

GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
RAJYA SABHA
QUESTION NO 09.11.2010
ANSWERED ON
PICTORIAL WARNING ON TOBACCO PRODUCTS

11

Smt. Kanimozhi

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

- (a) whether stronger pictorial warnings on tobacco products are deterrent to tobacco use;
- (b) whether as per some studies, the existing pictorial health warnings on tobacco products are inadequate in conveying the adverse impact of tobacco on health;
- (c) if so, the details thereof; and
- (d) what are the technical issues involved in implementation of new pictorial warnings?

ANSWER

THE MINISTER OF HEALTH AND FAMILY WELFARE

(SHRI GHULAM NABI AZAD)

(a)to(d): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO RAJYA SABHA STARRED QUESTION NO. 11 FOR 9TH NOVEMBER, 2010

(a) Yes, Sir.

(b)&(c) A study was conducted by HRIDAY, a Delhi based NGO, in Delhi, Uttarakhand, UP, Haryana and Tripura to test the effectiveness of existing pictorial warnings. More than 63% of the respondents felt that the warning labels were inadequate in conveying the adverse impact of tobacco use on health. A similar study was also conducted by Healix Seksaria Institute of Public Health, Mumbai, which concluded that the existing pictorial health warnings do not serve the desired purpose since they are not properly understood.

(d) Specified health warnings notified vide GSR No. 182 (E), dated 15th March, 2008, have been made effective from 31st May, 2009. The notification to bring into effect new (changed) pictorial warnings to be affixed on retail packs of cigarettes and other tobacco products was issued on 5th March, 2010, to be effective from 1st June, 2010. A number of representations have been received from sections of the tobacco industry apprising that the changeover to new pictorial warnings on tobacco packs entails a period of 9-10 months, necessitating additional time for compliance. Thus, the effective date for the revised pictorial warnings above will now be effective from 1st December, 2010.

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