

Divisional Level Event, Dholpur

Under the Project

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

Dholpur, Rajasthan, December 01-02, 2008

Introduction

CUTS Centre for Consumer Action, Research & Training (CUTS CART) organised 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 in Dholpur, Rajasthan on December 01-02, 2008. The event was inclusive of first day divisional level advocacy meeting and second day a tobacco control awareness rally. Samajik Vikas Samiti, Dholpur was local partnering agency under the project.

Part I

Divisional Level Advocacy Meeting on December 01, 2008

The meeting was held at Hotel Jagan Palace, Dholpur, Rajasthan, on December 01, 2008.

Objective

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

Participation

In all, 56 participants including officials from District Medical & Health Department, Government of Rajasthan, Roadways Department, consumer rights groups, civil society organisations (CSOs), non-governmental organisations (NGOs), hospitals staff, principals and teachers of selected schools, media and other individuals working on the issues attended the meeting.



Proceedings

The Divisional Level Advocacy Meeting started with the screening a documentary film “Choose Life, Not Tobacco” and “Tobacco Terror”. The session formally began with a welcome speech by Rakesh Kumar Parmar of *Samajik Vikas Samiti*, Dholpur. It was followed by its self-introduction by all the participants. Dharmendra Chaturvedi of CUTS gave introductory remarks and informed the purpose of the meeting. This meeting was 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 towards the whole issue of tobacco consumption among the various strata of society. Findings of survey will be shared in this meeting and same events will be conducted in all seven divisions of Rajasthan, and these events will be concluded with the state level advocacy meeting, he added.

Dharmendra Chaturvedi provided a brief on the earlier project titled “Tobacco: Deadly in any form or Disguise” and said that the objective of the current project was to sensitise the educational institutes about the Section 6 of the National Tobacco Control Law, 2003. Awareness and sensitisation campaigns have been done in all selected 50 schools of Jaipur, which helped in sensitising the students and teachers and educating the school authorities about the need for strict enforcement of NTCL. Other activities like road shows (*nukkad natak*), documentary film screening, signature campaigns, and poster competitions for school children were also conducted to create awareness among the students and teachers as well as general public.

Dharmendra Chaturvedi informed participants that earlier a quick response survey was conducted on October 3, 2008 in 12 key locations in Jaipur city to assess the awareness level, a day after the implementation of the ‘ban on smoking in public places’, which came to effect on October 2, 2008. In another survey, 45 selected schools in Jaipur city were assessed in terms of level awareness regarding status of section 6 of National Tobacco Control Act 2003, which bans the sale to minor and within the radius of 100 yards of educational institutions. 22 percentages of the surveyed schools there was the violation of section 6, shows the poor status of our enforcement mechanism.

Amar Deep Singh, Project Officer CUTS, informed participants about Dholpur district that comes under the Bharatpur division. Geographically, since Dholpur is in far away from divisional headquarter, i.e. Bharatpur, it was selected for survey, as awareness is more required in this district. On issues related to tobacco consumption and the tobacco control law, he said that awareness among the general public is very low.

Amar Deep Singh presented the findings of survey through Powerpoint presentation and explained that tobacco consumption is resulting in 5.4 million deaths every year in the world. Out of this, every fifth person is an Indian. By 2030, the deaths will be 8 million, and out of this 80 percent victims will be from developing countries such as India and China.



In India 14.1 percent of total children in the age group of 13-15 are consuming tobacco in which 17.4 percent are males and 9.7 percent are females. In addition, every day 5,500 new children are picking the habit to join the 4 million in India below 15 years consuming tobacco, he added.

Amar Deep Singh explained the baseline survey under the project and its objectives. He informed that survey has been done all seven divisions of Rajasthan with the similar number of respondents in rural and urban area. Various professions, castes, and age groups have been covered, for example, 26 percent students, 20 percent tobacco vendors were also selected for the survey.

According to some of important survey findings, Amar Deep Singh continued, selling of tobacco products to the minors are accepted by the 60 percent of tobacco sellers, while 17 percent tobacco shops were found in the radius of 100 yards of schools. It is matter of serious concern as Section 6 of National Tobacco Act bans the sale of tobacco to minors and in radius of 100 yards of education institutes. 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 is affecting children and others. He also presented some recommendation, which emerged out of the survey findings.

Dr J P Agarwal, Prime Medical Officer Dholpur, Department of Health Government of Rajasthan as chief guest of the meeting, delivered special address and appreciated the survey done by CUTS CART. He told that findings of survey reflect the picture of our society indulged in tobacco use. He told that covering rural area in the survey is a good step towards the rural health developments. He pointed out some findings and said, "It is very good that survey covered the rural area similarly as urban area. Tobacco use by youth is a matter of concern. Tobacco users tried to quite the habit but due to addiction they were unable, while 76 percent tobacco vendors accept that chewing tobacco is highest selling product, due to low price and easy availability." He promised to put into action the recommendation especially formulation of rehabilitation centres, strict enforcement of ban on tobacco sale to minors and near schools.

Bachchu Singh, Manager, Roadways Department, Dholpur told that this type of study should be appreciated, which shows the level of awareness in general public. He informed that in Roadways Department drivers and conductors are instructed to implement the rules. They can fine Rs. 200 if they find any person smoking inside the buses, and if the commuters do not follow the order, disciplinary action can be taken against them.

S S Bhadoriya from Gayatri Pariwar, Dholpur shared his view about the tobacco control and told that tobacco is very dangerous for all. But it is a serious matter since mostly youths are consuming tobacco, who are future of the nation. Terming tobacco is a reason for disease like cancer and heart attack, he suggested that Government should ban production of all type of tobacco products.

Dr Rajendra Gupta, PMO (Retd.), Dholpur, sharing his view on the tobacco issue, suggest some recommendations like the street children should be covered in all awareness activities, IEC materials should be more informatics and advertisements should be banned.

Keshav Das, a well-known socialist, also addressed participants on the issue of tobacco control and told that tobacco control campaign required a mass awareness in the society. Only a few people can not change the perception of whole society. He appealed to the students to come forward and take the lead for tobacco control.

In the open discussion session, participants showed their active participation: some of them suggest that these types of meeting and dissemination workshops should be held at the Block Level also, so that rural public will have the chance to know more about facts and consequences of tobacco use.

Amar Deep Singh proposed the vote of thanks to all the guests and participants to be part of advocacy meeting. He thanked network partner Rakesh Kumar Parmar of '*Samajik Vikas Sanstha*' to coordinate and arrange the meeting successfully in Dholpur.

Recommendations

Some recommendations emerged from the discussion, which are given below:

- This type of event should be held at the Block and *Panchayat* level so that rural public could be informed about such issue and activities.
- There is a need for awareness through all kinds of media about the existing law, penalty and the aftereffects related to tobacco use.
- There should be strict prohibition on any kind of advertisement of tobacco products and restricting the sale of products without any warning.
- There should be strict restriction on presence of any vendor within 100 yards of school (complete enforcement of 'Section 6' of NTCL)
- There should be complete ban on sale of tobacco to minors.
- Establishment of rehabilitation centers for the people want to quit tobacco
- There is a need for establishment of separate office and authorities for strict enforcement of NTCL with adequate facilities and powers.
- There should be dissemination of information on the aftereffects of tobacco addiction.

Outcome

- Awareness regarding the tobacco control law was found to be very low in Dholpur, so such events are helpful in creating awareness in society.
- The Divisional Level Advocacy Meeting successfully disseminated the finding of base line survey.
- Participating officials of concerned Government department showed their consent with findings and recommendations of survey and promised to put the recommendations into action.

- Participation of CSOs, NGOs, media, hospitals, tobacco cessation centres, other individuals working on the same issue has helped build the advocacy strong.
- Media coverage helped to draw attention of general public and policy makers.
- Overall strong advocacy will increase active enforcement of law.

Part II

Tobacco Control Awareness Rally on December 02, 2008

Tobacco Control Awareness Rally was conducted in Dholpur, Rajasthan on December 02, 2008.

Objective

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

Participation

Around 120 students from various schools, teachers and principals of participating schools, Dr Vijay Singh, In-charge, District Hospital Dholpur, Partner NGO, CSOs, TV and print media persons participated in Rally.



Proceeding

The rally started with the flag-off by Dr Vijay Singh, who addressed the participating students and informed that how tobacco is harmful for health. Students took the oath that they would not use any type of tobacco in their life. Rally started from District Hospital



and covered Hardev Nagar, Hospital Road, Jagan crossing, District Court campus, station road and some other area of Dholpur city. Finally, it concluded at Information and Public Relation Office, Dholpur. Amar Deep Sing, Project Officer, CUTS informed students about ill effects of tobacco, including some provisions of tobacco control law. Rakesh Kumar Parmar from *Samajik Vikas Sansthan* thanked the students, teachers and other NGOs for participating in the awareness rally.

Outcome

- Through messages in rally, it created attention in general public about the harmful effects of tobacco.
- Participation by Government official was helpful for the effective enforcement of legal provisions.
- TV and print media coverage helped in spreading the message in general public and created the awareness.

Dainik Bhaskar,
December 2, 2008

■ धौलपुर। कन्हेयालाल कार्तेज में आयोजित गोष्ठी में बोलते वक्ता।

60 प्रतिशत बच्चे खरीदते हैं तंबाकू तंबाकू निषेध कार्यशाला आयोजित

धौलपुर। राज्य में 60 प्रतिशत बच्चे तंबाकू खरीदते हैं, जबकि 18 वर्ष से कम उम्र के बच्चों को तंबाकू उत्पाद बेचना गैर कानूनी है। उन्नत जानकारी कटस-कार्ट और सामाजिक विकास समिति की ओर से आयोजित तंबाकू निषेध कार्यशाला में परियोजना समन्वयक अमरवीरसिंह ने दी। उन्होंने कहा कि संस्थान द्वारा कराए गए सर्वेक्षण में यह खुलासा हुआ है कि राज्य में 69 प्रतिशत लोग तंबाकू छोड़ने का प्रयास कर चुके हैं, लेकिन छोड़ नहीं पाए। कार्यक्रम अधिकारी धर्मद

चतुर्वेदी ने तंबाकू नियंत्रण अधिनियम की जानकारी देते हुए परियोजना पर प्रकाश डाला। मुख्य अतिथि डा. जेपी अग्रवाल ने तंबाकू के उपयोग से होने वाली बीमारियों के बारे में जानकारी दी। कार्यशाला में डा. शिवसरनसिंह भटौरिया, डा. आरके गुप्ता, बच्चूसिंह, भगवती प्रसाद, मुकेश परमार, रामवीर शर्मा आदि ने विचार रखे। अध्यक्षता स्वामी केशवदास महाराज ने की। संचालन राकेश कुमार परमार ने की। कार्यशाला में कई कालेजों एवं विद्यालयों के शिक्षकों ने भाग लिया।



■ धौलपुर। कार्यशाला में उपस्थित सभागी।

बच्चे बोले तंबाकू छोड़ो

तंबाकू निषेध
जागरणकर्ता रैली
कार्यालय संवाददाता
धौलपुर, 2 दिसम्बर



धौलपुर में तंबाकू निषेध जागरणकर्ता रैली की शरू। सभी विद्यार्थ्य उपस्था बचो अरुधिये।

विश्व स्वास्थ्य संगठन, अमेरिका एवं पहिले कानून संयोजन एवं कटस कार्ट अक्ट के अन्वयगत में तंबाकू निषेध सामाजिक विकास समिति के सहयोग से तंबाकू निषेध अभियान के अन्तर्गत धौलपुर में जागरणकर्ता रैली आयोजित की। रैली में 500 से अधिक बच्चों ने 'तंबाकू छोड़ो' का नारा देते हुए भाग लिया। रैली को संचालित कर रहे थे डॉ. शिवसरनसिंह भटौरिया, डॉ. आरके गुप्ता, बच्चूसिंह, भगवती प्रसाद, मुकेश परमार, रामवीर शर्मा आदि। रैली के अन्तर्गत तंबाकू निषेध अभियान के अन्तर्गत धौलपुर में जागरणकर्ता रैली आयोजित की। रैली में 500 से अधिक बच्चों ने 'तंबाकू छोड़ो' का नारा देते हुए भाग लिया।

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बच्चों ने निकाली तंबाकू निषेध रैली

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Rajasthan Patrika, December 2, 2008

नशे की गिरफ्त में साठ फीसदी बच्चे

कार्यालय संवाददाता
धौलपुर, 1 दिसम्बर

प्रतिबंध होने के बाद भी प्रदेश के करीब साठ फीसदी बच्चे तंबाकू

उत्पादों का सेवन करते हैं। यह बर्तों सोमवार को गैर सरकारी संगठन कटस के परियोजना समन्वयक अमरवीर सिंह ने कही। वे स्थानीय होटल में संस्था की

ओर से आयोजित कार्यशाला को सम्बोधित कर रहे थे। कार्यशाला में प्रदेश के साठों सम्भाग में बच्चों के तंबाकू उत्पादों के सेवन पर निर्भरता पर सर्वेक्षण प्रस्तुत किया गया। कार्यक्रम अधिकारी धर्मद चतुर्वेदी ने तंबाकू अधिनियम की जानकारी दे परियोजना के उद्देश्यों पर प्रकाश डाला।

मुख्य अतिथि डॉ. जे. पी. अग्रवाल ने तंबाकू सेवन से स्वास्थ्य पर दुष्प्रभावों को बताया। कार्यशाला में डॉ. शिवसरन सिंह भटौरिया, डॉ. आर. के. गुप्ता, बच्चूसिंह मीणा ने भी विचार व्यक्त किए। परिचर्चा को भगवती प्रसाद, मुकेश सिकरवार, शिवचरण सिंह भटौरिया, रामवीर शर्मा, केशवदास, सहित विभिन्न स्कूलों के शिक्षक मौजूद थे। संचालन राकेश कुमार परमार ने किया।



धौलपुर में आयोजित कार्यशाला में बच्चों को तंबाकू के दुष्प्रभाव बताए गए।