

GOVERNMENT OF ASSAM
OFFICE OF THE DIRECTOR OF HIGHER EDUCATION, ASSAM
KAHILIPARA:.....GUWAHATI-19

No.DHE/PEN/Misc/173/2019/47

Dated Kahilipara the 26/11/2019

From:- Smti Gitimoni Phukan, ACS
Director, Higher Education, Assam
Kahilipara, Guwahati-19.

To ✓ 1) The Principal (all)
Govt./ Provincialised Colleges of Assam
2) The Registrar (all)
State/Private Universities of Assam

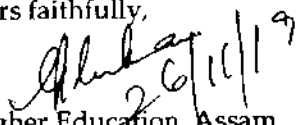
Sub. To issue circular to make educational institutions tobacco-fee in the state of Assam.

Ref. Consumers' Legal Protection Forum (CLPF), letter dated 10-10-2019.

Sir/Madam,

With reference to the subject cited above, I would like to forward herewith a copy of the letter dated 10-10-2019 received from Advocate Ajoy Hazarika, Secretary, Consumers' Legal Protection Forum (CLPF), Assam and Federation of North eastern Consumer Organization Governing Council Member, Consumer Coordination Council, New Delhi, regarding to issue circular to make educational institutions tobacco-fee in the state of Assam which is self explanatory and to request you to take necessary action as per content of the letter.

Yours faithfully,


26/11/19
Director of Higher Education, Assam
Kahilipara, Guwahati - 19.

Memo No.DHIE/PEN/Misc/173/2019/47-A

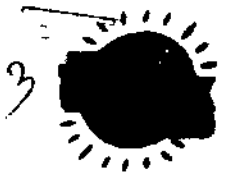
Dated Kahilipara the 26/11/2019

Copy to:

- 1) Advocate Ajoy Hazarika, Secretary, Consumers' Legal Protection Forum (CLPF), Assam and Federation of North eastern Consumer Organization Governing Council Member, Consumer Coordination Council, New Delhi, for information.

/

Director of Higher Education, Assam
Kahilipara, Guwahati - 19.



CONSUMERS' LEGAL PROTECTION FORUM (CLPF)

Member, Consumer Coordination Council, New Delhi

Registered Consumer Advocacy Group, TRAI

Enrolled with NITI Aayog

(Regd. No. RS/KAM (M)/240/A-24/493:: Est. in 2008)



46

Date: 10/10/2019

To,

Smti. Gitimoni Phukan, ACS
Joint Secretary, Higher Education Department
Block 'C' Ground floor, Janata Bhawan, Dispur
Assam-781006

Sub: Request to issue circular to make educational institutions tobacco-free in the state of Assam

Respected Madam,

Greetings from Consumer Legal Protection Forum (CLPF)!

Matter
17/10/19

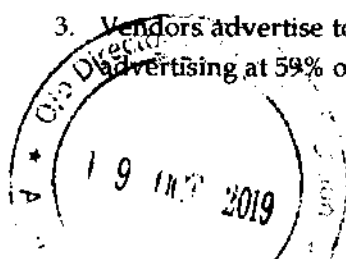
Consumers' Legal Protection Forum (CLPF), is a non-government, non-profit making organization, registered under the Societies Registration Act, XXI of 1860 having its registered office at Guwahati, Assam. From 2008, CLPF has been mainly focusing on creating awareness among the common consumers regarding their rights and help them to protect their rights.

Consumers' Legal Protection Forum (CLPF) in collaboration with Voluntary Organisation in Interest of Consumer Education (VOICE) is working on various social issues including tobacco control.

I would like to kindly bring your attention to the fact, that tobacco is one of the leading causes of preventable deaths in India. The tobacco consumption results in about 10 lakh deaths in India every year. Addiction to tobacco use starts early. Within days of smoking or using smokeless tobacco, a young user begins to show signs of addiction.

As per recent sample study, carried out in the state of Assam, we find that

1. Nearly half of the vendors around schools sell tobacco products. (Investigators observed 34 points of sale selling tobacco products out of 48 surveyed around schools. Street and Mobile vendors were the most common form of vendors at 71% of the 34 tobacco points of sale observed.)
2. Multinational tobacco companies sell tobacco products around schools. (Investigators documented that, of the 34 tobacco points of sale observed, 82% carried ITC brands and 53% carried Philip Morris.)
3. Vendors advertise tobacco products around schools. (Investigators observed tobacco advertising at 59% of the 34 tobacco points of sale observed.)



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nh / ra



CONSUMERS' LEGAL PROTECTION FORUM (CLPF)

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45

Tobacco consumption is a huge public health issue in India and its impact is especially devastating children. Tobacco companies are advertising and selling tobacco along with products for children like candy, toffee and chocolate within the 100 meters of educational institutional through vendors which is a violation of COTPA. Effective tobacco control policies can protect children from tobacco products.

We recommend government agencies to stop tobacco companies from targeting children from aggressive advertising & selling tobacco products around schools.; Stricter enforcement of COTPA rules which prohibits selling and advertising of tobacco products within 100 yards of educational institutions.; Regulating tobacco vendors to aid COTPA enforcement & COTPA compliance should be a condition of all vendor licenses.

We request the Education Department to issue a circular to concerned officers to make Educational Institutions in the state of Assam tobacco-free within one month by marking a copy to us.

Yours Sincerely,

Ajoy Hazarika
Advocate Ajoy Hazarika

Secretary, Consumers' Legal Protection Forum, Assam
& Federation of North Eastern Consumer Organization
Governing Council Member, Consumer Coordination Council, New Delhi
Consumer Helpline: +91 98546-39321

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