

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

**LOK SABHA  
UNSTARRED QUESTION NO. 3057  
TO BE ANSWERED ON 6<sup>TH</sup> DECEMBER, 2019**

**EVALUATION OF THE NTCP**

**3057. SHRI SELVAM G.:**  
**SHRI DHANUSH M. KUMAR:**  
**SHRI VIJAY KUMAR DUBEY:**

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

- (a) whether the Government has failed to achieve the target of reducing the production and supply of tobacco products while implementing National Tobacco Control Programme, if so, the details thereof and the reasons therefor;
- (b) whether the Government has conducted monitoring and evaluation/ assessment of the National Tobacco Control Programme (NTCP) at the national and State 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 undertaken public awareness campaigns on adverse effects of tobacco usage on health;
- (e) if so, the details of the campaign undertaken and the funds allocated and utilized therefor, State/UT-wise during each of the last three years; and
- (f) the steps taken by the Government to ensure effective implementation of the provisions under Cigarettes and other Tobacco Products Act, 2003 to help the people quit tobacco use?

**ANSWER  
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND  
FAMILY WELFARE  
(SHRI ASHWINI KUMAR CHOUBEY)**

(a): The National Tobacco Control Programme (NTCP) was launched in 2007-08 to reduce the demand and supply of tobacco products through creating awareness on harmful effects of tobacco products; implementation of the Cigarettes and other Tobacco products (Prohibition of Advertisement and Regulations of Trade and Commerce Production, Supply and Distribution) Act, 2003 (COTPA, 2003) and providing cessation facilities to tobacco users. There was a target of 5% reduction in prevalence of tobacco use by the end of 12th Five Year Plan and as per the

second round of Global Adult Tobacco Survey (2016-17), the prevalence of tobacco use has decreased by 6 percentage points during the period from 2009-10 to 2016-17.

(b) & (c): An evaluation of the NTCP was undertaken in 2013 in 10 States which revealed the need for regular capacity building/training of various stakeholders in tobacco control; availability of limited funds with NTCP and appropriate utilization; integration of NTCP with other health programmes; to create demand and an enabling environment for tobacco cessation facilities; standardized mechanism for monitoring and evaluation of NTCP; setting up of tobacco testing laboratories; active engagement of civil society.

The Government has taken several measures to address the findings of the evaluation viz. development of various training modules and organisation of Training of Trainers; to ensure the availability of funds, State and district level of NTCP have been subsumed under the National Health Mission and the States submit their Financial Monitoring Reports (FMR) quarterly; NTCP has been integrated with various other National Health Programmes; establishment of Tobacco Cessation Centres at district level, Tobacco Quitline services and mCessation services; establishment of three National Tobacco Testing Laboratories; and provision for engaging civil society at State/district level etc.

(d) & (e): The Ministry undertakes various anti-tobacco campaigns via 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. on a regular basis about the adverse effects of tobacco usage on health.

The details of the campaign undertaken and funds allocated/expenditure at central level is at **Annexure-I** and State/UT-wise allocation / expenditure is at **Annexure-II**.

(f): The aims of the National Tobacco Control Programme (NTCP) are to ensure effective implementation of the provisions under COTPA, 2003 and to help the people quit tobacco use along with other objectives.

The enforcement of provisions of COTPA, 2003 and Rules made thereunder is the responsibility of the States/Union Territories. For effective implementation of this Section, Central Government has notified authorized officers from various Departments and also advised States/Union Territories, from time to time, for strict compliance of COTPA, 2003.

The Ministry started tollfree Tobacco Quitline services to provide tobacco cessation services to the community and the same has been expanded in September 2018 and pan-India “mCessation” initiative for providing cessation services through text-messaging via mobile phones. Under NTCP, there is a provision for setting up Tobacco Cessation services at district level. Apart from this, tobacco cessation centers have also been set up in Dental Colleges/Institutions across the country.

Annexure-I

Allocation/expenditure towards awareness campaign on tobacco control / adverse effects of tobacco uses at Central level for last three years:

Financial Year	Allocation/Expenditure (in Rs.)	Campaign
2016-17	10,54,58,547/-	<p>Advertisement through Satellite channels and Outdoor Publicity during Seventh Session of the Conference of Parties (COP7).</p> <p>Advertisement in newspapers on World No Tobacco Day, 2016 and publication of Notifications in the Gazette of India relating to tobacco control law.</p> <p>Campaign on mCessation.</p>
2017-18	16,10,39,911/-	<p>Advertisement in newspapers on World No Tobacco Day, 2017</p> <p>Mass-Media Campaign for telecast of tobacco control spotnamely 'TB and Tobacco' on TV and Radio on World No Tobacco Day, 2017.</p> <p>Organization of thematic show and mass-awareness slogan walkathon on World No Tobacco Day, 2017.</p> <p>Telecast of tobacco control spots namely 'TB and Tobacco' and 'Clinical' through Doordarshan and Prasar Bharti.</p>
2018-19	28,21,43,420/-	<p>Telecast of tobacco control spot namely 'What damage will Cigarette/Bidi do' through DAVP, Prasar Bharti and Doordarshan.</p> <p>Telecast of tobacco control spot namely 'COUGH" through DAVP, Prasar Bharti and Doordarshan.</p>

Annexure-II

State/UT wise details of SPIP Approvals and Utilisation for IEC/SBCC Campaign under National Tobacco Control Programme (NTCP) for the last three years

(Rs. in Lakhs)

S.No.	State/UT	2016-17		2017-18		2018-19	
		SPIP Approvals	Expenditure	SPIP Approvals	Expenditure	SPIP Approvals	Expenditure
A. High Focus States							
1	Bihar	133.00	21.65	82.00	0.01	61.00	13.25
2	Chattisgarh	63.00	19.25	20.12	4.88	21.90	14.61
3	Himachal Pradesh	0.00	4.00	0.00	0.00	0.00	0.00
4	Jammu & Kashmir	21.00	0.00	21.00	8.24	10.00	7.76
5	Jharkhand	98.00	44.95	175.00	65.40	100.00	83.09
6	Madhya Pradesh	0.00	20.56	171.53	51.24	0.00	0.00
7	Orissa	51.00	12.79	148.70	16.02	82.72	23.07
8	Rajasthan	69.70	49.68	0.00	79.49	101.00	101.00
9	Uttar Pradesh	504.00	228.77	525.00	292.77	375.00	229.88
10	Uttarakhand	39.00	4.29	8.30	8.17	0.00	0.00
	Sub Total	978.70	405.94	1151.65	526.22	751.62	472.66
B. NE States							
11	Arunachal Pradesh	0.00	0.00	140.00	49.03	0.00	2.10
12	Assam	28.00	3.30	112.00	81.06	72.50	64.49
13	Manipur	20.52	0.00	26.00	0.00	5.00	0.30
14	Meghalaya	0.00	0.00	0.00	0.00	0.00	0.00
15	Mizoram	63.00	1.15	63.00	10.10	0.00	4.60
16	Nagaland	77.00	0.00	190.74	11.95	3.40	0.00
17	Sikkim	0.00	6.37	0.00	0.00	0.00	0.00
18	Tripura	28.00	3.30	28.00	36.80	16.75	8.31
	Sub Total	216.52	14.12	559.74	188.93	97.65	79.80
C. Non-High Focus States							
19	Andhra Pradesh	70.00	172.52	91.00	72.82	0.00	0.00
20	Goa	2.30	1.68	5.00	0.00	0.00	0.00
21	Gujarat	87.05	38.45	150.30	131.91	0.00	0.00

22	Haryana	14.00	0.00	6.41	1.10	5.00	0.00
23	Karnataka	126.00	47.58	153.00	136.21	93.00	89.53
24	Kerala	0.00	0.00	45.19	23.35	8.00	9.22
25	Maharashtra	66.20	7.93	150.28	32.69	151.09	15.48
26	Punjab	0.00	0.00	66.02	2.54	32.00	8.40
27	Tamil Nadu	35.00	4.48	69.75	0.00	27.50	27.50
28	Telangana	0.00	0.00	0.00	0.00	10.00	0.00
29	West Bengal	133.00	11.29	48.00	27.20	57.00	10.04
	Sub Total	533.55	283.93	784.95	427.82	383.59	160.17
D. Small States/UTs							
30	Andaman & Nicobar Islands	7.00	0.00	9.00	0.50	0.00	0.30
31	Chandigarh	0.00	0.00	0.00	0.00	0.00	0.00
32	Dadra & Nagar Haveli	7.00	7.91	18.30	0.00	0.00	0.00
33	Daman & Diu	0.50	0.00	1.00	0.16	0.50	0.44
34	Delhi	14.00	0.00	77.00	0.00	0.00	5.65
35	Lakshadweep	2.00	0.00	2.00	1.85	1.00	1.79
36	Puducherry	4.00	2.95	7.00	4.69	2.00	0.27
	Sub Total	34.50	10.86	114.30	7.20	3.50	8.45
	Grand Total	1763.27	714.85	2610.64	1150.18	1236.36	721.08

Note:

1. SPIP means State Programme Implementation Plan.
2. Expenditure includes expenditure against Central Release, State share & unspent balances at the beginning of the year.
3. The above data is as per FMRs submitted by States/UTs, hence is provisional.