

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

UNSTARRED QUESTION NO:957
ANSWERED ON:05.08.2011
ANTI-TOBACCO PICTORIAL WARNING
Ramasubbu Shri S.

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

- (a) whether the Union Government has fully implemented anti-tobacco pictorial warning;
- (b) if so, the details thereof;
- (c) whether there has been reduction in consumption of tobacco products among the public after the implementation of the new warnings; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF HEALTH & FAMILY WELFARE (SHRI GHULAM NABIAZAD)

(a) & (b) Yes, Ministry of Health and Family Welfare (MoHFW) has notified "the Cigarettes and Other Tobacco Products (Packaging and Labelling) Rules, 2008" vide G.S.R.No. 182 (E) dated 15th March, 2008 which was implemented from 31st May, 2009. The extant Rules also provides for rotation of the pictorial health warnings every 2 years. Accordingly, MoHFW notified the new set of pictorial health warnings vide Notification no. G.S.R. 417 (E) dated 27th May, 2011 which will be implemented from 1st December, 2011.

(c) & (d) No such study has been conducted.

However, as per the "Global Adult Tobacco Survey, India (GATS), 2010, 71% of cigarette smokers, 62% of bidi smokers and 63% users of smokeless tobacco noticed health warning on the packages of the respective products. Among those who noticed such warnings, 38% of cigarette smokers, 29% of bidi smokers and 34% of smokeless tobacco users thought of quitting such products because of the warning labels on the packages.