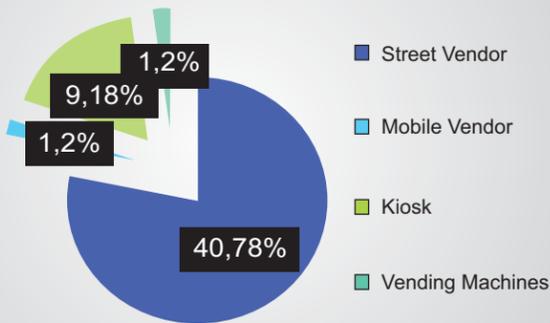


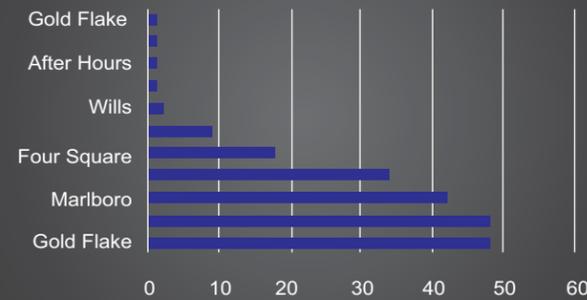
BIG TOBACCO - TINY TARGET GUJARAT REPORT

Tobacco Advertisements, Products Displays, Sales & Promotions around Educational Institutions in GUJARAT (India)

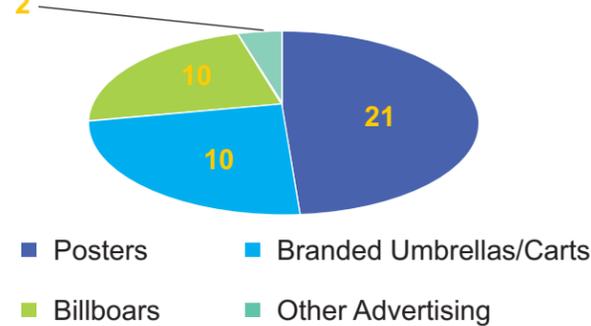
Points of Sale



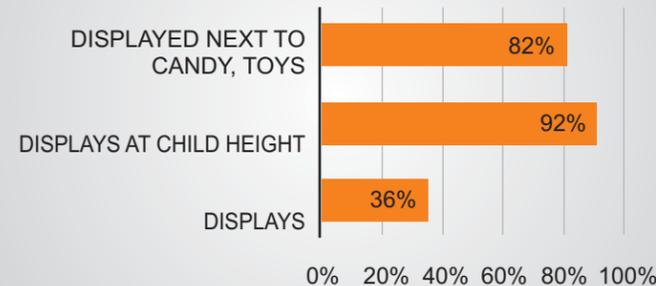
Brand on Sale



Type of Advertising



Display



Recommendations:

- Urgent action required from the Government agencies to stop tobacco companies from targeting children from aggressive advertising & selling tobacco products around schools.
- Stricter enforcement of COTPA rules prohibiting the selling and advertising of tobacco products within 100 yards of educational institutions.
- Regulating tobacco vendors to aid COTPA enforcement. COTPA compliance should be a condition of all vendor licenses.

Background:

- According to The Global Adult Tobacco Survey; India (2016-17), by Ministry of Health and Family Welfare (MoHFW), nearly 28.6% of adults (15 years and above, use tobacco products.
- According to The Global Youth Tobacco Survey India, 14.6% of 13 -15 year old students in India use tobacco. As many as 11% of all male students surveyed were found to be users of smoking or smokeless tobacco, while 6% of female students used smokeless tobacco and 3.7% smoked tobacco.
- Nearly 37% children in India initiate smoking before the age of 10, and each day 5500 children begin tobacco use and consequently may become addicted.
- India was among the first countries to ratify the WHO Framework Convention on Tobacco Control (FCTC) in 2004. Indian enacted comprehensive tobacco control legislation, entitled, "The Cigarette and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003" (COTPA).
- As per Section 6 of the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA), there is a ban on the sale of tobacco to and by minors.
- Under Section 6 (b) of COTPA, the sale of tobacco products is prohibited in an area within a radius of 100 yards of any educational institutions and mandatory signage in this regard should be displayed prominently near the main gate and on the boundary wall of the educational institute.
- Under COTPA tobacco advertising and promotion and tobacco product display is completely banned.
- A Ministry of Health & Family Welfare advisory letter dated 21st September, 2017 recommends the licensing of tobacco vendors through municipal authorities. The advisory observes that it would be appropriate to include in the authorization, a condition of provision that the shops permitted to sell tobacco products cannot sell non-tobacco products such as toffees, candies, chips, biscuits, soft drinks, among others, which are meant for the non-user-particularly children.
- Ministry of Housing and Urban Affairs on 25th September, 2018 has issued a similar advisory to states for licensing of tobacco vendors.
- Section 77 of the Juvenile Justice (Care and Protection of Children) Act, 2015 additionally criminalizes the distribution of tobacco products to children.

About Big Tobacco: Tiny Targets Study

Big Tobacco: Tiny Targets study aims to expose the strategies being used by the tobacco companies/industries' products marketing to children and youths around schools; help provide them with tobacco free learning environments through documenting tobacco marketing near schools and playgrounds; mobilize educators and students to take action, and urge Government to enact and implement comprehensive tobacco control laws.

In India, Consumer Voice conducted a Tiny Targets study to determine the extent of tobacco products being marketed and sold around schools in India. A total sample of 243 schools and 487 points of sale were closely surveyed during this study in these 20 cities. (See Details below). In the state of Gujarat the study was conducted in association with local partner Rajkot Saher Jilla Grahak Suraksha Mandal.

1166910/2018/LSG

SANJAY KUMAR, IAS
Joint Secretary
and Mission Director(DAY-NULM)
GOVERNMENT OF INDIA
MINISTRY OF HOUSING & URBAN
POVERTY ALLEVIATION



संजय कुमार, आई.ए.एस.
संयुक्त सचिव
एवं मिशन निदेशक (डी.अ.यो.-रा.श.आ.मि.)
भारत सरकार
आवास और शहरी गरीबी उपासना मंत्रालय

D.No. N-11025/41/2018-LSG
25th September, 2018

Madam/Sir,

This is to draw your attention to the advisory issued by Ministry of Health and Family Welfare vide their letter dated September 21, 2018 on the issue of making the regulation for selling of tobacco products more effective with the development of a mechanism to provide permission/authorization through Municipal Authorities to retail shops selling tobacco products. A copy of the advisory is attached for ready reference.

2. The matter has been considered in the Ministry and it has been felt that there is a need to make the mechanism more stringent, keeping in view the health risks of selling of tobacco products to non-tobacco users and children. Accordingly, it is advised that following actions may be taken by the States/ UTs/ ULBs:

ARUN KUMAR JHA
Economic Adviser
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भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
निर्माण भवन, नई दिल्ली - 110011
GOVERNMENT OF INDIA
MINISTRY OF HEALTH & FAMILY WELFARE
NIRMAN BHAVAN, NEW DELHI - 110011

D.O.No. P-16012/14 /2017-TC
Dated, 21st September, 2017

The Central Government has enacted the Cigarettes and other Tobacco products (Prohibition of Advertisement and Regulations of Trade and Commerce Production, Supply and Distribution) Act, 2003(COTPA), to discourage the use of tobacco, with emphasis on protection of children and young people from being addicted to the use of tobacco, with a view to achieve improvement of public health in general as enshrined in Article 47 of the Constitution.

2. The Central Government has also enacted the Juvenile Justice (Care and Protection of Children) Act, 2015, that makes giving or causing to be given, to any child any tobacco products punishable with rigorous imprisonment for a term which may extend to seven years. Further the Food Safety and Standards Act, 2006 (FSS Act, 2006) ensures availability of safe and wholesome food for human consumption and inter-alia prohibits using of tobacco and nicotine as ingredients in any food products.

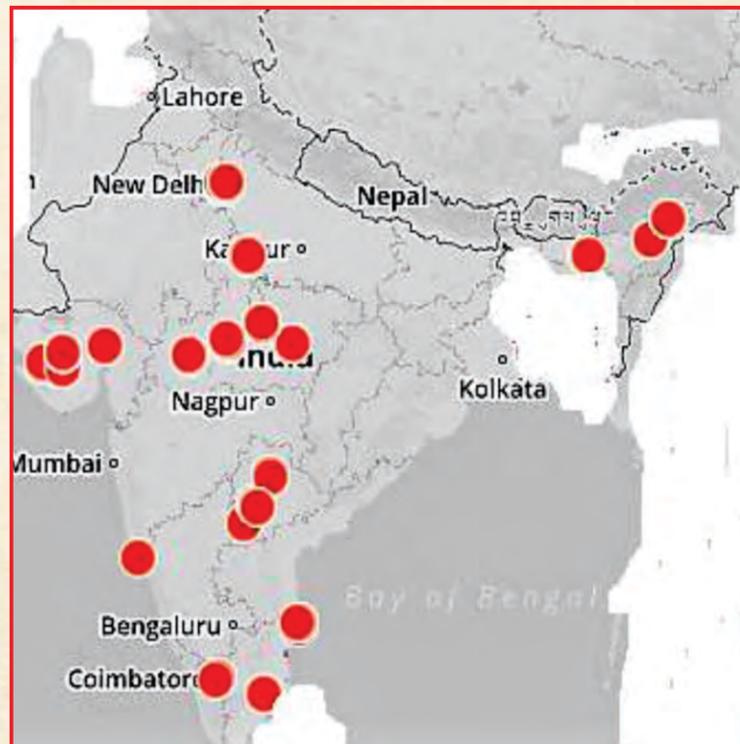
VOICE (Voluntary Organisation in Interest of Consumer Education)

E-34, East of Kailash, New Delhi -110065, Phone : 011-4733100

Website: <http://www.consumer-voice.org>

Facebook: <https://www.facebook.com/ConsumerVoiceIndia/>

Twitter: <https://twitter.com/ConsumerVoiceIn>



S. No.	State	Cities	No. of School Covered
1	Gujarat	1. Ahmadabad 2. Rajkot 3. Jamnagar 4. Morbi	47
2	Madhya Pradesh	1. Bhopal 2. Indore 3. Sagar 4. Jabalpur 5. Gwalior	53
3	Assam	1. Guwahati 2. Dibrugarh 3. Jorhat	36
4	Tamil Nadu	1. Chennai 2. Pudukottai 3. Coimbatore	34
5	Telangana	1. Warangal 2. Mahbubnagar 3. Karimnagar 4. Hyderabad	48
6	New Delhi		24
Total 6 States		20 Cities	242

Key Findings- National Level Report:

- ★ Vendors sell tobacco products. (Investigators observed 225 points of sale selling tobacco products out of the 487 surveyed around schools. Street vendors were the most common form of vendors at 56.6% of the 225 tobacco points of sale observed.)
- ★ Multinational tobacco companies sell tobacco products around schools. (Investigators documented that, of the 225 tobacco points of sale observed, 52.2% carried British American Tobacco brands and 25.3% carried ITC brands.)
- ★ Vendors advertise tobacco products around schools. (Investigators observed tobacco advertising at 34% of the 225 tobacco points of sale observed.)
- ★ Vendors sell cigarettes and bidis via single sticks, making these products cheap and accessible to children and youth. (Investigators observed single stick sales in 90.9% of the 225 tobacco points of sale observed.)
- ★ Vendors display tobacco products in ways that are appealing to children and youth. (Investigators documented that, of the 225 tobacco points of sale observed, 91% of displays were at 1 meter – a child's eye level; 54% of the points of sale had no visible health warning; and 90% of displays were beside candy, sweets and toys – items marketed to children.)
- ★ Vendors use sales techniques such as discounting products and distributing free samples. (Investigators documented that, of the 225 tobacco points of sale observed, 37.5% offered price discounts and 32.5% offered free tobacco products.)

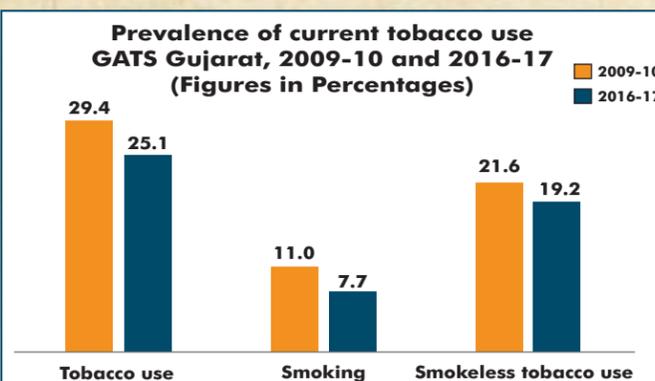
Study Methodology:

Field investigators were equipped with a mobile reporting form to document instances of tobacco companies advertising, selling, displaying, or incentivizing the sale of tobacco products within 100-meter radius. (Although India prohibits sales around schools within a radius of 100 yards, Kobo Toolbox used 100 meters as a standard. (yard = 0.9144 meters).

The mobile form automatically captured the date, geographic coordinates, and data collector name for each record uploaded to the dataset.

Data gathered from an app Kobo Toolbox was then mapped using MapBox an open source mapping platform for custom designed maps

MapBox was used to define the sampling area radius of 100 meters surrounding each school



Situation in GUJARAT

- ❖ 14.2% of men, 0.7% of women and 7.7% of all adults currently smoke tobacco.
- ❖ 27.6% of men, 10.0% of women and 19.2% of all adults currently use smokeless tobacco.
- ❖ 38.7% of men, 10.4% of women and 25.1% of all adults either smoke tobacco and /or use smokeless tobacco.
- ❖ From GATS 1 to GATS 2, there has been a significant decrease in the prevalence of smoking by 3.3 percentage points and smokeless tobacco by 2.4 percentage points. The prevalence of any tobacco use has also significantly decreased by 4.3 percentage point from 29.4% in GATS 1 to 25.1% in GATS 2.
- ❖ Gutka and bidi are the two most commonly used tobacco products; 12.8% of adults use gutka and 6.4% of adults smoke bidi.
- ❖ The prevalence of tobacco use among persons aged 15-17 has decreased from 6.0% in GATS 1 to 3.5% in GATS2.
- ❖ The mean age at initiation of tobacco use has increased marginally from 18.3 years in GATS 1 to 18.6 years in GATS2.
- ❖ 48.0% of smokers were advised by a health care provider to quit smoking and 33.4% of smokeless tobacco users were advised by a health care provider to quit smokeless tobacco use.

- ❖ 20.9% of all adults who worked indoors were exposed to second hand smoke at their workplace.
- ❖ One in every four adult was exposed to second-hand smoke at any public place?
- ❖ 37.8% of cigarette smokers and 23.8% of bidi smokers thought of quitting smoking because of warning label. 31.1% of smokeless tobacco users thought of quitting smokeless tobacco use because of warning label.

Key Findings of GUJARAT:

- ★ Majority of the vendors around schools sell tobacco products. (Investigators observed 50 points of sale selling tobacco products around schools. Street vendors were the most common form of vendors at 80% of the 50 tobacco points of sale observed.)
- ★ Multinational tobacco companies sell tobacco products around schools. (Investigators documented that, of the 50 tobacco points of sale observed, 96% carried ITC brands and 84% carried Phillip Morris.
- ★ Vendors advertise tobacco products around schools. (Investigators observed tobacco advertising at all the 50 tobacco points of sale.)
- ★ Vendors sell cigarettes and bidis via single sticks, making these products cheap and accessible to children and youth. (Investigators observed single stick sales in 49 of the 50 tobacco points of sale observed.)
- ★ Vendors display tobacco products in ways that are appealing to children and youth. (Investigators documented that, of the 50 tobacco points of sale observed, 92% of displays were at 1 meter – a child's eye level; and 82% of displays were beside candy, sweets and toys – items marketed to children.)