

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

**LOK SABHA
UNSTARRED QUESTION NO. 4323
TO BE ANSWERED ON 20TH DECEMBER, 2024**

CONSUMPTION OF TOBACCO AND ALCOHOL

4323. SHRI ZIA UR REHMAN:

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

- (a) whether the Government has formulated any policy to bring down the consumption of tobacco and alcohol in the country;
- (b) if so, the details of the policies being implemented in this regard; and
- (c) if not, the reason thereof?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI PRATAPRAO JADHAV)**

(a) to (c): The Ministry of Health & Family Welfare has enacted following two comprehensive legislations:

- Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act [COTPA], 2003 to discourage the consumption of tobacco products in order to protect the masses from the health hazards attributable to tobacco use.
- Prohibition of Electronic Cigarettes (production, manufacture, import, export, transport, sale, distribution, storage and advertisement) Act, 2019 to protect the masses from the health hazards attributable of consumption of e-cigarettes and like devices.

The enforcement of provisions of COTPA, 2003 and PECA, 2019 primarily lies with the States/Union Territories.

To further accelerate the efforts towards tobacco control, Government of India launched National Tobacco Control Programme (NTCP) in 2007-08. The National Tobacco Control Programme aims to discourage the use of tobacco with special emphasis on protection of children and young people; to create awareness about the harmful effects of tobacco consumption through regular and sustained public awareness campaigns. The States/UTs undertake drives for enforcement of COTPA, 2003 from time to time. Enforcement efforts are also monitored by the State Tobacco Control Cells (STCCs) and District Tobacco Control Cells (DTCCs). The Ministry has also issued the “Guidelines for Tobacco Free Educational Institution” for effective implementation of Section-6 of COTPA, 2003.

As informed, the Department of Social Justice & Empowerment implementing a centrally sponsored scheme namely National Action Plan for Drug Demand Reduction (NAPDDR) to address the issue of substance use. Under which financial assistance is provided to:

- i. State Governments/ Union Territory (UT) Administrations for Preventive Education and Awareness Generation, Capacity Building, Programmes for Drug Demand Reduction by States/UTs etc.
- ii. NGOs/VOs for running and maintenance of Integrated Rehabilitation Centres for Addicts (IRCA), Community based peer Led intervention (CPLI) for early Drug Use Prevention among Adolescents, Outreach and Drop In Centres (ODIC) and District De-Addiction Centres (DDACs); and
- iii. Government Hospitals for Addiction Treatment Facilities (ATFs).

The following activities have been undertaken under NAPDDR scheme:

- Currently 347 IRCAs, 46 CPLIS, 74 ODICS, 71 DDACs and 117 ATFs in Government Hospitals are being financially supported by the Department of Social Justice & Empowerment. All of these facilities have been geo-tagged for ease of access to those in need.
- A Toll-free Helpline for de-addiction, '14446' is being maintained by the Ministry of Social Justice & Empowerment for providing primary counseling and immediate referral services to the persons seeking help through this helpline. More than 4.18 lakh calls have been received so far on the helpline number.
- Nasha Mukta Bharat Abhiyaan (NMBA) was launched on 15th August 2020 by Ministry of Social Justice & Empowerment in 272 identified districts and now it has been extended to all districts across the country. Nasha Mukta Bharat Abhiyaan intends to reach out to the masses and spread awareness about substance use with focus on higher educational Institutions, university campuses, schools, students, youth & women.
- Till now, through the various activities undertaken on-ground under NMBA, 13.57+ crore people have been sensitized on substance use including 4.42+ crore Youth and 2.71+ crore Women. Participation of 3.85+ lakh educational institutions has ensured that the message of the Abhiyaan reaches children and youth of the country.
- MoUs have been signed with Spiritual organizations like The Art of Living, Brahma Kumaris, Sant Nirankari Mission, ISKCON, Shri Ram Chandra Mission and All World Gayatri Pariwar to support NMBA and conduct mass awareness activities.
- Awareness is also being spread through official Social Media accounts of the Abhiyaan on Twitter, Facebook & Instagram.
- NMBA Website provides detailed information to the user/viewer about the Abhiyaan, an online discussion forum, NMBA dashboard, e- pledge.
- A Mass Pledge/ Oath on NMBA was conducted on 12th August, 2024 and online across the country and a total of about 3+ crore people from 2+ lakh institutions participated in the nationwide pledge.

- The Ministry has developed Navchetna Modules (A New Consciousness on Life Skills and Drug Education for School Children) - teacher training modules. The Navchetna module aim to increase awareness and education on life skills and drugs among students in schools in India.
- Ministry through its autonomous body National Institute of Social Defence (NISD) and other collaborating agencies like SCERTS, Kendriya Vidyalaya Sangathan etc. provides for regular awareness generation and sensitization sessions for all stakeholders including students, teachers, parents etc.
