

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

**LOK SABHA
UNSTARRED QUESTION NO.3206
TO BE ANSWERED ON 7TH AUGUST, 2015**

NATIONAL TOBACCO CONTROL PROGRAMME

**3206. SHRI ASHWINI KUMAR CHOUBEY:
SHRI K.N. RAMACHANDRAN:
DR. GOKARAJU GANGA RAJU:
SHRIMATI SAKUNTALA LAGURI:
SHRI JASVANTSINH SUMANBHAI BHABHOR:
SHRI KONAKALLA NARAYANA RAO:**

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
THE MINISTER OF HEALTH AND FAMILY WELFARE
(SHRI JAGAT PRAKASH NADDA)**

(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.

| Year | Achievements under NTCP |
|----------|--|
| 2012 -13 | <ul style="list-style-type: none"> ● Issued notification to regulate the depiction of tobacco products or its use in films and TV programmes. ● Issued the packaging and labelling Rules 2012 vide notification G.S.R. No. 724 (E) dated 27-09-12. ● Launched Public awareness campaign using electronic media as well as outdoor media like Bus panels, bus queue shelters, unipole, back light display at railway station, metro rail display etc. ● Number of people challaned (21 states) : 1,04,750 ● Number of tobacco users counselled (21 states) : 32,328 ● Number of children covered under school programme (21 states) : 1,71,986 ● Number of people trained through workshops/trainings (21 states) : 82,182 |
| 2013-14 | <ul style="list-style-type: none"> ● Up-scaled the coverage of National Tobacco Control Programme (NTCP) from existing 42 districts of 21 states to 53 districts of 29 states in 2013, subsumed under the National Health Mission (NHM) Flexi-pool for Non-Communicable disease (NCD's). ● Organized "National Consultation on Tobacco Economics" which dwelt on three issues of economics of tobacco (i) Health Cost of Tobacco Use, (ii) Alternative livelihood to tobacco farmers and bidi rollers and (iii) tobacco taxation. ● Launched Public awareness campaign launched using electronic media and Radio and outdoor (train wrap-up & bus panels). ● Number of people challaned (21 states) : 69,278 ● Number of tobacco users counselled (21 states) : 15,477 ● Number of children covered under school programme (21 states) : 2,40,508 ● Number of people trained through workshops/trainings (21 states) : 15,147 |
| 2014-15 | <ul style="list-style-type: none"> ● Issued notification of new Rules on tobacco pack pictorial warnings on 15th October, 2014, which mandate display of pictorial health warnings on 85% of principal display area of tobacco packs and on both sides. ● Launched Public awareness campaign using electronic media and Radio. ● Funds released for setting up/upgradation of State Tobacco Control Cells in 35 States/UTs and for setting up district tobacco control cells in 56 districts. ● Initiated the process of setting up national quit line and strengthening violation helpline. ● Number of people challaned (22 states) : 2,21,922 ● Number of tobacco users counselled (22 states) : 26,666 ● Number of children covered under school programme (22 states) : 98,805 ● Number of people trained through workshops/trainings(22 states) : 22,574 |

Fund Allocation and utilization under NTCP

| Financial Year | Allocation RE (in Crore) | Expenditure (in Crore) |
|-----------------------|-------------------------------------|-----------------------------------|
| 2012 -13 | 30.00 | 10.48 |
| 2013-14 | 51.30 | 35.20 |
| 2014-15 | 60.00 | 51.90 |
| 2015-16 | 20.00 | -- |

**Status of the release of funds (in INR) under the National Tobacco Control Programme (NTCP)
for the years 2012-13 to 2014-15**

| S. No. | State | 2012-13 | 2013-14 | 2014-15 |
|--------|-------------------------|-----------|-----------|------------|
| 1 | Rajasthan | 14,56,623 | 45,38,000 | 108,87,000 |
| 2 | Assam | 26,23,212 | 59,97,000 | 85,83,000 |
| 3 | Karnataka ⁺ | — | — | 136,88,000 |
| 4 | West Bengal* | — | — | 23,32,000 |
| 5 | Tamil Nadu | — | — | 130,98,000 |
| 6 | Uttar Pradesh | — | — | 296,43,000 |
| 7 | Gujarat | — | — | 136,16,000 |
| 8 | Delhi | — | — | 12,81,000 |
| 9 | Madhya Pradesh* | — | — | 167,09,000 |
| 10 | Nagaland | — | 61,99,000 | 7,19,000 |
| 11 | Tripura | 13,63,884 | 57,64,000 | 80,06,000 |
| 12 | Mizoram | 22,20,000 | 64,13,000 | 51,05,000 |
| 13 | Arunachal Pradesh | — | — | 47,30,000 |
| 14 | Sikkim | — | — | 56,89,000 |
| 15 | Jharkhand** | — | — | 136,88,000 |
| 16 | Bihar** | — | 50,57,000 | 163,50,000 |
| 17 | Uttarakhand | 22,18,452 | 48,55,000 | 94,50,000 |
| 18 | Maharashtra** | — | 76,79,000 | 172,00,000 |
| 19 | Goa | — | 47,71,000 | 30,00,000 |
| 20 | Andhra Pradesh | — | - | 123,75,000 |
| 21 | Odisha** | — | 50,27,000 | 136,88,000 |
| 22 | Chhattisgarh | — | 26,72,000 | 30,00,000 |
| 23 | Himachal Pradesh | — | 26,72,000 | 30,00,000 |
| 24 | J & K | — | — | 30,00,000 |
| 25 | Haryana | — | — | 101,25,000 |
| 26 | Kerala | — | 26,72,000 | 30,00,000 |
| 27 | Meghalaya | — | 64,13,000 | 7,85,000 |
| 28 | Punjab | — | 26,72,000 | 30,00,000 |
| 29 | Puducherry | — | — | 30,00,000 |
| 30 | Chandigarh | — | — | 0 |
| 31 | Andaman & Nicobar | — | — | 30,00,000 |
| 32 | Daman & Diu | — | — | 30,00,000 |
| 33 | Lakshadweep | — | — | 65,00,000 |
| 34 | Manipur | — | — | 19,70,000 |
| 35 | Dadra & Nagar Haveli | — | — | 40,00,000 |
| 36 | Telangana | NA | NA | 89,74,000 |

* 17,24,000 INR/ released to West Bengal and Madhya Pradesh in 2007-08.

+13,29,472 INR/ released to Karnataka in 2010-11

** 12,12,000 INR/ released to Jharkhand, Bihar, Maharashtra and Odisha in 2008-09.