

Project Launch
“Tobacco: Deadly in Any Form or Disguise”

CUTS Centre for Consumer Action, Research & Training (CUTS CART), Jaipur
In partnership with
Ministry of Health and Family Welfare, Government of India
and World Health Organization (WHO), India

Date: 20th December 2006

Venue: Conference hall, Maharani Plaza, Jaipur

Tobacco use is one of the major preventable causes of death and disability worldwide. According to recent World Health Organisation (WHO) estimates, 4.9 million deaths annually are attributed to tobacco. Currently, about one-fifth of all worldwide deaths attributed to tobacco occur in India. More than 8,00,000 people die and 12 million people become ill as a result of tobacco use each year.

Traditionally, there is a practice of using various forms of tobacco among the people, who belong to various age groups in Rajasthan. The level of awareness regarding the consequences of tobacco consumption is very low among all the sections of society. Even the people do not consider the laws related to tobacco control seriously.

The educational institutions, teachers and parents are unaware of the provisions of Tobacco Control Act, and especially about the ban of sale to minors or sale near the schools. Hence, all forms of tobacco are freely sold to children; children are used for the sale and also to buy tobacco. I am sure you will agree that there is need to educate the general public, especially to focus on the educational institutions in Jaipur, about the provisions of tobacco control law in India, especially on Section 6 of the tobacco control law in India, which says *No person shall sell, offer for sale, or permit sale of, cigarette or any other tobacco product-*

- a) to any person who is under 18 years of age, and
- b) in an area within a radius of one hundred yards of any educational institution.

In this context, CUTS CART is launching a unique campaign in Jaipur involving 50 schools (both government & private) in Jaipur city in partnership with the World Health Organisation (WHO-India), and the Ministry of Health & Family Welfare, Government of India. We are seeking the active support and collaboration of Department of Health & Family Welfare, Government of Rajasthan in this project.

The launch meeting of the campaign is scheduled to be held on Wednesday, December 20, 2006 at the Conference hall, Maharani Plaza (in front of Sindhi Camp bus station), Jaipur. The participants will be the representatives from the selected 50 schools, officials of concerned Government Departments (especially the Dept. of Health), other stakeholders such as NGOs working on the issue, Hospitals, Tobacco Cessation Centers, Media and other individuals working on the issue.

For more information, please contact:

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