

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

UNSTARRED QUESTION NO:4220

ANSWERED ON:22.03.2013

STUDY ON TOBACCO USE PREVENTION

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

- (a) whether the Government has taken note of the recent study conducted by a Delhi based Non-Government Organisation (NGO) in collaboration with the University of Texas regarding tobacco use prevention and impact of advertisements on tobacco addicts, if so, the details thereof;
- (b) whether advertisements of tobacco products continue, albeit in a surrogate manner, despite ban on their advertisement in the country;
- (c) if so, the response of the Government thereto;
- (d) whether the Government proposes to counteract the promotions of tobacco products through a comprehensive legislation including counter-advertising in order to appropriately inform the consumers; and
- (e) if so, the details thereof and the corrective measures being taken by the Government in this regard?

Answer

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

(a): The Government is aware of the study conducted in collaboration with University of Texas. However the said study explores the longitudinal relationship between tobacco advertising and progression towards tobacco use (along tobacco uptake continuum) among urban Indian adolescents.

(b) & (c): Advertisement of all tobacco products has been comprehensively banned under COTPA.

The advertisement of pan masala is allowed under the Food Safety and Standards (Packaging and Labelling) Regulations, dated 1st, August, 2011, according to which every package of Supari or Pan Masala and advertisement relating thereto, shall carry the warning, "Chewing of Pan Masala or Supari is injurious to health". (Section 30).

(d) & (e): Section -5 of the Tobacco Control Act of India (COTPA, 2003) comprehensively prohibits all forms of advertisement (direct /indirect), promotion and sponsorship of tobacco products.

Government has notified the revised rules related to depiction of tobacco products or its use in films and TV programmes, vide G.S.R 786 (E) dated 27th October, 2011 which inter alia prohibits all forms of brand placements and product placements in films and TV programmes; promos and posters. Government has also been impressing upon the states to strictly implement section -5 of COTPA 2003.