the beedi workers by providing them vocational training in certain courses according to the local market needs for viable alternative sources of livelihood in the 9 regions in the country.

Ministry of Rural Development has taken up the matter of rehabilitation of bidi rollers in 10 States where bidi roller are concentrated. The State Government were advised to work out special projects for developing alternative livelihood options for beedi rollers under Swarnjayanti Gram Swarozgar Yojana (SGSY) and other similar schemes of the Ministry.