

Research Report
Under the project
“Tobacco control Campaign by Mobilising Key Stakeholder in Rajasthan State”

Introduction

CUTS Centre for Consumer Action, Research & Training (CUTS CART) conducted a tobacco sample survey during September to October 2008 in all seven divisions of Rajasthan under the project entitled, “Tobacco Control Campaign by Mobilising Key Stakeholders in Rajasthan State” in partnership with World Health Organisation (WHO), and Ministry of Health & Family Welfare, Government of India.

Objective

Survey was conducted to assess the level of awareness with regard to tobacco control laws, patterns of tobacco consumption among various strata of society and the perception towards the whole issue of tobacco consumption.

Sample size & Methodology

The tobacco sample survey was conducted in all seven divisions of the Rajasthan, with the sample size of seven hundred. 100 samples were taken from each division. The numbers of respondent were similar in urban and rural area. Out of seven hundred respondents, 26 percent were students and 20 percent were tobacco sellers. The methodology adopted in the sampling was stratified random sampling.

Activities accomplished for survey

Developing questionnaires: July 2008
Orientation of partnering CSOs: August 6, 2008
Field-testing of questionnaires: August 11-15, 2008
Conducted survey in all divisions: September 2008
Data entry and analysis: October 2008

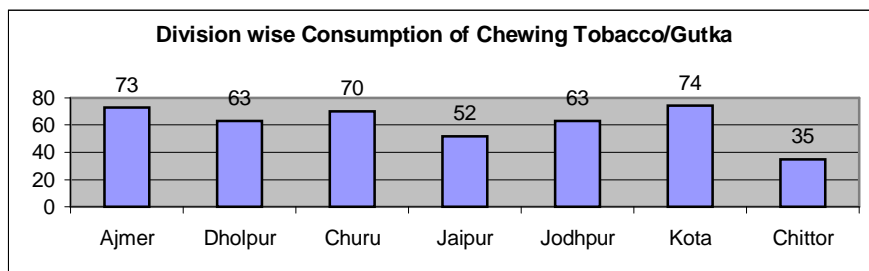
Demographic Characteristics

- Male respondent 82 percent
- Married People 65 percent
- Rural/Urban respondents 50 percent
- Tobacco Users respondents 52 percent
- Students 26 percent

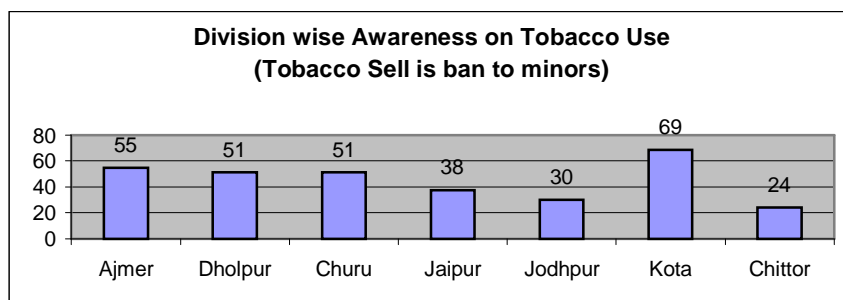
Key findings of the survey

53 percent of tobacco users started consuming tobacco before the age of 18 years, though there is ban on selling of tobacco to minors. 69 percent of tobacco users tried to give up the habit of tobacco, but unable to quit.

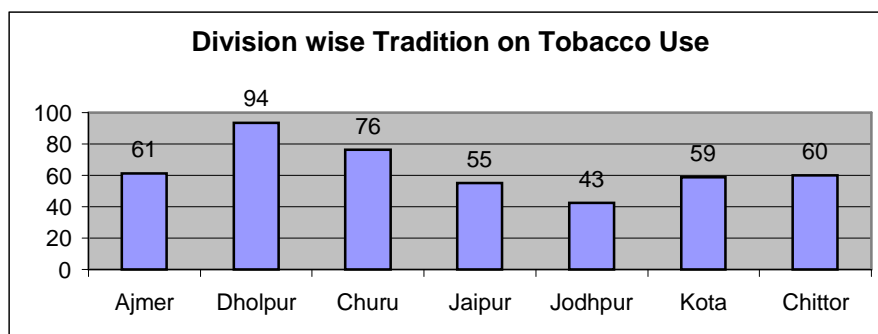
62 percent of tobacco users consume chewing tobacco, which is more harmful. In Kota, chewing tobacco or gutka consumption found highest with 74 percent.



Only 50 percent of total respondent in all over Rajasthan found aware that selling of any tobacco product is ban to the minors. Highest awareness found in Kota as lowest was in Chittorgarh.



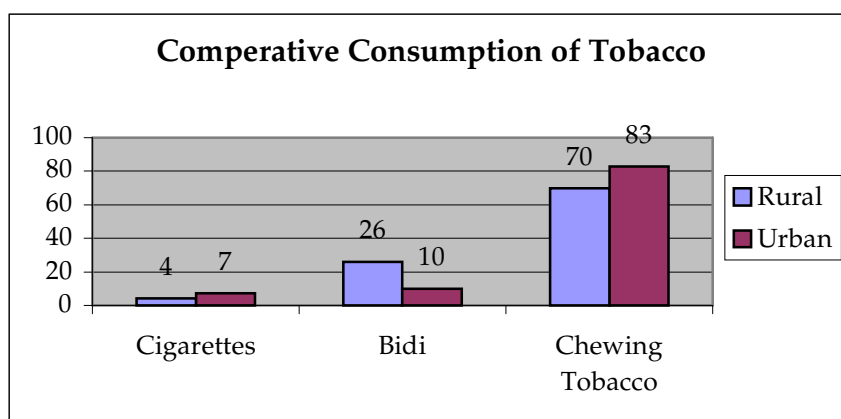
About 64 percent of respondents in Rajasthan, accepted that they used tobacco to serve guests at home and in social functions like marriages, etc. 84 percent accepted that this custom has affected children and others.



Responses from Tobacco Sellers

According to the survey findings, selling of tobacco products to the minors are accepted by 60 percent of tobacco sellers, while 17 percent tobacco shops were found within the radius of 100 yards of schools. It is a serious matter of concern as Section 6 of National Tobacco Control Law bans the sale of tobacco to minors and in radius of 100 yards of educational institutions.

In Rajasthan, consumption of chewing tobacco and cigarettes are higher in urban area in comparison to rural, while *Bidi* consumption is higher in rural area.



Responses from Students

Out of 700 respondents, 26 percent were students. Their responses are mentioned in below table:-

Responses from Students in Rajasthan				
Sr.	Questions	Yes	No	Can't Say
1.	Tobacco is used in Schools other than students?	48%	51%	1%
2.	Does any students use tobacco?	66%	32%	1%
3.	Is any tobacco seller within 100 yards?	47%	52%	1%
4.	Any effort to stop them to sale?	24%	50%	26%
5.	Bought ever the tobacco products?	28%	55%	17%
6.	Is it easily sold to the students?	45%	15%	40%

Recommendations

There are some recommendations based on findings of survey as mentioned below:

- Government should advertise the existing tobacco control law and the provision of penalties on the violation of law.
 - Mass awareness is needed in general public about the harmful effects of tobacco use.
 - Rural masses are also need to make aware about the tobacco control law and harmful effects of tobacco use, as level of awareness is very low in rural areas.
 - Total ban on sale of tobacco products to the minors and near educational institutions.
 - Strict enforcement of the law, which ban smoking in public places including working places.
 - Government should establish mechanism for penalty on smoking in public places.
 - Establishment of tobacco cessation centres in all over the state.
 - Establishment of linkages between all groups working for tobacco control, tobacco cessation centres and tobacco control programme of government.
-