GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE

LOK SABHA
UNSTARRED QUESTION NO. 2718
TO BE ANSWERED ON 4TH AUGUST 2023

DEATH DUE TO TOBACCO CONSUMPTION

2718. DR. (PROF.) KIRIT PREMJIBHAI SOLANKI:

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

(a) whether it is a fact that India accounts for nearly 1.35 million deaths every year due to tobacco consumption and if so, the details thereof;

(b) the steps taken/proposed to be taken by the Government to regulate tobacco consumption;

(c) whether any steps have been taken to regulate smoking in the content published on OTT platforms;

(d) if so, the details thereof and if not, the reasons therefor; and

(e) whether the Government plans to start any new campaign to ensure awareness among the masses about ill-effects of tobacco and if so, the details thereof?

ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(PROF. S.P. SINGH BAGHEL)

(a) & (b): As per the Report of the second round of Global Adult Tobacco Survey (GATS-2), 2016-17, mortality due to tobacco in India is estimated at upwards of 1.3 million (over 13 lakhs). The steps taken by the Government to regulate tobacco consumption are;

A comprehensive legislation, namely the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA 2003) to regulate the use of tobacco products has been enacted to discourage the use of tobacco, with a view to achieve improvement of public health in general as enshrined in Article 47 of the Constitution. The provisions under COTPA, 2003 and the Rules made thereunder mandate prohibition of smoking in public places; ban on sale of tobacco products to and by minors, sale of tobacco products within a radius of 100 yards of educational institutions; prohibition on direct and indirect advertising of tobacco products and mandatory display of specified health warnings.

To further accelerate the efforts towards tobacco control, Government launched National Tobacco Control Programme (NTCP) in 2007-08. The National Tobacco Control Programme aims at discouraging the use of tobacco with special emphasis on protection of

children and young people; create awareness about the harmful effects of tobacco consumption through regular and sustained public awareness campaigns. The States/UTs undertake drives for enforcement of COTPA 2003, from time to time. Enforcement efforts are also monitored by the State Tobacco Control Cells (STCCs) and District Tobacco Control Cells (DTCCs). The Ministry has also issued the "Guidelines for Tobacco Free Educational Institution (Revised)" for effective implementation of Section-6 of COTPA, 2003.

(c) & (d): To regulate tobacco use depiction on Over-The-Top (OTT) media platforms, Government of India has notified Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) [COTP] Amendment Rules, 2023 vide GSR No. 400 (E) dated 31st May, 2023. As per the COTP (Amendment) Rules, 2023, every publisher of online curated contents displaying tobacco products or their use will comply with (a) display anti-tobacco health spots, of minimum thirty seconds duration each at the beginning and middle of the programme; (b) display anti-tobacco health warning as a prominent static message at the bottom of the screen during the period of display of the tobacco products or their use in the programme; (c) display an audio-visual disclaimer on the ill-effects of tobacco use, of minimum twenty seconds duration each, in the beginning and middle of the programme.

(e): Ministry of Health & Family Welfare has launched a 60 days Tobacco Free Youth Campaign on this World No Tobacco Day on 31st May, 2023. The campaign was successfully implemented from 31st May to 31st July, 2023 by all States and UTs to create intensive awareness on harmful effects of tobacco use, particularly amongst the youth and rural communities.

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