

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

No.EG/Apptt/42/2015/118

Dated Kahilipara, the 28/01/2022

From :- Sri Dharma Kanta Mili, ACS
Director of Higher Education, Assam
Kahilipara, Guwahati-19.

✓ To,

1. The Registrar, State/Central Universities of Assam.
2. The Principal, All Govt. and Provincialised College of Assam.
3. The Principal, All Private Colleges of Assam.

Sub : Tobacco Free Educational Institutions- guidelines thereon


Sir,

With reference to Govt. letter on the subject cited above, I have the honour to forward herewith a Govt. letter and its enclosure received from Special Commissioner Secondary Education Department, in connection with implementation of guidelines with Tobacco Free Educational Institutions which is self-explanatory and requested to go through the guidelines and take all possible steps for strict enforcement of the provision COTPA, 2013 in your intuitions which may lead to realization of creating a healthy and tobacco free environment as per National Health Policy, 2017 as desired by Hon'ble Chief Minister Assam and Higher Education Department Govt. of Assam.

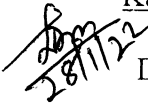
This is for favour of your information and necessary action.

Matter may be treated as Most Urgent.

Yours faithfully


Director of Higher Education, Assam
Kahilipara, Guwahati-19

Memo No.EG/Apptt/42/2015/118-A


Dated Kahilipara, the 28/01/2022

Copy to:

1. Special Commissioner Secondary Education Department, Dispur, Guwahati-06.

/

Director of Higher Education, Assam
Kahilipara, Guwahati-19

Apptt. Branch
4.1.2022

101

Most Immediate

GOVT. OF ASSAM
SECONDARY EDUCATION DEPARTMENT
DISPUR: GUWAHATI-06

No.ASE.265/2021/38

Dated Dispur the 9th December, 2021

From : Sri Preetom Saikia, IAS (Retd.)
Special Commissioner
Secondary Education Department

To : 1. The Deputy Commissioner (All)
.....
2. The Director of Secondary Education, Assam
Kahilipara, Guwahati-19
3. The Director of Higher Education, Assam
Kahilipara, Guwahati-19
4. The Director of Elementary Education, Assam
Kahilipara, Guwahati-19
5. The Director of Technical Education, Assam
Kahilipara, Guwahati-19

Sub : **Tobacco Free Educational Institutions- guidelines thereon.**

Ref : 1. Government Letter No. ASE.312/2013/296, dated-29/05/2019.
2. Government Letter No.ASE.312/2013/266, dated-13/09/2018 &
3. Government Letter No.ASE.312/2013/322, dated-11/11/2019

Sir,

I am directed to say that as a measure of prevention of tobacco use amongst the students community guidelines with specific instruction for strict implementation of provisions of Cigarettes & Other Tobacco products (Prohibition & Advertisement & Regulation of Trade & Commerce, Production, Supply & Distribution) Act, 2003 has already been forwarded to you all concerned vide this department's communication under above reference (Copy enclosed).

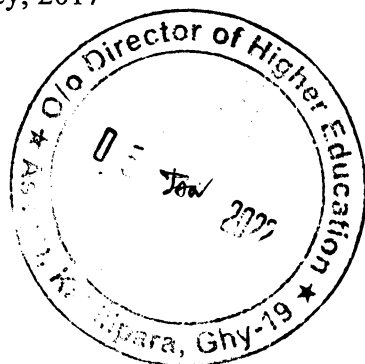
Of late the Ministry of Health & Family Welfare and Chemicals & Fertilizers, Government of India has released the key findings of the 4th round of the Global Youth Tobacco Survey(GYTS-40,2019 (Copy enclosed).

Further the Ministry has also issued guidelines for Tobacco Free Educational Institutions (ToFEI), 2019. This guidelines lay down the rules and responsibilities of different stakeholders viz. Central Government, State Governments, Educational Institutions and Civil Society Organizations for making Education Institutions Tobacco Free. A copy of guideline can be accessed at <https://ntcp.ntcp.nhp.gov.in/assets/document/TEFI-Guidelines.pdf>.

Hon'ble Chief Minister, Assam vide Order No.CMS/122/2021/286, dated-11/11/2021 has emphasized for strict implementation of the guidelines with a comprehensive strategy to reduce prevalence of tobacco use against children with strict enforcement of the provision of COTPA, 2013.

In view of above, you are requested to go through the guidelines and take all possible steps for strict enforcement of the provision of COTPA,2013 in all the educational institutions which may lead to realization of creating a healthy and tobacco free environment as per National Health Policy, 2017

Encl: As stated above



Yours faithfully

Special Commissioner
Secondary Education Department

6
06-1-2022

✓

100

Memo. No.ASE.265/2021/38-A

Dated Dispur the 9th December, 2021

Copy to:

1. PPS to Hon'ble Chief Minister, Assam , Janata Bhawan, Dispur, Guwahati-6 for kind appraisal of Hon'ble Chief Minister.
2. PS to Hon'ble Minister, Education, Janata Bhawan, Dispur, Guwahati-6 for kind appraisal of Hon'ble Minister.
3. PS to Principal Secretary to the Govt. of Assam, Education Department, Dispur, Guwahati-6 for kind appraisal of Principal Secretary

By Order etc.,

Additional Secretary to the Govt. of Assam
Secondary Education Department

99

GOVERNMENT OF ASSAM
SECONDARY EDUCATION DEPARTMENT
DISPUR, GUWAHATI-6

No.ASE.312/2013/262

Dated Dispur the 13th September, 2018

From : Shri Preetom Saikia, IAS
Commissioner & Secretary to the Govt. of Assam
Secondary Education Department

To : The Deputy Commissioner (All)
.....

Sub : Pledge for Tobacco free Youth Campaign.


Sir,

As you are aware that tobacco is worlds' leading cause of death. In order to protect children from use of tobacco and to create awareness among the students of all schools (Government and Private), Government of Assam in Secondary Education Department has decided that students take a pledge to stay away from tobacco for their lifetime. The date for taking the pledge has been fixed on 08.10.2018.

You are therefore, requested to organize a pledge taking ceremony at your district and instruct all the Inspector of Schools and District Elementary Education Officers (DEEO) to ensure that the pledge is taken in all schools.

Annexure- I & II are enclosed herewith for your convenience. Compliance report as enclosed in the annexure should be submitted to the Government.

Yours faithfully,


Commissioner & Secretary to the Govt. of Assam
Secondary Education Department


Memo. No.ASE.312/2013/262-A

Dated Dispur the 13th September, 2018

Copy forwarded for information & necessary action to:-

1. The Director of Secondary/Elementary Education, Assam, Kahilipara, Guwahati-19.
2. The Mission Director, SSA/RMSA, Assam, Kahilipara, Guwahati-19.
3. The Inspector of Schools, (All)
4. The District Elementary Education Officer (DEEO), (All)
5. Sri Pradeep Mathur, Trustee Sambandh Health Foundation, 104/11 Silver Oaks, DLF Phase 1, Gurgaon -122002 (email-sambandhhealth@gmail.com).

By Order etc.,


Joint Secretary to the Govt. of Assam
Secondary Education Department

96

GOVERNMENT OF ASSAM
SECONDARY EDUCATION DEPARTMENT
DISPUR, GUWAHATI-6.

No. ASE. 312/2013/296

Dated Dispur, the 28th May, 2019

From : Shri F.H.Choudhury, ACS
Joint Secretary to the Govt. of Assam

To : The Deputy Commissioner,
.....

Sub : Protection of Children from Tobacco Products by strict enforcement of COTPA Act/Rules.

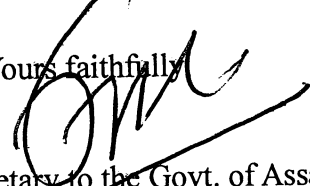
Sir,

I am directed to inform you that tobacco is one of the leading causes of deaths and data available reveals that consumption of tobacco results in about 10 lakh deaths in India every year.

As such, effective tobacco control policies can protect children from tobacco products and you are directed to request you to take the following steps for strict compliance, enforcement and adherence of COTPA Rules-

1. Instruct all the Head of the institutions to inform immediately if any report is received regarding use of tobacco products/drugs in their institutions.
2. Head of the institutions may be directed to hold regular Parent-Teacher meeting to sensitize the abuse of drugs and ill-effect of tobacco.
3. Strict enforcement of the COTPA Rules which prohibits selling and advertisement of Tobacco products within 100 yards of Educational Institutions)

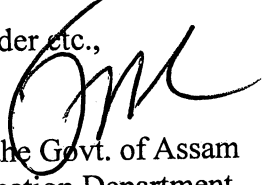
Yours faithfully,


Joint Secretary to the Govt. of Assam
Secondary Education Department
Dated Dispur, the 29th May, 2019

Memo No. ASE. 312/2013/296-A
Copy forwarded to:

1. The Joint Secretary to the Govt. of Assam, Chief Minister's Secretariat, Dispur, Guwahati-6 for kind information.
2. The Secretary, Consumers' Legal Protection Forum, Assam, House No. 48, 2nd Floor, Ananda Nagar, Sixmile, G.S. Road, Guwahati-22 for kind information

By Order etc.,


Joint Secretary to the Govt. of Assam
Secondary Education Department

etc



GOVT. OF ASSAM
SECONDARY EDUCATION DEPARTMENT
DISPUR: GUWAHATI-06

No.ASE.312/2013/322

Dated Dispur the 11th November, 2019

From : Shri B.C Roy
Under Secretary to the Govt. of Assam

To : The Director of Secondary Education, Assam
Kahilipara, Guwahati-19

Sub : Guidelines for Tobacco Free Educational Institution (Revised)

Sir,

I am directed to enclose herewith copy of guidelines for tobacco free educational institution (revised) as framed by Ministry of Health & Family Welfare, Government of India and request you to take necessary steps for wide circulation of the same amongst all educational institutions across the State with intimation to this Department.

Enco: As stated above

Yours Faithfully

③
13/11/19
Under Secretary to the Govt. of Assam
Secondary Education Department

ofc

D7 no. 198
22-11-21

PCR No. 706834/2021
U/S 110

(90/31)

S.P. com
AET

No: CMS/122/2021/286 (D) part
Dated: 11th of Nov' 2021

[Signature]
7/11/21

- ✓ 1. Minister, Education
- 2. Minister, Health & FW

Please find enclosed a letter DO No: P.16012/02/2021-TC Dated 14th of September 2021 received from the Hon'ble Union Minister for Health & Family Welfare, Dr. Mansukh Mandaviya vide which the Hon'ble Union Minister has suggested for strict implementation of the provisions of Cigarettes and Other Tobacco Products (Prohibition and Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act [COTPA,2003] in all schools so as to realize the goal of creating a healthy and tobacco free environment which in return is expected to lead us towards achievement of 30% reduction in prevalence of tobacco use by 2025 as per national Health Policy 2017.

Accordingly you are advised to go through the enclosed guidelines of the Ministry of Health & FW, Govt. of India and take necessary action accordingly for implementation of the COTPA Act with the involvement of all stakeholders concerned.

Encl:A/a

[Signature]

Chief Minister

Principal Sup
N/A please

Asst. Secy
[Signature]

[Signature]
17/11/21
Minister
Education and WPT & BC Department
Assam, Dispur

[Signature]
22/11/21

8325
22/11/21

DB
22/11/21

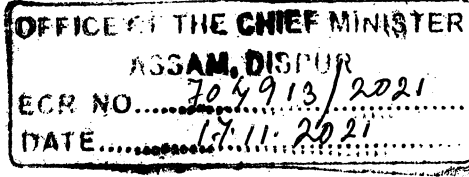
Office of the Minister
Education and WPT & BC Deptt.
Assam, Dispur, Ghy-6
Dy No... 1871.....Date... 18/11/21

सुख मांडविया
SUKH MANDAVIYA



स्वास्थ्य एवं परिवार कल्याण
व रसायन एवं उर्वरक मंत्री
भारत सरकार

Minister for Health & Family Welfare
and Chemicals & Fertilizers
Government of India



D.O. P.16012/02/2021-TC
Dated, the 14 September, 2021

Dear Shri H. Biswa Sarma Ji,

We all are aware that, tobacco use remains one of the world's leading causes of premature deaths. Tobacco use is also a key risk factor for major non-communicable diseases such as cancers, cardiovascular diseases, diabetes and chronic lung disease. In the context of India, a myriad of tobacco products both smoking and chewing/smokeless are produced and consumed. I am happy to share that my Ministry has recently released the key findings of the fourth round of the Global Youth Tobacco Survey (GYTS-4), 2019, with estimates on key indicators on tobacco use among school-going children in the age group 13-15 years in India. *A copy of the National Factsheet of GYTS-4 is enclosed herewith for ready reference.*

2. As per the findings of the GYTS-4, 8.5% of students in class 8th to 10th and aged from 13 to 15 years, use tobacco in any form. The survey highlights that the prevalence of tobacco use among boys is 9.6% and among girls is 7.4%. More than 29% of students have reported exposure to second hand smoke. It is also noted that 28.8% of students have reported that they saw anyone smoking inside the school building or outside school property. Only 25.2% students have reported that they noticed the health warnings on tobacco product packs. It may also be noted that the median age of initiation on tobacco use among the children in the 13-15 years age group, has been estimated at 11.5 years for cigarettes, 10.5 years for Bidi and 9.9 years for smokeless (chewing) tobacco.

3. The Union Government has been steadfastly discouraging tobacco use through a slew of legal and policy measures including implementation of National Tobacco Control Programme. The Government has taken various measures for both prevention of initiation of tobacco use among the children and youth, and for providing cessation services. Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) [COTPA, 2003] contains specific provisions to discourage tobacco use among children and youth, such as ban on smoking in public places, including in all educational institutions, prohibition of sale of tobacco products to or by minors (less than 18 years of age) and prohibition of sales of tobacco products within 100 yards of any educational institution.

4. This Ministry issued the "Guidelines for Tobacco Free Educational Institutions [ToFEI]" in 2019, with the objective of providing fresh momentum to implementation of tobacco control initiatives in educational institutions. The ToFEI Guidelines lay down the roles & responsibilities of different stakeholders viz. Central Government; State Governments; Educational Institutions and Civil Society Organizations for making the Educational Institutions tobacco free. These guidelines need to be implemented by educational institutions, including schools, colleges/institutes for higher or professional education and universities, both in public and private sector. A copy of Guidelines can be accessed at <https://ntcp.nhp.gov.in/assets/document/TEFI-Guidelines.pdf>.

Contd.../-

कार्यालय: 348, ए-स्कंध, निर्माण भवन, नई दिल्ली - 110011 • Office: 348, A-Wing, Nirman Bhawan, New Delhi - 110011

Tele.: (O): +91-11-23061661, 23063513 • Telefax : 23062358

By No.

17/11/21



सत्यमेव जयते

94/3

-2.-

5. The latest estimates of GYTS-4 show that there has been a considerable and steady decline in extent of prevalence of tobacco use among children. However, the prevalence continues to be significant. It is necessary, that we take all possible measures to curb the use of tobacco among children from the very beginning as they enter schools, in order to combat the menace of tobacco addiction. The more and the sooner, we create awareness among children about harms due to tobacco use, the better will be the outcomes in terms of reduction in prevalence of tobacco use among children and consequently among adults. The focus of most of our interventions are on adolescents and youths as evidence shows that most of the adult users of tobacco initiate tobacco use in childhood or adolescence.
6. I have already requested the Hon'ble Minister of Education to include harms due to tobacco use in the school curricula with age appropriate content from primary education level to colleges. It would be appropriate to also include such content in the State Education Board's curricula.
7. I therefore, seek your intervention in the matter and request you devise and implement a comprehensive strategy to reduce prevalence of tobacco use among children. It is suggested that the necessary instructions may please be directed to the concerned departments of your State/UT for undertaking following actions, for enforcement of the provisions of COTPA, 2003 and for implementation of the ToFEI Guidelines;
- Measures for strict implementation of the provisions of COTPA 2003 in all schools, which provides;-
 - Tobacco products are not to be sold to or by minors
 - No tobacco products are sold in an area within 100 yards of an educational institution. For this purpose, special campaigns may be undertaken for demarcation of such areas.
 - Schools being public places, smoking in schools be strictly prohibited.
 - Special awareness and enforcement drives may be undertaken in the period up to 14th November 2021.
8. Let's move forward to achieve the vision of building a new, AatmaNirbhar Bharat. I am confident that our joint and coordinated efforts will lead to realization of our goal of creating a healthy and tobacco free environment and will lead us towards achievement of 30% reduction in prevalence of tobacco use by 2025, as envisaged in the National Health Policy, 2017.

With regards,

Encls: As above.

Shri Himanta Biswa Sarma
Chief Minister of Assam,
Adarsapur Bye Lane-2,
Kahilipara,
Guwahati-781019

Yours Sincerely,


(Mansukh Mandaviya)

What is GYTS

The Global Youth Tobacco Survey (GYTS), a component of the Global Tobacco Surveillance System (GTSS), is a global standard for systematically monitoring youth tobacco use (smoking and smokeless) and tracking key tobacco control indicators.

GYTS is a cross-sectional, nationally representative school-based survey of students in grades associated with ages 13 to 15 years. GYTS uses a standard core questionnaire, sample design, and data collection protocol. It assists countries in fulfilling their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. WHO has developed MPOWER, a technical package of selected demand reduction measures contained in the WHO FCTC:



- Monitor tobacco use & prevention policies
- Protect people from tobacco smoke
- Offer help to quit tobacco use
- Warn about the dangers of tobacco
- Enforce bans on tobacco advertising, promotion, & sponsorship
- Raise taxes on tobacco

In India, four rounds of GYTS have been conducted in 2003, 2006, 2009 and 2019. The earlier three rounds were designed to provide estimates at the national level only. The present round has been designed to provide estimates at the state/UT level by sex and location of school (rural/urban).

GYTS-4 Methodology

GYTS uses a global standardized methodology that includes a two-stage sample design with schools selected with a probability proportional to enrollment size. The classes within selected schools are chosen randomly and all students in selected classes are eligible to participate in the survey. The survey uses a standard core questionnaire with a set of optional questions that countries can adapt to measure and track key tobacco control indicators. The questionnaire covers the following topics: tobacco use (smoking and smokeless), cessation, secondhand smoke (SHS), pro- and anti-tobacco media messages and advertisements, access to and availability of tobacco products, and knowledge and attitudes regarding tobacco use. The questionnaire is self-administered; using paper sheets, it is anonymous to ensure confidentiality.

In India, GYTS-4 was conducted in 2019 by the International Institute for Population Sciences (IIPS) under the Ministry of Health and Family Welfare (MoHFW). The overall response rate was 96.9%. A total of 97,302 students from 987 schools (Public-544; Private-443) participated in the survey. Of which, 80,772 students aged 13-15 years were considered for reporting.

GYTS-4 Aim & Objectives

Overall aim was to document and monitor the extent of smoking and smokeless tobacco use, and to understand and assess the students' attitudes, knowledge and behaviour towards tobacco use and its health impact, including cessation, second hand smoke, media and advertising and minors' access. Specific objectives were:

- To determine the level of tobacco use by State/UTs, sex, location of school (urban/rural).
- To estimate the age of initiation of cigarette and *bidi* smoking and smokeless tobacco.
- To estimate the exposure to secondhand smoking (SHS).
- To estimate the exposure to tobacco advertising.
- To assess the reach of major prevention programmes to school-based population.

Trend in the selected indicators of tobacco use over different rounds of GYTS (%)

| Indicators | 2003 | 2006 | 2009 | 2019 |
|--|------|------|------|------|
| Current tobacco users | 16.9 | 13.7 | 14.6 | 8.5 |
| Current tobacco users, boys | 21.6 | 16.8 | 19.0 | 9.6 |
| Current tobacco users, girls | 9.7 | 9.4 | 8.3 | 7.4 |
| Current tobacco smokers | 3.1 | 7.0 | 8.1 | 7.3 |
| Current cigarette smokers | 4.2 | 3.8 | 4.4 | 2.6 |
| Current <i>bidi</i> smokers | 2.2 | 4.7 | 5.3 | 2.1 |
| Current smokeless tobacco users | 14.0 | 9.4 | 9.0 | 4.1 |
| Exposure to tobacco smoke at home | 36.4 | 26.6 | 21.0 | 21.2 |
| Source of obtaining cigarette: Store | 65.8 | 51.9 | 47.0 | 39.7 |
| Refused to sell cigarette due to age | 14.0 | 27.0 | 43.8 | 54.7 |
| Students who thought other people's tobacco smoking is harmful to them | - | 67.9 | 66.8 | 70.6 |

Note: The first three rounds of GYTS adopted a two-stage cluster sampling to provide national level estimates. GYTS-4 adopted multistage stratified systematic cluster sampling design to provide the estimates at national as well as state/UT level.



Ministry of Health and Family Welfare
New Delhi – 110011
(Government of India)



International Institute for Population Sciences
Mumbai – 400088
(Deemed University)

GYTS-4 HIGHLIGHTS

TOBACCO USE

- 8.5% of students – 9.6% of boys and 7.4% of girls – currently used any tobacco products.
- Highest current use of any tobacco was in Arunachal Pradesh & Mizoram (58% each) and lowest in Himachal Pradesh (1.1%).
- 7.3% of students – 8.3% of boys and 6.2% of girls – currently smoked tobacco.
- 4.1% of students – 4.6% of boys and 3.4% of girls – currently used smokeless tobacco.

CESSATION

- 2 in 10 current smokers – 25% of boys and 13% of girls – tried to quit smoking in the past 12 months.
- 21% of current smokers wanted to quit smoking now.
- 27% of current users of smokeless tobacco – 28% of boys and 25% of girls – tried to quit using in past 12 months.
- 1 in 4 current users of smokeless tobacco wanted to quit now.

SECONDHAND SMOKE

- 11% of students were exposed to tobacco smoke at home.
- 21% of students were exposed to tobacco smoke inside enclosed public places.

ACCESS & AVAILABILITY

- 69% of current cigarette smokers and 78% of current bidi smokers bought cigarettes/*bidis* from a store, *paan* shop, street vendor or vending machine.
- Among the current smokers who bought cigarette/*bidi*, 45% of cigarette smokers and 47% of *bidi* smokers were not refused because of their age.

MEDIA

- 32% of students noticed anti-tobacco messages in the mass media.
- 18% of students noticed tobacco advertisements or promotions when visiting points of sale.

KNOWLEDGE & ATTITUDES

- 71% of students thought other people's cigarette smoking is harmful to them.
- 58% of students favoured ban on smoking inside enclosed public places.

SCHOOL POLICY

- 85% of school heads – 85% in rural and 87% in urban schools – were aware of COTPA, 2003.
- 83% of school heads – 82% in rural and 63% in urban schools – were aware of the policy to display 'tobacco-free school' board.

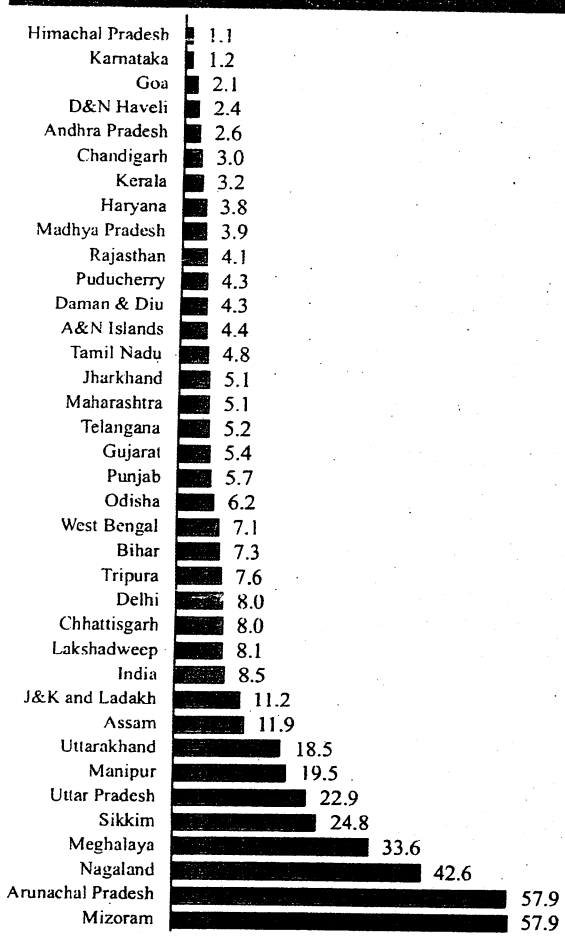
| | 2007 | 2008 | 2009 | 2010 | 2011 |
|--|------|------|------|------|------|
| a. Ever tobacco users ² | 19.3 | 16.9 | 19.5 | 13.5 | 18.1 |
| b. Current tobacco users ³ | 9.6 | 7.4 | 9.4 | 5.5 | 8.5 |
| b. Current tobacco smokers | 8.3 | 6.2 | 8.1 | 4.5 | 7.3 |
| b. Current cigarette users | 3.5 | 1.6 | 2.6 | 2.3 | 2.6 |
| b. Current <i>bidi</i> users | 2.8 | 1.4 | 2.2 | 1.9 | 2.1 |
| b. Current smokeless tobacco users | 4.6 | 3.4 | 4.6 | 2.1 | 4.1 |
| c. Ever users of <i>paan</i> masala ⁵ together with tobacco | 4.9 | 3.6 | 4.7 | 2.7 | 4.3 |
| a. Never cigarette smokers susceptible to cigarette use in future ⁶ | 8.5 | 8.4 | 8.9 | 6.8 | 8.4 |
| b. <i>Bidi</i> | 11.6 | 8.6 | 10.7 | 10.0 | 10.5 |
| c. Smokeless tobacco | 10.3 | 9.1 | 9.7 | 10.5 | 9.9 |
| a. Awareness about e-cigarette | 27.3 | 26.4 | 27.5 | 24.7 | 26.9 |

Notes: 1. Use of any form of tobacco, i.e. smoking, smokeless, and any other form of tobacco products; 2. Ever tried or experimented any form of tobacco even once; 3. Use of any form of tobacco in past 30 days; 4. Includes other form of smoking products in addition to cigarette and *bidi* such as *hookah*, cigars, cheroots, cigarillos, water pipe, *chillum*, *chutta*, *dhumti*; 5. Use of *paan* masala together with tobacco was asked directly as one of the categories of smokeless tobacco; 6. Susceptibility to future cigarette use includes those who answered "yes", or "maybe" to using tobacco products if one of their best friends offered it to them; 7. E-cigarette is part of Electronic Nicotine Delivery System (ENDS) and includes like devices and other emerging products.

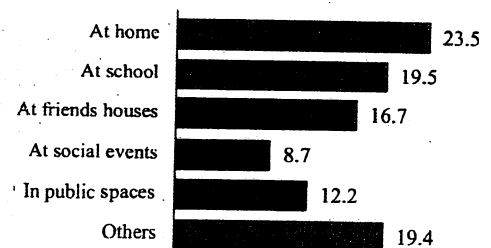
| SECTION 4: TOBACCO USE | | | | | | |
|---|--|------|------|------|------|------|
| Smoking tobacco | | | | | | |
| | Ever tobacco smokers who quit in last 12 months ⁸ | 23.0 | 27.0 | 29.8 | 34.6 | 40.6 |
| b. | Current tobacco smokers who tried to quit smoking in the past 12 months ⁹ | 24.8 | 13.3 | 18.6 | 29.3 | 20.0 |
| c. | Current tobacco smokers who wanted to quit smoking now ⁹ | 24.4 | 15.2 | 19.8 | 25.7 | 20.6 |
| Smokeless tobacco | | | | | | |
| a. | Ever smokeless tobacco users who quit in last 12 months ⁸ | 10.7 | 8.0 | 8.7 | 13.7 | 9.4 |
| b. | Current smokeless tobacco users who tried to quit tobacco in the past 12 months ⁹ | 27.5 | 25.4 | 27.0 | 23.7 | 26.7 |
| c. | Current smokeless tobacco users who wanted to quit tobacco now ⁹ | 22.8 | 27.7 | 24.9 | 24.0 | 24.8 |
| SECONDHAND SMOKE EXPOSURE | | | | | | |
| a. | Exposure to tobacco smoke at home/public place | 30.9 | 27.9 | 28.3 | 33.4 | 29.5 |
| b. | Exposure to tobacco smoke at home | 13.1 | 9.2 | 11.8 | 9.0 | 11.2 |
| c. | Exposure to tobacco smoke inside any enclosed public places ¹¹ | 22.7 | 19.7 | 20.3 | 24.6 | 21.2 |
| d. | Exposure to tobacco smoke at any outdoor public places ¹² | 25.1 | 21.6 | 22.5 | 26.8 | 23.4 |
| e. | Students who saw anyone smoking inside the school building or outside school property | 30.8 | 26.7 | 29.3 | 27.1 | 28.8 |
| ACCESS AND AVAILABILITY | | | | | | |
| Major sources of tobacco products | | | | | | |
| a. | Cigarette: Store | 41.2 | 36.0 | 41.7 | 31.7 | 39.7 |
| b. | Cigarette: Paan shop | 27.8 | 19.1 | 24.7 | 27.4 | 25.2 |
| c. | Bidi: Store | 51.9 | 47.3 | 54.0 | 35.0 | 50.5 |
| d. | Bidi: Paan shop | 26.5 | 29.7 | 23.8 | 43.5 | 27.5 |
| e. | Smokeless tobacco: Store | 40.3 | 45.7 | 42.9 | 37.9 | 42.0 |
| f. | Smokeless tobacco: Paan shop | 23.6 | 19.2 | 18.9 | 36.0 | 22.2 |
| g. | Current cigarette smokers who bought cigarettes from a store, paan shop, street vendor, or vending machine | 71.9 | 63.7 | 69.3 | 69.8 | 69.4 |
| h. | Current bidi smokers who bought bidi from a store, paan shop, or street vendor | 79.1 | 74.2 | 78.1 | 75.2 | 77.6 |
| Refused sale because of age in past 30 days | | | | | | |
| a. | Refused sale of cigarette | 46.4 | 74.9 | 54.3 | 56.3 | 54.7 |
| b. | Refused sale of bidi | 47.4 | 65.5 | 50.6 | 61.7 | 52.7 |
| c. | Refused sale of smokeless tobacco | 62.4 | 74.6 | 69.5 | 50.0 | 67.0 |
| Bought cigarette/bidi as individual pack in past 30 days | | | | | | |
| a. | Cigarette | 41.2 | 32.6 | 39.0 | 37.3 | 38.7 |
| b. | Bidi | 30.3 | 25.9 | 30.2 | 23.1 | 28.9 |
| MEDIA AND ANTI-TOBACCO MESSAGES | | | | | | |
| Anti-tobacco advertising in past 30 days | | | | | | |
| a. | Students who noticed anti-tobacco messages anywhere ¹⁴ | 71.2 | 71.3 | 70.3 | 74.6 | 71.3 |
| b. | Students who noticed anti-tobacco messages in mass media ¹⁵ | 52.7 | 51.7 | 50.9 | 57.1 | 52.3 |
| c. | Students who noticed anti-tobacco messages at sporting, fairs, concerts, community events or social gatherings ¹⁶ | 37.7 | 32.6 | 34.8 | 36.6 | 35.2 |
| d. | Students who noticed health warnings on any tobacco product/cigarette packages | 24.6 | 25.8 | 25.0 | 26.0 | 25.2 |

Notes: 8. Stopped using tobacco in past 12 months; 9. Refers to current tobacco users only; 10. Secondhand smoking or passive smoking refers to exposure to other people's smoking in past 7 days; 11. Refers to schools, hostels, shops, restaurants, movie theatres, public conveyances, gyms, sports arenas, airports, auditorium, hospital building, railway waiting room, public toilets, public offices, educational institutions, libraries, etc.; 12. Refers to playgrounds, sidewalks, entrances to buildings, parks, beaches, bus stops, market places, etc.; 13. Refers to source of obtaining tobacco products by current users at the time of last use in past 30 days and the two major sources are given here, therefore, these two figures may not add up to 100% as there are other sources; 14. Includes any form of mass media, fairs, concerts, sporting, community events or social gatherings, tobacco products packages and taught in class; 15. Mass media includes television, radio, internet, billboards, posters, newspapers, magazines, movies, etc.; 16. Social events include sports events, fairs, concerts, community events, social gatherings etc..

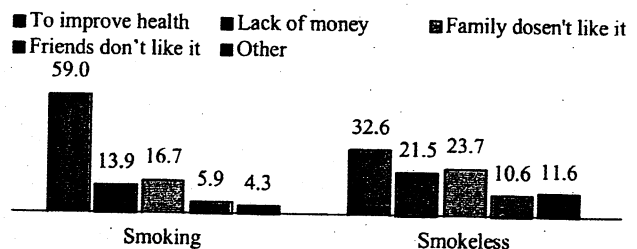
| Topic | 2004 | 2005 | 2006 | 2007 |
|--|------|------|------|------|
| TOBACCO ADVERTISING AND PROMOTIONS | | | | |
| a. Students who saw tobacco advertisements anywhere | 60.0 | 61.2 | 59.4 | 64.6 |
| b. Students who saw anyone using tobacco on mass media ¹⁵ | 51.6 | 54.0 | 51.1 | 58.6 |
| c. Students who noticed cigarette advertisements/promotions at point of sale ¹⁶ | 18.1 | 16.8 | 17.8 | 16.3 |
| Anti-tobacco messages | | | | |
| a. Students who were taught in class about harmful effects of tobacco use during past 12 months | 36.8 | 38.9 | 38.9 | 34.1 |
| KNOWLEDGE AND PERCEPTIONS | | | | |
| a. Students who thought it is difficult to quit once someone starts smoking tobacco | 26.2 | 25.7 | 24.8 | 30.1 |
| b. Students who thought other people's tobacco smoking is harmful to them | 69.2 | 72.2 | 69.8 | 73.3 |
| c. Students who favoured ban on smoking inside enclosed public places | 58.7 | 57.4 | 56.1 | 64.8 |
| d. Students who favoured ban on smoking at outdoor public places | 61.2 | 59.8 | 58.6 | 67.4 |
| SCHOOL POLICY AND GUIDELINES | | | | |
| a. School heads aware of COTPA ²⁰ 2003 | | | 84.6 | 86.9 |
| b. Schools authorized by the state government to collect fine for violation under Section-6 of the COTPA, 2003 | | | 39.2 | 36.4 |
| c. Schools followed 'tobacco-free school' guidelines | | | 81.9 | 82.4 |
| d. Schools aware of the policy for displaying 'tobacco-free school' board | | | 82.2 | 83.0 |



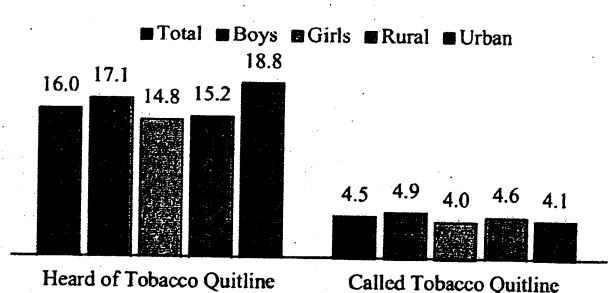
Places of usual smoking (%)



Reasons for quitting tobacco (%)



Ever used or ever heard about Tobacco Quitline (%)



For more information please contact: International Institute for Population Sciences (IIPS), B.S. Devshi Marg (Govandi Station Road), Deonar, Mumbai - 400088. Visit our website: <http://www.iipsindia.ac.in> Tel.: +91 22 4237 2400; Fax: +91 22 2556 3257 or Email: director@iipsindia.ac.in