

Divisional Level Event in Bhilwara

Under the Project

“Tobacco Control Campaign by Mobilising Key Stakeholders in Rajasthan State”

Bhilwara, January 05-06, 2009

Introduction

CUTS Centre for Consumer Action, Research & Training (CUTS CART) organized two days Divisional Level Event under the project entitled, “Tobacco Control Campaign by Mobilising Key Stakeholders in Rajasthan State” in partnership with World Health Organisation (WHO), Ministry of Health & Family Welfare, Government of India and in active collaboration with the Department of Health and Family Welfare, Government of Rajasthan on January 05 & 06, 2009 in Bhilwara, Rajasthan. The event was inclusive of one day divisional level advocacy meeting and second day a tobacco control awareness rally.

Part –I

Divisional Level Advocacy Meeting on January 05, 2009

Divisional Level Advocacy Meeting was held on January 05, 2009 at Nursing Training Centre, M. G. District Government Hospital, Bhilwara.

Objective

The objective of the meeting was to disseminate the findings of baseline survey conducted by the CUTS CART under the project in all seven administrative divisions of Rajasthan State. It also aimed to sensitise citizens about dangerous consequence of tobacco consumption, various provisions of National Tobacco Control Law (NTCL), ban on smoking in public places etc.

Participation

Around 60 participants including officials from District Medical & Health Department, Government of Rajasthan, representatives from various NGOs working on health issues, human rights, consumer protection, *Bidi* workers union, medical practitioners, doctors, principals and teachers of selected college and schools, media and other individuals working on the issues



attended the meeting. Chief guest of programme was Kanheya Lal Dhakad, *Zila Pramukh*, Bhilwara.

Proceedings

The Divisional Level Advocacy Meeting started with the screening of documentary film “Choose Life, Not Tobacco” and “Tobacco Terror”. The session formally began with a welcome speech by Prahlad Ray Vyas, Programme Coordinator, *Everest Siksha Samiti*, Bhilwara.

Dharmendra Chaturvedi of CUTS gave introductory remarks and informed participant about the CUTS CART and purpose of the meeting, which is in a series of divisional level events. He told that under the project a baseline survey has been done to assess the level of awareness, general perception on the whole issue of tobacco consumption among the various strata of society. Findings of survey will be shared in this meeting and same events are being conducting in all seven divisions of Rajasthan. He pointed out that divisional level events would be concluded with the State Level Advocacy Meeting.

Amar Deep Singh, Project Officer CUTS, informed the participants about the Government’s decision to defer the pictorial warnings from tobacco products. He pointed out that pictorial warning was to come on effect from December 01, 2008, which has been deferred to May 31, 2009. This decision to please the tobacco industry is a shame to the Indian democracy. The people should strongly condemn the decision from this advocacy group platform, he added.

Amar Deep Singh presented the findings of survey through a PowerPoint presentation and showed the context of tobacco consumption. He informed that in India, 14.1 percent of total children in the age group of 13-15 are consuming tobacco out of which 17.4 percent are males and 9.7 percent females. In addition, every day, 5,500 new children are picking up the habit to join the 4 million in India below 15 years, who are consuming tobacco.

Amar Deep Singh told that CUTS CART has done a baseline survey in all seven divisions of Rajasthan state under this project in order to assess the level of awareness about tobacco control laws, pattern of consumption among various strata of society and the perception on tobacco consumption. While sharing the finding of the baseline survey with participants, he informed that survey has been done in all seven divisions of Rajasthan with the similar number of respondents in rural and urban areas, which covered various professions, castes, age groups, etc. In all, 26 percent students and 20 percents tobacco vendors were also selected for the survey.

According the survey finding, selling of tobacco products to the minors are accepted by the 60 percent of tobacco sellers, while 17 percent tobacco shops were found within the radius of 100 yards of schools. It is serious mater of concern as Section 6 of National Tobacco Control Law bans the sale of tobacco to minors and in radius of 100yards of education institutes, he argued. About 64 percent of respondent accepted that they used tobacco to serve guest at home and in social functions like marriages, etc. However, 84

percent accepted that this custom has affected children and others. He also presented some recommendation, which came out from the survey findings.

Dr Mushtak Khan, Deputy Chief Medical and Health Officer (CM&HO), Bhilwara district shared his view on the survey findings and appreciated. He said that about 69 percent tobacco users unable to give up the habit and there should be motivation and will power in tobacco user to do that. By giving some examples he told that motivation could change the behavior of the tobacco users. If they feel unable to do so, then they should go to doctors and tobacco cessation centre.



There are many harmful contents in the tobacco, which are cause the disease like cancer. Tobacco also affects the immune system of body and makes it weak. Virus of various disease attacks on body and make it ill. Tobacco addiction is not only harmful for users but also harmful for the family and friends as well, he reasoned. Passive smoking affects the health of children and other family members, he added.

Dr Khan said that smoking is cause of 46 percent of cancer and 26 percent heart disease. The discussion was held in ‘World Health Assembly’ 1986 about the disease due to tobacco consumption in the world. He shared his experience about Chandigarh, which is a smoke free city from 2007. NGO personals took Initiatives to make the city smoke free. They spread awareness in general public, established tobacco secession centers and made challan of smokers in public place. So, the role of civil society group is most important in tobacco control intervention.

Kanheya Lal Dhakad, *Zila Pramukh*, Bhilwara as a chief guest of programme delivered special address and appreciated the survey done by CUTS CART and told that tobacco consumption has increased in the present time due to easy availability and access. Traditional use of tobacco in social functions shows the picture of our social evils, which is a very serious matter in the society. He opined that finding of survey reflects the facts regarding the tobacco use by various categories of people, who should help the enforcement agencies to implement the law properly, because without the support of public it will not be effective, he argued. He expressed that public leaders should come and take the lead to aware general public. Traditional use of tobacco is very common in the culture of Rajasthan. There is need to educate the common public and aware the whole society to prevent the use of tobacco in social functions, he added.



Dr Ashok Sodhani, Secretary, Consumer Rights Committee, Bhilwara expressed his view that tobacco is very harmful consumer product and every consumer should know the harm effects of the product which they are consuming. Tobacco is caused of many dangerous diseases like cancer and TB but due to lake of awareness consumption of

tobacco is increasing. There should be strict implementation of ban of tobacco selling to the minors and near educational institutes.

In the open discussion session, participants showed their active participation. Satyanarayan Pareek, Principal, Govt. Se. Sec. School, *Baneda* shared that as survey findings reflects that tobacco consumption in students is very high, so awareness is very must for the educational institutions and students.

In the end, Amar Deep Singh proposed the vote of thanks to all the guests and participants for attending the advocacy meeting. He thanked network partner NGO 'Everest Siksha Samiti, Bhilwara' for coordinating the meeting successfully in Bhilwara.



Recommendations

Following recommendations emerged out of the discussions at the meeting:

- Community leaders should be sensitise about the harmful effects of tobacco use for society, passive smoking, various provisions of tobacco control law, so that bigger impact can be created in the society.
- Total ban on tobacco production and selling is to be implemented.
- Providing alternate profession for workers of tobacco industries and tobacco farmers is necessary.
- Strict enforcement of the law especially ban of tobacco selling to the minors and near educational institutes needs to be ensured.
- Government departments and officials should be sensitise for implementing the tobacco control law
- Mass awareness through all kinds of media about the existing law, penalty and the aftereffects related to tobacco use is necessary.
- Establishment of rehabilitation centres should be there for the people wanting to quit tobacco.
- Dissemination of information on the aftereffects of tobacco addiction needs to be done on priority basis.

Outcome

- Meeting was helpful for create awareness regarding tobacco in society.
- Meeting successfully disseminated the finding of baseline survey.
- Participating officials of concerned Government department showed their consent with findings and recommendation of survey and promised to put in place the necessary action.
- Participation of CSOs, NGOs, media, medical students, hospitals, tobacco cessation centres, other individuals working on this issue helped build the advocacy strong.
- Media coverage helped in drawing attention of general public and policy makers.
- Overall such strong advocacy will increase active enforcement of law.

Part-II

Tobacco Control Awareness Rally, Bhilwara on January 06, 2009

Second day of event on January 06, 2009, tobacco control awareness rally was organized in Pithaas Village, Bhilwara.

Objective

Main objective of the rally was to create awareness among general masses about ill consequences of tobacco consumption as well as to aware people about tobacco control law.

Participation

Around 200 students of government se. sec. school, Pithaas village including teachers, local consumer rights group, villagers and media representatives participated in Rally.



Proceeding

The rally started with the flag-off by Narayan Jagetiya, Principal, Govt. Se Sec. School, Pithaas. He addressed the participating students and informed that how tobacco is harmful for health.

Rally started from the school and covered the whole Pithaas village. Finally, it concluded at same school. Students were carried in hand slogan and message showing harm effects of tobacco. Amar Deep Sing, Project Officer, CUTS informed students about the ill effects of tobacco use, including some provisions of tobacco control law. He briefed participants about the project and its activities. Students took the oath that they would not

use any type of tobacco in their life. Prahlad Rai Vyas of *Everest Siksha Samity* expressed that youth are spoiling their life by consuming tobacco. Tobacco is cause of disease like cancer, TB, asthma, heart attack and others. Some posters were used to show students the effects of using tobacco. He thanked all the participating students, teachers and other NGOs for participating in the awareness rally.



Outcome

- Through the messages in rally, attention was created in general public about the harmful effects of tobacco.
 - Participation of Government official was helpful for the effective enforcement of legal provisions.
 - Media coverage helped in spreading the information in general public and created the awareness.
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तम्बाकू के व्यसन से बचें युवा-धाकड़

भीलवाड़ा, 5 जनवरी(कास)

भीलवाड़ा के महात्मा गांधी चिकित्सालय में अजमेर संभाग के स्टेक हॉल्डर्स की कार्यशाला में मंगलवार अतिथि।

जिला प्रमुख कन्हैयालाल धाकड़ ने कहा कि लोगों में जागृति लाकर ही तम्बाकू से बने उत्पादों पर नियंत्रण किया जा सकता है। युवा पीढ़ी भी तम्बाकू उत्पादों की चपेट में आकर स्वयं को खतरे में डालते जा रही है। ये समाज को कट्स इंटरनेशनल, जयपुर और एवरस्ट शिक्षा समिति की ओर से तम्बाकू उत्पाद नियंत्रण अभियान के तहत महात्मा गांधी चिकित्सालय स्थित एनएम नर्सिंग सेन्टर में अजमेर संभाग के स्टेक हॉल्डर्स की कार्यशाला को संबोधित कर रहे थे। उन्होंने कहा कि लोगों का मन जब तक नहीं बदलता तब तक यह



समस्या पथावत रहेगी। कट्स इंटरनेशनल तम्बाकू नियंत्रण प्रभारी अमरदीप सिंह ने पावर प्रेजेंटेशन के जरिए बताया कि 90 प्रतिशत लोगों को तम्बाकू के हानिकारक होने की जानकारी है। एवरस्ट शिक्षा समिति के

विभिन्न सलाहकार प्रहलादराय व्यास ने कहा कि तम्बाकू को नियंत्रित करने के लिए समाज की सोच बदलनी होगी। इस अवसर पर उप मुख्य स्वास्थ्य अधिकारी डॉ. मुरताक खान, उपभोक्ता अधिकार समिति के नैनीय अध्यक्ष सुनील राठी, युवाध्यक्ष अशोक सोडानी सहित कई लोगों ने क्वेश्चन-आंसर किया।

आधे विद्यार्थी खाते हैं तम्बाकू

कट्स के धर्मेन्द्र चतुर्वेदी ने कहा कि राजस्थान के सभी संभागों में तम्बाकू विधेयण पर व्यापक सर्वेक्षण के बाद इसमें यह तथ्य उभरकर आया कि 48 प्रतिशत विद्यार्थी तम्बाकू उत्पादों का उपयोग करने लगा गए हैं।



कार्यशाला को संबोधित करते धाकड़ व मौजूद अतिथि। -भास्कर

जनजाग्रति से ही तंबाकू पर लग सकती है रोक : धाकड़

भास्कर न्यूज, भीलवाड़ा

जिला प्रमुख कन्हैयालाल धाकड़ ने कहा कि जब तक तंबाकू सेवन करने वाले लोगों का मन में शरीर को होने वाले नुकसान का पता नहीं पड़ेगा तब तक इस उत्पाद को नहीं रोका जा सकता है। इसके लिए जनजागरण अभियान चलाना जरूरी है। धाकड़ सोमवार को कट्स इंटरनेशनल व एवरस्ट शिक्षा समिति द्वारा तंबाकू उत्पाद नियंत्रण अभियान के तहत आयोजित कार्यशाला में संबोधित कर रहे थे। कट्स इंटरनेशनल के अमरदीप सिंह

ने बताया कि 90 प्रतिशत व्यक्ति मानते हैं कि स्वास्थ्य के लिए तंबाकू हानिकारक है, लेकिन 53 प्रतिशत व्यक्ति इसका उपयोग कर रहे हैं। कट्स के धर्मेन्द्र चतुर्वेदी, उपभोक्ता अधिकार समिति के सुनील राठी, युवा अध्यक्ष अशोक सोडानी, एडवाकेट प्रहलादराय व्यास, पेंटर सुरज, सुर्यप्रकाश पाराशर, महेन्द्र सिंघवी, आदि ने विचार प्रकट किए। इस अभियान के तहत मंगलवार को पीथास में 10.30 बजे रैली निकाली जाएगी।

जनजागृति से ही तम्बाकू नियंत्रित किया जा सकता है-इंजी. धाकड़

कार्यशाला आयोजित

न्यूज सर्विस

भोलवाड़ा, 5 जनवरी। कट्स इंटरनेशनल कबपुर व एक्वेस्ट शिक्षा समिति भोलवाड़ा द्वारा तम्बाकू उत्पाद नियंत्रण अभियान के अन्तर्गत अजमेर ज़ीवीएन के स्ट्रेक डॉक्टर्स की कार्यशाला सोमवार को महात्मा गांधी विधिकलालय स्थित एएनएम नर्सिंग सेंटर में आयोजित की गई। कार्यक्रम के मुख्य अतिथि जिला प्रमुख इंजी. कन्हैयालाल धाकड़ ने कहा कि जब तक जनजागृति के द्वारा समाज में निम्न स्तर तक दिलचस्पी का बो नहीं बदलते तब तक तम्बाकू जैसे उत्पाद को आम जनजीवन से दूर नहीं किया जा सकता। इसमें तम्बाकू उत्पादन में तेजी से इजाजा हो रहा है। वो धिंता का विषय है इस पर समाजिक जागृति से ही नियंत्रण संभव है। कट्स इंटरनेशनल तम्बाकू नियंत्रण प्रभारी अमरदीप सिंह ने अपने पॉवर प्रजेन्टेशन के माध्यम से बताया कि 90 प्रतिशत

व्यक्ति मानते हैं कि स्वास्थ्य के लिए तम्बाकू हानिकारक है। 53 प्रतिशत व्यक्ति परम्परा से इसका उपयोग करते आ रहे हैं। 51.4 प्रतिशत ग्रामीण में 48.6 प्रतिशत शहरी क्षेत्र में तम्बाकू के उपयोगकर्ता हैं। उन्होंने बताया कि 85 प्रतिशत तम्बाकू के उपयोग प्रचार तंत्र के माध्यम से तम्बाकू उत्पाद को नियंत्रित किया जा सकता है। एक्वेस्ट शिक्षा समिति के ज्युनिअर सलाहकार एडवोकेट प्रहलादराय व्यास ने बताया कि तम्बाकू उत्पाद को नियंत्रित करना है तो समाज की सोच, समाज का चिंतन एवं समाज के क्रियाकलाप को बदलना होगा। कट्स के धर्मेन्द्र कलुजेंदी ने बताया कि राजस्थान के सातों डिवीजन में तम्बाकू नियंत्रण पर व्यापक सर्वे कराया गया जिसमें यह तथ्य उभरकर सामने आया कि 48 प्रतिशत विद्यार्थी तम्बाकू उत्पाद का उपयोग करते हैं। यह भी तथ्य सूचित रहा कि सिमेट से निकलने वाला न केवल उपयोगकर्ता के स्वास्थ्य को नुकसान पहुंचाता है बल्कि आसपास

के लोगों को भी संकट में डालता है। उप मुख्य स्वास्थ्य अधिकारी एवं तम्बाकू नियंत्रण प्रभारी डॉ. मुस्ताक खान ने बताया कि जब तक जातावरण में संवेदनाएं नहीं होती तब तक इस सामाजिक बुराई को समाप्त नहीं किया जा सकता। कार्यक्रम के अंत में एडवोकेट व्यास ने बताया कि तम्बाकू नियंत्रण अभियान को जन आन्दोलन बनाने के लिए 6 जनवरी को पीपुल्स में 10:30 बजे पंचायत ने तम्बाकू नियंत्रण रैली का राजकीय उच्च माध्यमिक विद्यालय के सहयोग से आयोजन किया जाएगा।

रैली निकाल बताए तंबाकू के दुष्प्रभाव

भास्कर न्यूज, भोलवाड़ा

तंबाकू नियंत्रण अभियान के तहत राजकीय उच्च माध्यमिक विद्यालय पीपुल्स के उपभोक्ता क्लब ने कट्स इंटरनेशनल व एक्वेस्ट शिक्षा समिति के सहयोग से रैली निकाली। रैली में विद्यार्थी तंबाकू सेवन से होने वाले दुष्प्रभावों की जानकारी वाली तस्वीरियां लेकर चल रहे थे।

रैली को उपभोक्ता अधिकार समिति के केंद्रीय अध्यक्ष एडवोकेट प्रहलादराय व्यास ने संबोधित करते हुए कहा कि तंबाकू का सेवन करने वाला व्यक्ति 25 वर्ष में लगभग सात लाख रुपए का नुकसान करता है। यदि एक भी व्यक्ति की यह लत छुड़वा दी जाए तो, उस परिवार की सीधी-सीधी सात लाख की मदद होती है। कट्स इंटरनेशनल के अमरदीप सिंह ने कहा कि 5500 नए व्यक्ति प्रतिदिन तंबाकू उत्पाद का इस्तेमाल कर रहे हैं। इससे देश में कैंसर, अस्थिमा जैसी बीमारियां बढ़ रही हैं। संस्था प्रधान नारायण जागेटिया संस्था के उपभोक्ता क्लब की जानकारी दी। रैली को उपभोक्ता अधिकार समिति ग्रामीण



■ तंबाकू नियंत्रण अभियान के तहत रैली निकालते विद्यार्थी। जिलाध्यक्ष अरविंद पोखरना सहित अन्य लोगों ने भी संबोधित किया।