

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

UNSTARRED QUESTION NO:4785

ANSWERED ON:04.05.2012

PUBLIC AWARENESS AGAINST TOBACCO CONSUMPTION

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

(a) whether the Government has taken/ has proposed any measures to generate public awareness about the ill-effects of consumption of tobacco and gutka products among the masses in the country, especially through social media and networking sites, so as to directly target the youth;

(b) if so, the details thereof; and

(c) the funds earmarked/spent for the purpose during each of the last three years and the current year?

Answer

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

(a) & (b) Yes, Government has already taken measures to create public awareness/ mass media campaign for awareness building & for behavioural change under National Tobacco Control Programme.

In this regard, a comprehensive mass media anti tobacco campaign has been run all over the country through electronic and print media for creating awareness about the harmful effects of tobacco consumption and second-hand smoke. In particular, advertisements titled "Mukesh and Surgeon" have been developed and telecasted, showing the harmful effects of chewing tobacco. Further, new anti-tobacco spots namely "baby alive" and "Life se panga mat le yaar" have also been developed and released through electronic media. Public Notices have also published in the newspapers for creating awareness about the ill-effects of tobacco consumption and second hand smoke. Outdoor mass media campaign was also launched in 2011-12 through DAVP.

Recently, this Ministry has also launched a Swasthya Bharat Campaign through DD and AIR, focusing on different themes including Tobacco use for creating awareness about harmful effects of tobacco consumption and second hand smoke.

In addition, the States/ Districts cells under the National Tobacco Control Programme are being encouraged to use the traditional media to reach out to rural masses for creating awareness on the harmful effects of tobacco use.

The Ministry of Health is finalizing its media plan for 2012-13 including use of social media and networking sites for the purpose of anti-tobacco campaign.

(c) In the current financial year (2012-13), an amount of Rs. 26.00 Cr has been earmarked under Budget Estimates under the head 'IEC' (Information, Education and Communication) for running anti tobacco campaigns. The funds earmarked/ spent for the purpose during the last three years are as under:-

Financial Year Funds allocated Spent
for IEC activities

2009-10	Rs, 14.91 Cr	Rs. 14.68 Cr
2010-11	Rs. 29.00 Cr	Rs. 26.64 Cr
2011-12	Rs. 28.99 Cr	Rs. 27.56 Cr