

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

STARRED QUESTION NO:329

ANSWERED ON:27.04.2012

CONSUMPTION OF SMOKE AND SMOKELESS TOBACCO PRODUCTS

Gandhi Smt. Maneka Sanjay; Ramasubbu Shri S.

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

(a) whether the Government has taken note of the World Health Organisation's (WHO) report on consumption of smoke and smokeless tobacco among adult, male and female, population and higher rate of tobacco attributable mortality in the country;

(b) if so, the details along with the facts in this regard;

(c) the expenditure incurred on treatment of various tobacco attributable diseases in comparison to estimated revenue generated by the Government from the sale of tobacco products during the last three years;

(d) the steps taken/proposed to deter people from consuming smoke and smokeless tobacco products and to ensure compliance of measures taken for the purpose in the country;

(e) whether the Government proposes to generate public awareness about the dangers of consumption of tobacco products through various means including social media and networking sites, so as to directly target the youth; and

(f) if so, the details thereof?

Answer

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

(a) to (f): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 329 FOR 27th APRIL, 2012

(a) & (b) Yes. This Ministry is aware of the WHO Global Report on Tobacco Attributable Mortality (2012). As per the report

7% of all deaths (for age 30 and over) in India are attributable to tobacco.

The proportion of deaths attributable to tobacco was almost 12% for men and 1% for women.

Tobacco was responsible for 9% of all the Non-Communicable Diseases and 2% of communicable disease related deaths

Within communicable diseases group, deaths attributed to tobacco accounted for 5% of all lower respiratory infections deaths and 4% of all tuberculosis deaths.

Within non-communicable diseases group, 9% of deaths are attributable to tobacco, with 58% of deaths due to trachea, bronchus, lung cancers caused due to tobacco use. In addition, 25% of deaths caused by respiratory diseases and 28% of deaths caused by Chronic Obstructive Pulmonary Disease (COPD) are attributable to tobacco.

(c) As per a health cost study done in India in 1998-99, the cost of the tobacco attributable burden of just three major tobacco-related diseases i.e. cancer, cardiovascular diseases and lung diseases was estimated at Rs. 27,761 crore in 1999. This figure was estimated to be Rs. 30,833 crore in the year 2002-2003.

The Central Excise duty collected from Tobacco Products in last three years is as under:-

(Rs. In Crore)

Year 2009-10 2010-11 2011-12 (upto Feb)

Excise 13853 15502 16103 (Provisional)

(d) Government of India has enacted 'The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003' (COTPA) to protect citizens, with special attention to risk groups such as pregnant women and children, from involuntary exposure to tobacco smoke and to discourage consumption of cigarettes and other tobacco products including Pan Masala and Gutkha by imposing various regulatory measures as given under :-

I. Ban on smoking in public places.

II. Ban on direct/indirect advertisement of tobacco products.

III. Ban on sale of tobacco products to children below 18 year and ban on sale of tobacco products within 100 yards of the educational institution.

IV. Specified health warnings on tobacco products.

In order to effectively implement COTPA, 2003 and the Rules made thereunder and to fulfil the obligations under the WHO-Framework Convention on Tobacco Control (FCTC), the National Tobacco Control Programme (NTCP) has been launched in 42 Districts of 21 States. The programme broadly envisages the following:-

National level

I. Public awareness/mass media campaigns for awareness building & for behavioral change,

II. Establishment of tobacco product testing laboratories, to build regulatory capacity, as required under COTPA, 2003.

III. Mainstreaming the program components as a part of the health delivery mechanism under the NRHM framework.

IV. Mainstream Research & Training - on alternate crops and livelihoods with other nodal Ministries.

V. Monitoring and Evaluation including surveillance e.g. Adult Tobacco Survey.

State level

I. Dedicated tobacco control cells for effective implementation and monitoring of Anti Tobacco Initiatives.

District level

I. Training of health and social workers, NGOs, school teachers etc.

II. Local Information, Education and Communication activities.

III. School programme

IV. Setting up tobacco cessation centres

V. Monitoring of tobacco control Act.

Toll-Free Helpline number 1800-110-456 has been established for making complaints relating to violation of COTPA, 2003.

Letters have been sent to State Governments to sensitize them about the harmful effects of tobacco consumption and with a request to increase VAT across all tobacco products.

Letter has been sent to Director General of Police with request to make COTPA compliance as a part of monthly crime view meeting.

Guidelines under Section- 6 & 7 of COTPA, 2003 have been sent to all the State/ UTs to facilitate them in implementing the provisions under the said Rules.

Public Notices have been published in National and Regional dailies for creating awareness about harmful effects of tobacco uses and provisions under the Act.

(e) & (f) A comprehensive mass media anti tobacco campaign has been telecast all over the country for creating awareness about the harmful effects of tobacco consumption through electronic media and print media. New anti-tobacco spots namely 'Baby Alive1' and 'Life se panga mat le yaar' have been developed and released through electronic media for creating awareness about the ill-effects of tobacco consumption and second hand smoke. Plan for using social media for awareness generation is also under discussion.

Moreover, The Government of India has notified the Cigarettes and Other Tobacco Products (Packaging and Labeling) Rules, 2008 vide GSR No. 182 dated 15th March 2008, provides a set of pictorial health warnings which is mandatory to display on all tobacco products packages, showing harmful effects of tobacco uses.

Government of India has also notified ` the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Amendment Rules. 2011 vide GSR no, 619(E) dated 11-08-11, which prohibits sale of tobacco products and by persons below age of eighteen years and mandates to display a board at point of sale containing the warning ``sale of tobacco products to a person below the age of eighteen year is punishable offence`` alongwith pictorial depiction of ill effects of tobacco use on Health.