

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

UNSTARRED QUESTION NO:4062
ANSWERED ON:20.03.2015
CONSUMPTION OF TOBACCO PRODUCTS
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Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether India is becoming world's largest consumer of smokeless tobacco products, and if so, the details thereof;
- (b) the consumption of various tobacco products in branded, unbranded and packed forms in the country, State/UT-wise;
- (c) the average quantity of consumption of 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 JAGAT PRAILASH NADDA)

- (a): As per the Global Adult Tobacco Survey (GATS 2010) conducted by Ministry of Health & Family Welfare, in the age group of 15 years and above, there are 27,49 crore (274.9 million) tobacco users in India.
- (b): As per the data received from Tobacco Board, the quantity of tobacco consumed by cigarette manufacturers and others during the year 2013-14, is as under:
 - 1) Flue cured Virginia Tobacco (FCV) : 60,970.00 Million Tonne
 - 2) Non FCV Tobacco: 19,170 Million Tonne
- (c): Such information is not available with this Ministry.
- (d): The Government has taken a series of measures to deter people from consuming tobacco products, including the following:
 - i. Enactment of the "Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, (COTPA) 2003".
 - ii. Ratification of WHO Framework Convention on Tobacco Control.
 - iii. Launch of the National Tobacco Control Programme (NTCP) in the year 2007-08.
 - iv. Issuance of the Food Safety and Standards (Prohibition and Restrictions on Sales) Regulations, 2011 dated 1st August 2011, under the Food Safety and Standards Act, 2006, which lays down that tobacco and nicotine shall not be used as ingredients in any food products.
 - v. Notification to regulate depiction of tobacco products or their use in films and TV programmes.
 - vi. Public awareness campaigns through a variety of media.
 - vii. Notification of rules on new pictorial health warnings on tobacco product packages, to come into effect from 1.4.2015. However, the rules are under examination of the Committee on Subordinate Legislation, Lok Sabha.
 - viii. In the Union Budget 2014-15, Excise Duty on cigarettes was increased by 72% for cigarettes of length not exceeding 65 mm and by 11% to 21% for cigarettes of other lengths. Similar increases were made on cigars, cheroots and cigarillos. Further, Basic Excise Duty was increased from 12% to 16% on pan masala, from 50% to 55% on unmanufactured tobacco and from 60% to 70% on jarda scented tobacco, gutkha and chewing tobacco. The dutyfree allowance were also reduced for ciggirettes (from 200 sticks to 100 sticks, Cigars (from 50 sticks to 25 sticks) and Tobacco (from 250 gms to 125 gms)

ix. In the Union Budget 2015-16, Excise duty on cigarettes is proposed to be increased by 25% for cigarettes of length not exceeding 65 mm and by 15% for cigarettes of other lengths. Similar increases have also been proposed on cigars, cheroots and cigarillos.

(e): Section 5 of the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003(CC)TPA, 2003), prohibits all direct and indirect advertisements of the tobacco products. The said prohibition also extends to any activity that promotes the use or consumption of cigarettes or any other tobacco products.

The Supreme Court vide order dated 03.01.2013 has vacated the stay on the Rules related to regulation of the advertisements at point of sale. Thereafter, the Ministry of Health & Family Welfare sent an advisory to all the States/UTs to implement the said provision.

The Ministry has notified rules to regulate depiction of tobacco products or their use in films and TV programmes.