

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

**LOK SABHA  
UNSTARRED QUESTION NO. 79  
TO BE ANSWERED ON 2<sup>ND</sup> FEBRUARY, 2018**

**PICTORIAL WARNING ON TOBACCO PRODUCTS**

**79. SHRI KONAKALLA NARAYANA RAO:  
SHRIMATI VANAROJA R.:  
SHRI RAM MOHAN NAIDU KINJARAPU:  
SHRI ASHWINI KUMAR:  
DR. K. GOPAL:**

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

- (a) whether a large number of people died due to tobacco related diseases, if so, State/UT-wise details thereof;
- (b) whether the tobacco related diseases costs in India is more than Rs. 1,04,500 crore, if so, the details thereof;
- (c) whether the Government has notified amendments mandating pictorial warning on tobacco products, if so, the details thereof;
- (d) whether the Government has monitored the implementation of 85 per cent warning label of tobacco products, if so, the details thereof; and
- (e) the other measures taken by the Government to spread awareness and discourage use of tobacco products?

**ANSWER  
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND  
FAMILY WELFARE  
(SMT. ANUPRIYA PATEL)**

(a) & (b): The data regarding number of deaths and costs due to tobacco related diseases is not maintained centrally. However, as per the Report on “Economic Burden of Tobacco Related Diseases in India”, the total economic costs attributable to tobacco use from all diseases in India in the year 2011 for persons aged 35-69 amounted to Rs. 1,04,500 crores (US\$ 22.4 billion).

(c): Section 7 of the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA 2003) was amended in 2007 to provide for specified warning including a pictorial warning on tobacco products.

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(d): The implementation of the provisions of the COTPA, 2003 lies with the States/Union Territories.

The Central Government is implementing the National Tobacco Control Programme (NTCP) from 2007-08 with the objective of ensuring effective implementation of the provisions under COTPA, 2003. State and District Level Coordination Committees have been set up under NTCP to oversee the implementation of COTPA.

(e): The Central Government has notified rules to regulate films and TV programmes depicting scenes of tobacco usage to spread awareness. Such films and TV programmes are statutorily required to run anti-tobacco health spots, disclaimers and static health warnings.

The Ministry has started National Toll-free Helpline in 2008, with a primary aim to report violations under various provisions of COTPA 2003. In addition, this Helpline provides information on harmful effects of consumption of tobacco, and on how to quit tobacco use, including after-effects of quitting tobacco.

The Ministry also started National Tobacco Quitline to provide tobacco cessation services to the community and has launched a pan-India “mCessation” initiative to reach out to tobacco users who are willing to quit tobacco use and to support them towards successful quitting through text-messaging via mobile phones.

The stakeholders are being made aware on a regular basis about the adverse effects of tobacco usage on health through various anti-tobacco campaigns vide different modes of communication.

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