

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

UNSTARRED QUESTION NO:2938

ANSWERED ON:02.12.2016

Anti Tobacco Campaign

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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) whether the Government hosted the Seventh Session of the Conference of Parties (CoP7) of the WHO Framework Convention on Tobacco Control (FCTC) and if so, the details thereof along with the Government's agenda on the matter;
- (b) the details of steps taken to promote ratification, acceptance and approval of the protocol to eliminate illicit trade in tobacco products in order to facilitate its early entry into force;
- (c) the details of deaths caused due to tobacco consumption during the last three years, State/UT-wise;
- (d) the details of measures and campaigns initiated by the Government to spread awareness about the ill-effects of tobacco consumption especially among youth and children; and
- (e) whether the outcome of such initiatives would affect the livelihood of millions of tobacco farmers and farm labourers involved in tobacco, tendu leaves and cigar leaf cultivation and, if so, the measures taken by the Government to safeguard farmers interests?

Answer

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE

(SMT. ANUPRIYA PATEL)

(a): Ministry of Health & Family Welfare, Government of India hosted the Seventh Session of the Conference of Parties (COP7) to the WHO Framework Convention on Tobacco Control, from 7th to 12th November, 2016 at Greater NOIDA, Uttar Pradesh.

Agenda of the above Conference is enclosed as Annexure.

(b): Ministry of Health & Family Welfare had circulated a Draft Cabinet Note for approval to the signing of the Protocol to Eliminate Illicit Trade in Tobacco Products developed under Article 15 of the WHO FCTC. However, based on the suggestion of the Department of Revenue, an Inter-Ministerial Group (IMG) consisting of officers from Department of Revenue, Ministry of Finance and Ministry of Health & Family Welfare was set up to look into the domestic legislations, do a gap analysis and recommend measures to promote ratification of the Protocol by India. The IMG has not yet submitted its report.

(c): No such State/UT-wise data is available with this Ministry.

However, as per the "Report on Tobacco Control in India" published in 2004, about 8-9 lakhs Indians die of tobacco related diseases every year.

A nationally representative study on smoking and death in India (published in 2008) found that smoking causes a large and growing number of premature deaths in the country. The study estimated that in 2010, the annual number of deaths from smoking in India would be around 10 lakhs.

(d): The stakeholders are being made aware on a regular basis about the adverse effects of tobacco usage on health through various anti-tobacco campaigns vide different mode of communication including TV, Radio, Print media, social media, films, train wrap etc. and by displaying awareness material in trade fair, mela etc.

Government of India has notified rules to regulate films and TV programmes depicting scenes of tobacco usage to spread awareness. Such films and TV programmes are statutorily required to run anti-tobacco health spots, disclaimers and static health warnings.

Further, to spread awareness on adverse impact of consumption of tobacco products, the size of specified health warnings on packages of tobacco and tobacco products has been increased to 85% w.e.f. 1st April, 2016.

(e): The initiatives taken by the Government are aimed at spreading awareness about the harms and adverse health consequences of tobacco use, with a view to promoting public health. There is no evidence to link such initiatives with the livelihoods of tobacco growers and workers.

However, the Crop Diversification Programme, an ongoing sub scheme of Rashtriya Krishi Vikas Yojana (RKVY) run by Ministry of Agriculture and Farmers Welfare, has been extended to 10 tobacco growing states w.e.f. 2015-16 to encourage tobacco growing farmers to shift to alternate crops/cropping systems.