

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

UNSTARRED QUESTION NO:1627

ANSWERED ON:16.08.2013

CONSUMPTION OF TOBACCO PRODUCTS

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

- (a) whether the Government has assessed the consumption of various tobacco products in branded, unbranded and packed forms in the country;
- (b) if so, the details and the outcome thereof, State/UT-wise;
- (c) the average quantity of consumption of various tobacco products i.e. cigarettes, bidis, chewing tobacco, hookah, khaini, zarda and pan masala, separately in the country along with the criteria being adopted for collection of data;
- (d) the steps taken/proposed by the Government to deter people from consuming tobacco products; and
- (e) the measures being taken by the Government to regulate the advertisement of tobacco products and spread awareness about their adverse health effects?

Answer

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

(a) to (c): The consumption of various tobacco products in branded, unbranded and packed forms has not been separately assessed by the Government. However, the MoHFW undertook the Global Adult Tobacco Survey, India (GATS) during 2009-10 to assess the consumption of tobacco products in the country. The prevalence of consumption of various tobacco products has been assessed in this study.

The major findings of the study are annexed.

(d): Government of India has launched the National Tobacco Control Programme (NTCP) in the year 2007-08, with the objectives to

- (i) create awareness about the harmful effects of tobacco consumption,
- (ii) reduce the production and supply of tobacco products,
- (iii) ensure effective implementation of the provisions made under "The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003" (COTPA) and
- (iv) help the people quit tobacco use through Tobacco Cessation Centres. The programme is presently under implementation in 21 states covering 42 districts.

(e): Section -5 of COTPA prohibits all forms of advertisements (both direct and indirect) of tobacco products. The MoHFW has developed guidelines for effective implementation of the COTPA (including those for Section-5) and has disseminated the same to all states and enforcement agencies. In order to ensure mandatory compliance with the anti-tobacco laws, the Ministry sends regular advisories to the states. Ministry has written to the Director Generals of Police in all states/ UTs to make compliance with COTPA 2003 a part of the monthly crime review meetings at district level. Ministry has also written to Ministry of Home Affairs to get the compliance with COTPA 2003 included in the agenda of 'Social Policing'.

Further, under the National Level Public Awareness Campaign, this Ministry has launched media campaigns both in national as well as regional electronic channels focusing on the harmful effects of smokeless tobacco use. The Ministry has also notified the new pictorial health warnings which have come into effect from 1st April 2013. Three sets of warnings each have been notified for smokeless as well as smoking forms of tobacco.

The Ministry has also notified the rules to regulate depiction of tobacco products or their use in films and TV programmes. As per these rules, all films and TV programmes (both Indian & Foreign) depicting tobacco products or their use have to screen a health spot of 30 seconds duration and a disclaimer of 20 seconds duration on the harmful effects of tobacco use, at the beginning and the middle of the films and TV programmes.