Tobacco Control in India
Achievements and remaining challenges

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Tobacco and the NCD action plan:
4 risk factors, 4 noncommunicable diseases, 2 conditions

Noncommunicable Diseases and Conditions
- Cancer
- Chronic respiratory diseases
- Diabetes
- Mental disorders
- Cardiovascular disease
- Injuries

Risk factors
- Physical inactivity
- Harmful use of alcohol
- Unhealthy diets
- Tobacco

National Tobacco Control Programme,
MoHFW
## TOBACCO USE IN INDIA

**Prevalence of tobacco use (%)**  
*(GATS 2010)*

<table>
<thead>
<tr>
<th>Type</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco users</td>
<td>47.9</td>
<td>20.3</td>
</tr>
<tr>
<td>Smokers</td>
<td>24.3</td>
<td>2.9</td>
</tr>
<tr>
<td>Smokeless</td>
<td>32.9</td>
<td>18.4</td>
</tr>
</tbody>
</table>

- 274.9 million use tobacco in some form or other
- 163.7 million use smokeless forms of tobacco.
- 68.9 million smoke tobacco.

*National Tobacco Control Programme, MoHFW*
Indian Scenario

• India is 2nd largest consumer & producer of tobacco.
• India accounts for 10% of the world tobacco area and 9% of the production.
• Total area under tobacco cultivation: 4 Lakh hact
• Approx 1.2-1.3 crore people are engaged in tobacco sector.
• Approx 55 Lakh bidi workers engaged in bidi rolling, & nearly two-thirds are home based women and children
• The bidi industry directly supports nearly 22 lakh tribal people who are engaged in plucking and sale of tendu leaves

National Tobacco Control Programme,
MoHFW
Nearly **8 -9 lakh** person die in India due to tobacco use every year.

**30% of cancer deaths**, majority of cardio-vascular and lung disorders; 40% of TB and other related diseases are attributed to tobacco consumption. Over 80% of oral cancers are caused due to tobacco use.

As per the WHO Global Report on “Tobacco Attributable Mortality” 2012, **7% of all deaths** (for ages 30 and over) in India are attributable to tobacco.

Within non-communicable diseases group, **9% of deaths are attributable to tobacco**, of which

- **58% of deaths due to trachea, bronchus, lung cancers caused due to tobacco use.**
- In addition, **25% of deaths caused by respiratory diseases and 28% of deaths caused by Chronic Obstructive Pulmonary Disease (COPD) are attributable to tobacco.**
National Tobacco Control Programme

COTPA enacted in 2003
Govt. of India ratified WHO’s FCTC in 2004
NTCP launched by MOH&FW in 2007-08, with the following objectives:

To bring about greater awareness about the harmful effects of tobacco use and Tobacco Control Laws.

To facilitate effective implementation of the Tobacco Control Laws.

National Tobacco Control Programme, MoHFW
Relevant COTPA sections:

Section 4: Prohibition of smoking in public places

Section 5: Prohibition of direct and indirect advertisement, promotion and sponsorship of cigarette and other tobacco products.

Section 6(a): Prohibition of sale of cigarette and other tobacco products to a person below the age of eighteen years.

National Tobacco Control Programme, MoHFW
Relevant COTPA sections:

Section 6(b): Prohibition of sale of tobacco products within a radius of 100 yards of educational institutions.

Section 7: Mandatory depiction of statutory warnings (including pictorial warnings) on tobacco packs.

Section 7(5): Display of tar and nicotine contents on tobacco packs.
## FCTC, WHO’s MPOWER and COTPA

### Policy Relationship

<table>
<thead>
<tr>
<th>Policy</th>
<th>COTPA</th>
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<tbody>
<tr>
<td>M</td>
<td></td>
</tr>
<tr>
<td>P</td>
<td>Protect from SHS</td>
</tr>
<tr>
<td></td>
<td>• <strong>Section 4</strong>: Prohibition Of Smoking In Public Places</td>
</tr>
<tr>
<td>O</td>
<td>Offer help to quit</td>
</tr>
<tr>
<td>W</td>
<td>Warn about dangers of tobacco</td>
</tr>
<tr>
<td></td>
<td>• <strong>Section 7</strong>: Display of pictorial health warning on all tobacco products packets. Sections 8, 9 &amp; 10: Manner, language &amp; size in which warnings are to be made</td>
</tr>
<tr>
<td>E</td>
<td>Enforce bans on tobacco advertising</td>
</tr>
<tr>
<td></td>
<td>Section 5: Prohibition of direct or indirect advertisement, sponsorship and promotion of tobacco products</td>
</tr>
<tr>
<td>R</td>
<td>Raise taxes</td>
</tr>
<tr>
<td><strong>OTHERS:</strong></td>
<td></td>
</tr>
<tr>
<td>FCTC Article 15</td>
<td>• <strong>Section 6 (a)</strong>: Prohibition of sale of tobacco products To Minors and By Minors</td>
</tr>
<tr>
<td></td>
<td>Section 6 (b): Prohibition of sale of tobacco products near educational institutions</td>
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National Tobacco Control Program

MoH&FW → State Tobacco Control Cell → District Tobacco Control Units

Implementing COTPA 2003 → Training → IEC → School Programs → Tobacco Cessation

National Tobacco Control Programme, MoHFW
Partners for NTCP

- World Health Organisation [WHO]
- Public Health Foundation of India [PHFI]
- Voluntary Health Association on India [VHAI]
- Campaign for Tobacco Free Kids [CTFK] & Voice of Tobacco Victims [VOTV]
- World Lung Foundation [WLF]
- International Union Against Tuberculosis and Lung Disease (The Union)
Article 6: Price and tax measures

Achievements

- Ministry of Finance: The Union Minister of Health & Family Welfare wrote to the Union finance Minister to increase the Tax and based upon this letter the tax was increased on cigarettes from 12-70%.

- MOH&FW urged State Govt’s to consider adopting a ‘Comprehensive Taxation Policy’ for all tobacco products so that they are taxed at similar rates and incentive to shift to relatively cheaper tobacco products is minimized.

- MOH&FW is working with Revenue department to adopt a ‘Comprehensive Tax Policy’ for tobacco products in the broader public health interest and with a view to protecting youth and children from getting addicted to tobacco use.

Challenges

- Bidis remained tax disproportionately
- Taxation policy remains non-uniform across the States
Art: 8: Protection from exposure to tobacco smoke

Achievements

- Supreme Court of India/High Courts: As a result of the Supreme Court direction, there is a ban on smoking in public places, offices, restaurants, bars, and open streets. The High Courts of Bombay and Delhi directed that compliance to Section 4 of COTPA should be included in the necessary terms and conditions of licenses issued to eateries.

- Ministry of Railways: Ministry of Railways ensures that there is no sale of tobacco products on railway platforms and trains. The Railways Act among other things regulates smoking on trains.

- Ministry of Road Transport: Department of Transport
Art: 8: Protection from exposure to tobacco Smoke

Achievements

- **M/O Home Affairs**: working towards making prisons smoke free.
- **The Postal Department in Tamil Nadu** has declared all the post offices as smoke free.
- **NGOs** conducting advocacy, awareness and community mobilisation activities.
- COTPA violations are being reported in crime review meetings in states/districts.
- A toll-free help line **1800110456** set up by MOHFW/WHO in partnership with CSO for reporting of violations.
- Local Municipal laws: for mainstreaming compliance of COTPA in the licensing system for eateries/restaurants likewise for shops others also
Art 8: Protection from exposure to tobacco smoke

Challenges

• Implementation remains a challenge due to lack of trained enforcement squad
• Involvement of police force still not uniformly possible as COTPA violations remains low priority
• Inter-ministerial coordination can still improve
• Local municipal bodies are not motivated equally across the States to take up relevant actions
Article 12: Education, communication, training and public awareness

Achievements

- **Ministry of Information & Broadcasting:** Dissemination of anti-tobacco advertisements on entire spectrum of tobacco products used in India through radio, television and print media.

- **Directorate of Advertising and Visual Publicity:** Dissemination of IEC material to rural audience through the departments 35 field exhibition units which includes seven mobile exhibition vans.

- **Ministry of Labour:** Sensitisation of bidi rollers on the health hazards of rolling.

- **Ministry of Railways:** Display of anti-tobacco advertisements on railway properties including tickets, train panels and platforms.
Article 12: Education, communication, training and public awareness

Achievements

- **Tobacco Board (Ministry of Commerce):** Sensitization programmes for tobacco farmers

- **Ministry of Education, CBSE:** Issued advisory to schools to conduct awareness programmes for students of classes 6 and 7, & Staff on harmful effects of use of tobacco

- **Police Division (Ministry of Home Affairs):** Conducted training programmes for Police Personel for enforcement of COTPA.

- **Private radio stations and telecom organisations:** As part of CSR, private FM radio channels have provided free airtime to broadcast tobacco control messages. Private telecom organisations have sent mass text messages on ill effects of tobacco consumption on World No Tobacco Day.
Article 12: Education, communication, training and public awareness

Challenges

- Surrogate advertisements by the Tobacco Industry undermines the efforts
- Field publicity is also looked at by all programmes even those beyond health and hence there is stiff competition
- Tobacco Industry often raises some livelihood issues of the bidi workers
- Lucrative advance purchase schemes of crops, soft loans and other incentives trap the tobacco growers
- Awareness generation of the vast number of schools often a challenge and many programmes target the schools
- COTPA amongst police remains a low priority
Article 13: Prohibition on Tobacco advertising, promotion and sponsorship

Achievements

- Ministry of Information and Broadcasting (MoIB) and Central Board of Film Certification (CBFC):
  - Responsible for ensuring that the key provisions on the Rules related to regulation of tobacco products or their use in films and TV Programmes are complied with.
  - A health spot of ‘30 second’ duration and a disclaimer of 20 second’ duration are to be displayed in the beginning and middle of the films and TV Programme that display tobacco scenes. The onus of implementation of the rules is on CBFC
Article 13: Prohibition on Tobacco advertising, promotion and sponsorship

- M/O I&B and Advertising Standards Council of India (ASCI):
  - MoI&B also amended the cable TV network rules of 1994 to include in the advertising code that: no advertising which directly or indirectly promotes production, sale and consumption of tobacco products and other intoxicants should be promoted.

- State Transport Corporations:
  - State Transport Departments have initiated action to ensure that compliance to COTPA gets mainstreamed in the tenders issued for advertising on the panels of state transport buses.
  - Rajasthan/ UP and some more State Road Transport Corporations have adopted the policy of not accepting any advertisements of Gutka/Pan Masala companies.
Article 13: Prohibition on Tobacco advertising, promotion and sponsorship

Challenges

- Point of Sales violations continues in major parts of India due to low implementation drive and the tobacco industry interference
- Surrogate advertisements and brand stretching continue to lure youths towards tobacco consumption
- Civic agencies, transport corporations are not uniformly implementing COTPA 2003
Article 16: Prohibit sales to minors

Achievements

- **High Courts of India:** The High Courts of Jammu & Kashmir, Delhi, Karnataka and Mumbai issued directives to the State Departments/ Municipal Corporations for implementation of Section 6 of COTPA.

- **Department of Higher Education, Central Board of Secondary Education (CBSE):** CBSE has adopted *tobacco-free educational institutions* guidelines and made it compulsory for all schools affiliated to the Board to adopt them. Government of Rajasthan has made compliance to Section 6 a part of the license clause for affiliation of schools to them.
Article 16: Prohibit sales to minors

- **State Governments:**
  - In Bihar, Principal Secretary- Education has issued orders to declare all the educational institutions as "Tobacco Free" and effectively implement the section 6 of the law in their jurisdiction.
  - In Assam, the Department of Education issued instructions to district level to implement Section 6 of COTPA.
  - In Tamil Nadu, it is mandatory for schools to follow tobacco free guidelines for getting sanitary certificates from the State Government.

- **Corporates and Trader Associations:**
  - Corporates like Indian Oil Corporation, Oil and Natural Gas Corporation sponsored the boards to be put at the entrance of educational institutions as part of the Tobacco Free School Guidelines.
  - The trader associations have collaborated for implementation of section 6 of COTPA in Tamil Nadu.

- **NGOs:** conduct awareness programme in schools and/or develop awareness generation material for young people.
Article 16: Prohibit sales to minors

Challenges

- Implementation is still a challenge
- Department of Education alone cannot implement this
- The tobacco industry tactics like compensating the challan amounts to the vendors etc
Beyond FCTC: Other Multisectoral State Initiatives

- The Govt of Rajasthan is the first state in India to make it mandatory for all persons seeking Govt jobs to give an undertaking that they are not tobacco users (both smoking and smokeless). The order is issued by the Deptt of Personnel, Govt of Rajasthan which demonstrates that ‘Health in All Policies’ is a way-forward approach.

- Enforcement of tobacco control laws has been made an integral part of the monthly ‘Crime Review Meetings’ at district level by the police department in several states. In this regard Secretary Home on the request of Secy (H & FW) has written to all the DGP in states
NTCP – The recipe for success

- Advocacy for political and administrative will
- Devising an effective multi-sectoral coordination: tobacco control is beyond health department
- Effective media management
- Expansion of the NTCP to all the districts of India in a phased manner during the 12th 5-year Plan
- Provision of better manpower, legal and infrastructural support, and online monitoring.
NTCP – The recipe for success

- Integrating components of the programme with the National Programme of NCD with a dedicated focal point officer at the state and district level
- Strengthening the Toll free helpline no. 1800110456 for on-line reporting and dissemination of information relating to violations of the anti-tobacco law
- Setting up Cessation Centres as well as a quit helpline at the national level for tobacco users.
Let's join hands for Tobacco free World

Thank you