

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

**LOK SABHA
UNSTARRED QUESTION NO. 756
TO BE ANSWERED ON 14TH DECEMBER, 2018
ILL-EFFECTS OF TOBACCO CONSUMPTION**

756. SHRI RAJENDRA AGRAWAL:

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

- (a) the details of measures and campaigns initiated by the Government to spread awareness about the ill-effects of tobacco consumption especially among youth and children;
- (b) whether the outcome of such initiatives would affect the livelihood of millions of tobacco farmers and farm labourers and if so, the measures taken by the Government to safeguard their interests;
- (c) the measures taken by the Government to promote and encourage tobacco growing farmers to shift to alternate crops/cropping systems;
- (d) whether the Government has carried out campaigns recently on adverse effects of tobacco usage on health through various media; and
- (e) if so, the details thereof?

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

(a): 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 mode of communication including TV, Radio, Print media, social media, films, train wrap etc. and by displaying awareness material in trade fair, mela etc.

Government of India 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.

Further, to spread awareness on adverse impact of consumption of tobacco products, the size of specified health warnings on packages of tobacco and tobacco products has been increased to 85% w.e.f. 1st April, 2016.

(b) & (c): The initiatives taken by the Government are aimed at spreading awareness about the harms and adverse health consequences of tobacco use, with a view to promoting public health.

The Crop Diversification Programme, an ongoing sub scheme of Rashtriya Krishi Vikas Yojana (RKVY) run by Ministry of Agriculture and Farmers Welfare, has been extended to 10 tobacco growing states w.e.f. 2015-16 to encourage tobacco growing farmers to shift to alternate crops/cropping systems.

(d) & (e): Recently, a tobacco control spot, namely 'Sunita' on the harmful effects of tobacco use was aired on Doordarshan channels for a period of one month during September-October, 2018.