

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

UNSTARRED QUESTION NO:3206

ANSWERED ON:07.08.2015

National Tobacco Control Programme

Bhabhor Shri Jasvantsinh Sumanbhai;Choubey Shri Ashwini Kumar;Laguri Smt. Sakuntala;Raju Shri Gokaraju Ganga;Ramachandran Shri Krishnan Narayanasamy;Rao Shri Konakalla Narayana

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

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

- (a) the details of the activities undertaken, the funds allocated and utilized and achievements made as a result thereof under the National Tobacco Control Programme (NTCP) during each of the last three years and the current year, State/UTwise;
- (b) whether the Government has done monitoring and evaluation/assessment of the NTCP at the national level;
- (c) if so, the details along with the outcome thereof indicating the shortcomings noticed and the measures taken/proposed to be taken by the Government to plug the loopholes in its implementation;
- (d) whether the Government has taken note of promotion and advertisement of cigarettes and various tobacco products in the print and electronic media, if so, the details thereof and the action taken/ proposed to be taken to regulate and ban the same; and
- (e) the steps being taken by the Government to ban marketing and use of e-cigarettes in the country?

Answer

(a): The key activities undertaken under the National Tobacco Control Programme include:

- 1) National Level Public awareness campaigns
- 2) Monitoring, Evaluation and Research.
- 3) Advocacy and inter-sectoral linkages
- 4) Training and capacity building of multiple stakeholders.
- 5) Enforcement of the Tobacco Control Act (COTPA, 2003)
- 6) School Awareness Programmes
- 7) Setting up and expansion of cessation services.

The details of the achievements and funds released/utilized during the last three years are at ANNEX.

(b) & (c): The Government of India got an external evaluation done of the National Tobacco Control Programme through Public Health Foundation of India (PHFI) in 2012-13. The key recommendations of the this evaluation are as under:

- 1) School Awareness Programme – to impart awareness and skills among youth to empower and advocate with them for adopting tobacco free norms in the family and community.
- 2) Setting up tobacco product testing laboratories- to ensure effective product regulation.
- 3) Multi-disciplinary research in tobacco control - encompassing interventions, evidence-based policy reforms and alternatives for tobacco growers/workers.
- 4) Periodic Monitoring and Surveillance - to measure the success, failures and lessons learnt.
- 5) Accessible and affordable cessation facilities at all levels.
- 6) Effective information, education & communication (IEC) materials and mass media to create public awareness at National , state and district levels
- 7) Enhance resource allocation at all level for IEC activities/Campaigns.
- 8) Synergy of tobacco control with other health programmes like National Health Mission (NHM), National Programme for Prevention and Control of Cancer, Diabetes, Cardio Vascular Disease and Stroke (NPCDCS) for extended outreach and effective implementation
- 9) Establish National Tobacco Regulatory Authority (NTRA) - A unified central agency for regulation of tobacco products in India.

The recommendations of this evaluation have been suitably incorporated in the 12th Five Year Plan for National Tobacco Control Programme, to make the outcomes more effective.

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

(e): The matter is under consideration.