

⇒ About National Tobacco Control Cell (NTCC)

The National Tobacco Control Cell (NTCC) at the Ministry of Health and Family Welfare (MoHFW) is responsible for overall policy formulation, planning, implementation, monitoring and evaluation of the different activities envisaged under the National Tobacco Control Programme (NTCP). The National Cell functions under the direct guidance and supervision of the programme in-charge from the MoHFW i.e. Joint Secretary/Director. The technical assistance is provided by the identified officers in the Directorate General of Health Services i.e. Deputy Director General (DDG)/ Chief Medical Officer (CMO). The NTCC is supported by Consultants in specific areas of tobacco control like Policy, National Coordination, Legal, IEC etc.

⇒ Objectives of the National Tobacco Control Programme (NTCP)

The National Tobacco Control Programme (NTCP) was launched by the Ministry of Health and Family Welfare (MoHFW), Government of India in 2007- 08, during the 11th five year plan, with the following objectives:

- To bring about greater awareness about the harmful effects of tobacco use and about the Tobacco Control Laws.
- To facilitate effective implementation of the Tobacco Control Laws.

⇒ Scope of the National Tobacco Control Programme (NTCP)

The interventions under the National Tobacco Control Programme (NTCP) have been largely planned at the primordial and primary levels of prevention. The main thrust areas for the NTCP are as follows:

- a) Training of health and social workers, NGOs, school teachers, enforcement officers etc.
- b) Information, Education and Communication (IEC) activities.
- c) School Programmes.
- d) Monitoring tobacco control laws.
- e) Co-ordination with Panchayati Raj Institutions for village level activities.
- f) Setting-up and strengthening of cessation facilities including provision of pharmacological treatment facilities at district level.

⇒ Eligibility

Not Applicable in the context of the 'National Tobacco Control Programme (NTCP)'

⇒ Coverage of the National Tobacco Control Programme (NTCP)

The NTCP is presently under implementation in 21 states covering 42 districts (2 districts per state). In Phase 1 States (Rajasthan, Assam, Karnataka, West Bengal, Tamil Nadu, Uttar Pradesh, Gujarat, Delhi and Madhya Pradesh), State Tobacco Control Cell (STCC) is also supported under the NTCP in each state apart from the two District Tobacco Control Cells (DTCCs). In Phase 2 States (Nagaland, Tripura, Mizoram, Arunachal Pradesh, Sikkim, Jharkhand, Bihar, Uttarakhand, Maharashtra, Goa, Andhra Pradesh and Orissa), only the two DTCCs are supported in each state.

In the 12th Five Year Plan, the programme would be extended in a phase-wise manner to cover the entire country.

The list of districts (state-wise) is as follows:

Sl. No.	State/UT
1	Bihar (Patna and Munger)
2	Chhattisgarh (Raipur)
3	Himachal Pradesh (Shimla)
4	Jammu and Kashmir (Leh/Ladak)
5	Jharkhand (Dhanbad and Jamshedpur)
6	Madhya Pradesh (Khandwa and Gwalior)
7	Orissa (Cuttack and Khurda)

Sl. No.	State/UT
8	Rajasthan (Jaipur and Jhunjhunu)
9	Uttar Pradesh (Lucknow and Kanpur)
10	Uttarakhand (Dehradun and Tehri Garhwal)
11	Andhra Pradesh (Hyderabad and Guntur)
12	Gujarat (Vadodra and Sabarkantha)
13	Goa (North Goa and South Goa)
14	Haryana (Ambala)
15	Karnataka (Bangalore U and Gulbarga)
16	Kerala (Kozhikode – Calicut)
17	Maharashtra (Thane, Aurangabad and Gadchiroli)
18	Punjab (Bhatinda)
19	Tamil Nadu (Villupuram and Kancheepuram)
20	West Bengal (Murshidabad and Coochbehar)
21	Delhi (East Delhi and New Delhi)
22	Arunachal Pradesh (East Siang and West Kameng)
23	Assam (Kamrup and Jorhat)
24	Manipur (Imphal West and Churachandpur)
25	Meghalaya (East Khasi Hills/ Shillong and West Garo Hills/ Tura)
26	Mizoram (Aizwal and Lunglei)
27	Nagaland (Kohima and Dimapur)
28	Sikkim (East Sikkim and South Sikkim)
29	Tripura (West Tripura and Dhalai Tripura)

⇒ Guidelines of the Programme

1. In order to improve the quality of implementation of the National Tobacco Control Programme (NTCP) at the state and district levels, the National Tobacco Control Cell (NTCC) at the Ministry of Health and Family Welfare (MOHFW) has formulated the Operational Guidelines of the NTCP. These guidelines are to be used as a reference document by the various agencies working at the state and district levels to further the goal of tobacco control.

For downloading these Operational Guidelines (in PDF),

[click here](#)

2. The WHO Framework Convention on Tobacco Control (WHO FCTC) is the first global health treaty negotiated under the auspices of the World Health Organization. Having ratified the WHO FCTC on 5 February 2004, India is a party to the Convention and has to implement all provisions of this international treaty.

For downloading the WHO FCTC Document (in PDF), [click here](#)

3. For downloading 'Training Manual for Doctors' (in PDF), [click here](#)

4. For downloading 'Health Worker Guide' (in PDF), [click here](#)

5. For downloading 'A Guide for Teachers' (in PDF), [click here](#)

6. For downloading 'Tobacco Dependence Treatment Guidelines' (in PDF), [click here](#)

7. For downloading 'MPOWER: A Policy Package to Reverse the Tobacco Epidemic' (in PDF), [click here](#)

⇒ Monitoring Mechanism

1. In order to bolster the quality of implementation of National Tobacco Control Programme (NTCP) at state and district levels, the National Tobacco Control Cell (NTCC) at Ministry of Health and Family Welfare (MOHFW) developed a revised quarterly reporting format. This format ensures optimal balance between objectivity and subjectivity in the reporting criteria.

For downloading this format (in word document), [click here](#)

2. The NTCC recognizes the significance of undertaking field visits to monitor as well as to facilitate the implementation of the programme in actual settings at the state and district levels. A revised uniform monitoring format was also developed for the same so that the information collected from the field can be standardized across states/ districts and thus can be effectively used to further the cause of tobacco control.

For downloading Monitoring Performa for state visit (in word document), [click here](#)

For downloading Monitoring Performa for district visit (in word document), [click here](#)

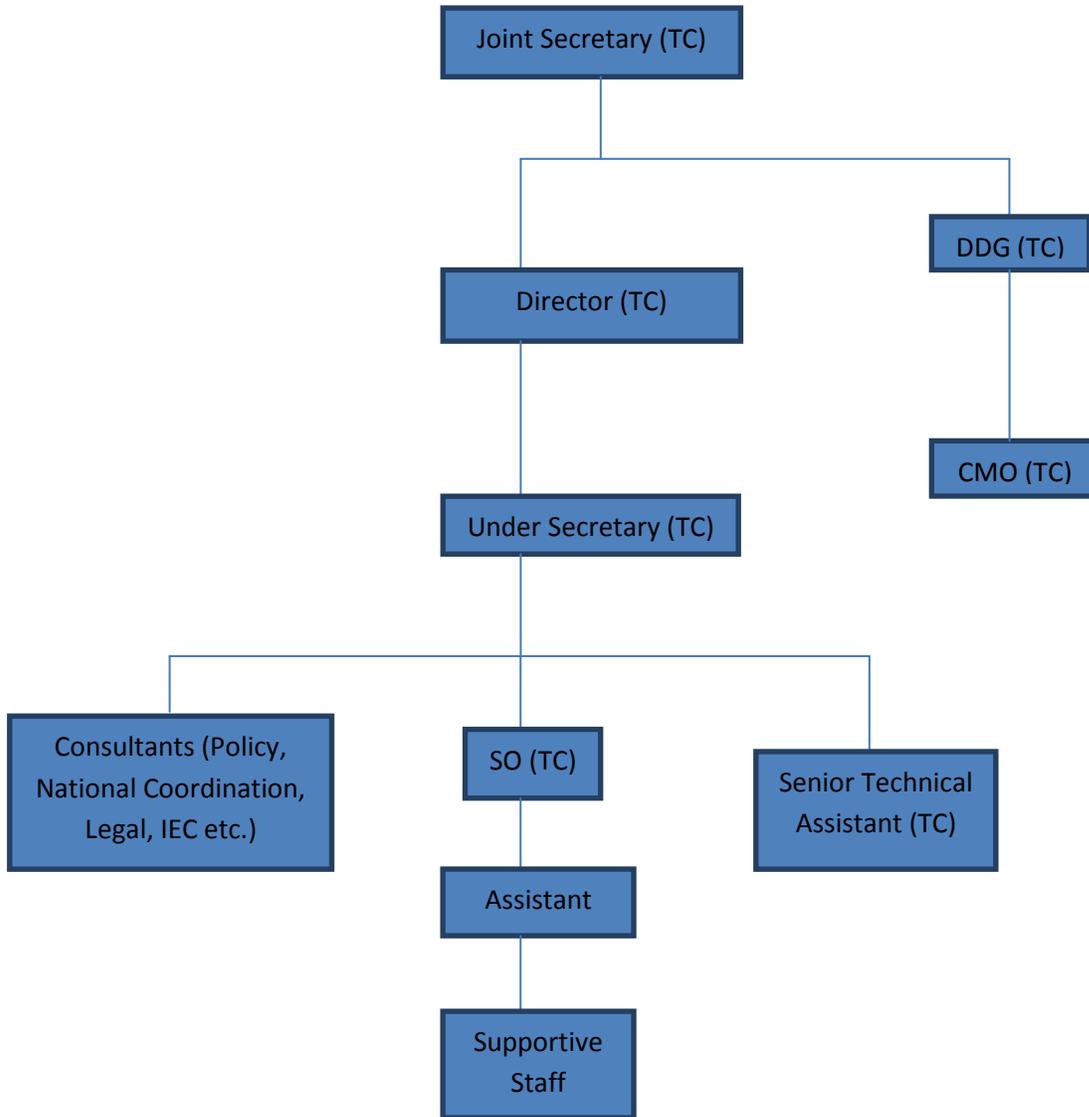
⇒ Achievements of the Programme (2012-13)

1. The 'Cigarettes and other Tobacco Products (Packaging and Labelling) Amendment Rules, 2012' have been notified vide GSR 724 (E) dated 27th September, 2012 which came into effect from 1st April, 2013. Three sets of graphic warnings have been notified, each for smoking and smokeless/chewing forms of tobacco products.
2. The 'Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Amendment Rules, 2012' have been notified vide GSR 708 (E) dated 21st September, 2012 which came into effect from 2nd October, 2012. These Rules regulate the depiction of tobacco products or their use in films and television programmes.
3. A two month pan India outdoor media activity was launched during the year 2012-13 using a wide variety of media for creating awareness about harmful effects of tobacco use (smoking and smokeless). Two images, one displaying the harmful effects for smokeless and one for smoking tobacco products, were used.
4. National Consultation on Economics of Tobacco was organized in collaboration with WHO – India on 20-21 December, 2012 in New Delhi. The consultation covered three key issues namely (i) Tobacco Taxation; (ii) Health Cost of Tobacco Use and (iii) Alternative livelihood for tobacco farmers and workers.
5. Operational guidelines for implementation of National Tobacco Control Programme have been developed and disseminated to all the states and Districts under the programme.
6. A new reporting format has been developed for reporting NTCP activities at the District and State levels. Quantifiable deliverables are clearly delineated in the submitted reports

every quarter and the reporting has thus been made more objective.

7. The NTCC prepared the draft cabinet note for amendment of COTPA. This pertains to the amendment of the section 7 (5) of COTPA, where in the provision of maximum permissible limit has been done away with.
8. The NTCC got the approval of the 1st National Level Mass media campaign for the year 2013-14. The campaign, 'Tears You Apart', features real victims suffering from cancers and disfigurements as a result of their addiction to chewing tobacco.
9. The "Guidelines for Law enforcers, 2013" for effective implementation of tobacco control laws was developed and released on 28th May 2013 by Secretary Health. These guidelines include a compilation of the latest rules as well as the enforcement procedures for various provisions of the law.
10. To take stock of the implementation of the FCTC at regional level (South-east Asia Region including India), the Ministry of Health & Family Welfare (MoHFW) in collaboration with the WHO, held a meeting in New Delhi during 23-26 July 2013.
11. The NTCC organized a one-day working group meeting on developing the draft guidelines for the upcoming National Consultation on effective implementation of Section 2.3.4 of the FSSAI Act 2006 in the country. Representatives from the departments of FDA & Police in various states, and from the FSSAI participated in the meeting.

⇒ Organization (National Tobacco Control Cell – NTCC)



Note: 'TC' stands for Tobacco Control

⇒ Acts/ Rules/ Orders/ Circulars/ Letters

1. The “Guidelines for Law enforcers, 2013” for effective implementation of tobacco control laws was released on 28th May 2013 by Secretary Health. These guidelines include ‘The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA)’, the latest rules pertaining to various sections of this Act and the enforcement procedures for various provisions of the COTPA.

For downloading these guidelines (in PDF), [click here](#)

2. Section-5 of the COTPA prohibits all forms of advertisement (direct/indirect/surrogate), promotion and sponsorship of tobacco products. The Cigarettes and Other Tobacco Products (Amendment) Rules, 2005, notified on 31.05.2005, provided specifications for advertisement at the entrance of or inside a shop or warehouse selling tobacco products (point of sale). However, the implementation of Rule 4 of these rules was stayed by the Bombay High Court in 2006.

The Hon’ble Supreme Court in the matter of Health for Million vs. Union of India & Ors., in order of 3/1/2013, has vacated the stay order of the Bombay High Court thereby removing any impediment in the implementation of the POS Rules.

For downloading this order (in PDF), [click here](#)

3. The Production, Sale, Storage and Distribution of food products containing tobacco or nicotine such as Gutkha have been prohibited under The Food Safety and Standards (Prohibition and Restrictions on Sales) Regulations, 2011 dated 1st August 2011, notified under the Food Safety and

Standards Act, 2006. Further, the Hon'ble Allahabad High Court in the case of M/s Khedal Lal and Sons vs. State of UP held that chewing tobacco i.e. Zarda is a food article. The Government of Mizoram, vide an order dated 22nd August 2012, has banned the sale of Gutkha, Pan Masala, Zarda or **other chewable products** having tobacco or nicotine.

For downloading the letter (in PDF) from the Secretary (Health) to Chief Secretaries of all States/ UTs, requesting them to consider the issue of banning **all forms** of packaged chewing products containing tobacco or nicotine, [click here](#)

4. The Hon'ble Supreme Court in the matter of Health for Million vs. Union of India & Ors., in order of 3/1/2013, has vacated the stay order of the Bombay High Court thereby removing any impediment in the implementation of the POS (Point of Sale) Rules.

For downloading the letter (in PDF) from the Secretary (Health) to Chief Secretaries and DG Police of all States/ UTs, requesting them to take necessary steps to implement the rules of POS, [click here](#)

⇒ Forms/ Formats

1. The 'revised' Quarterly Reporting Format aims to improve the quality of implementation of NTCP at state and district levels. The new format introduces an element of objectivity in the whole reporting mechanism.

The format has two sections each containing three parts viz. Part A (to be answered in yes or no), Part B (only relevant numbers to be mentioned) and Part C (details of expenditure). The second section (marked 'DTCC to STCC') will be reported by the individual District Tobacco Control Cells (DTCC) to the State Tobacco Control Cell (STCC), and after collating the information and adding state level data, STCC will pass on the information to NTCC through the first section (marked 'STCC to NTCC') of the format. The quarterly report should reach the National Tobacco Control Cell (NTCC) on or before the 15th day of month following the quarter.

For downloading this format (in word document), [click here](#)

⇒ Frequently Asked Questions

1. What is COTPA?

COTPA stands for the “Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003”. The Act is applicable to all products containing tobacco in any form as detailed in the Schedule to the Act. The Act extends to the whole of India including the state of Jammu and Kashmir.

For downloading the COTPA (in PDF), [click here](#)

2. What is GATS?

GATS stand for ‘Global Adult Tobacco Survey’. GATS India was conducted in 2009–2010 as a household survey of persons aged 15 years and above. A nationally representative probability sample was used to provide national and regional (North, West, East, South, Central and North-East) estimates by residence (urban and rural) and gender, and state estimates by gender. The survey was designed to produce internationally comparable data on tobacco use and other tobacco control indicators using standardized questionnaires, proper sample designs, and effective data collection and management procedures.

For downloading the GATS Fact Sheet India: 2009-10 (in PDF), [click here](#)

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3. Does COTPA completely ban tobacco products in the country?

The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production,

Supply and Distribution) Act, 2003” (COTPA) regulates the consumption, production, supply and distribution of the tobacco products by imposing restrictions on advertisement, promotion and sponsorship of tobacco products; prohibiting smoking in public places; prohibiting sale to and by minors; and prohibiting sale of tobacco products within a radius of 100 yards of educational institutions, and through mandatory depiction of specified pictorial health warnings on all tobacco product packs. It doesn't ban tobacco products per se. However, the Production, Sale, Storage and Distribution of food products containing tobacco or nicotine such as Gutkha have been prohibited under The Food Safety and Standards (Prohibition and Restrictions on Sales) Regulations, 2011 dated 1st August 2011, notified under the Food Safety and Standards Act, 2006.

4. Does tobacco consumption lead to adverse health outcomes and premature deaths?

As per the Report on tobacco control in India -2004, tobacco use is responsible for causing 8-9 lakh deaths annually in India. Further, as per the study conducted by the Indian Council of Medical Research (ICMR) titled “Assessment of Burden of Diseases due to Non-communicable Diseases” based on analysis of published literature till 2004, the risk of diseases attributable to tobacco use was for stroke (78%), for tuberculosis (65.6%), for ischemic heart disease (85.2%), for acute myocardial infarction (52%), for esophageal cancer (43%), for oral cancer (38%) and for lung cancer (16%) respectively. Both smoking as well as smokeless forms of tobacco have adverse health outcomes and contribute to premature deaths.

5. Which is the flagship programme of the Government of India to curb smoking and consumption of tobacco products in the country?

Government of India has launched the National Tobacco Control Programme (NTCP) in the year 2007-08, with the objectives to (i) create awareness about the harmful effects of tobacco consumption, (ii) reduce the production and supply of tobacco products, (iii) ensure effective implementation of the provisions made under “The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003” (COTPA) and (iv) help the people quit tobacco use through Tobacco Cessation Centres. The programme is presently under implementation in 21 states covering 42 districts. In the 12th Five Year Plan, the programme would be extended in a phase-wise manner to cover the entire country.

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18	Punjab (Bhatinda)
19	Tamil Nadu (Villupuram and Kancheepuram)
20	West Bengal (Murshidabad and Coochbehar)
21	Delhi (East Delhi and New Delhi)
22	Arunachal Pradesh (East Siang and West Kameng)
23	Assam (Kamrup and Jorhat)
24	Manipur (Imphal West and Churachandpur)
25	Meghalaya (East Khasi Hills/ Shillong and West Garo Hills/ Tura)
26	Mizoram (Aizwal and Lunglei)
27	Nagaland (Kohima and Dimapur)
28	Sikkim (East Sikkim and South Sikkim)
29	Tripura (West Tripura and Dhalai Tripura)

6. What is Second Hand Smoke (SHS)?

Second Hand Smoke is the smoke exhaled by a smoker (mainstream smoke) or smoke emanating from the burning end of a cigarette/ bidi/ cigar etc. (side stream smoke).

7. Is SHS dangerous for health?

Exposure to SHS results in lung cancer and heart diseases among adults, and SIDS (Sudden Infant Death Syndrome), chronic respiratory infections, worsening of asthma, reduced lung function growth, middle ear diseases and acute respiratory illnesses among children. Smoking at home affects babies and young children as well as the elderly and other adults, especially women.

8. What is Third Hand Tobacco Smoke?

Third hand smoke is tobacco smoke contamination that remains after the bidi/ cigarette has been extinguished. The residue from tobacco smoke that clings to virtually all surfaces long after a bidi/ cigarette has been extinguished could prove to be a potential health hazard. The biggest risk is to young children.

9. What does the term SLT mean?

SLT stands for 'Smokeless Tobacco Products'. It encompasses all tobacco products that are consumed in an unburned form. Smokeless tobacco can be used orally or nasally. Smokeless tobacco in India is used as chewing tobacco, with or without lime. Gutkha, Khaini, Zarda etc. are all examples of such use. Snuff is an example of the nasally used form. Both smoking as well as smokeless forms of tobacco have adverse health outcomes and contribute to premature deaths.

10. Is it possible to quit tobacco use?

Yes, it is definitely possible to quit tobacco use. Strong willpower along with proper counseling and social support holds the key. At times, severe addicts may require temporary use of nicotine chewing gum or nicotine patches (Nicotine Replacement Therapy - NRT) to aid in the de-addiction process.

Research has clearly shown that definite health benefits, apart from socio-economic benefits, are associated with quitting tobacco use.

11. Does Tobacco also contribute to environmental pollution and contamination?

Yes, Tobacco is one of the major contributors to environmental pollution. It contributes to deforestation, depletion of soil nutrients, and contamination of water bodies.

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