

## 6 राज्यों के 20 शहरों में हुआ सर्वे: छात्रों को लुभाने के लिए मुफ्त व डिस्काउंट में दे रहे तंबाकू उत्पाद

एमपी, असम, तमिलनाडु,  
दिल्ली, गुजरात व तेलंगाना  
के शहरों में हुआ सर्वे

भास्कर न्यूज़ नई दिल्ली

नियम-कानून को ताक पर रख कर स्कूल-कॉलेज के 100 मीटर के दायरे में तंबाकू उत्पादों की बिक्री और प्रचार-प्रसार हो रहा है। स्कूली बच्चों को वेंडर प्रमोशन के तौर पर तंबाकू उत्पादों को डिस्काउंट रेट पर और मुफ्त में भी ऑफर कर रहे हैं। छह राज्यों- मध्य प्रदेश, दिल्ली, गुजरात, तमिलनाडु, असम और तेलंगाना के कुल 20 शहरों के 243 स्कूलों के पास किए गए सर्वे में यह बात सामने आई है। वॉलंटरी हेल्थ एसोसिएशन और कंज्यूमर वाइस ने बुधवार को इस सर्वे रिपोर्ट की जानकारी दी। 243 स्कूलों के पास कुल 487

प्वाइंट (तंबाकू बेचने वाली जगह या मोबाइल वेंडर) पर अध्ययन हुआ। इसमें 225 प्वाइंट ऐसे थे, जहाँ नियम-शर्तों का पालन नहीं हो रहा था। 54 प्रतिशत प्वाइंट्स पर तंबाकू के स्वास्थ्य पर दुष्प्रभाव के बारे में अनिवार्य सूचना ऐसे दी गई है, जो देखे ही नहीं जा सकते थे।

225 में से 37.5 फीसदी वेंडर डिस्काउंट रेट पर और 32.5 फीसदी वेंडर मुफ्त में तंबाकू उत्पाद बेचने का ऑफर दे रहे थे। 34 फीसदी प्वाइंट्स पर तंबाकू उत्पाद का प्रचार-प्रसार किया गया था। सबसे ज्यादा प्रचार ब्रिटिश टोबैको ब्रांड का था, जबकि इसके बाद सार्वजनिक क्षेत्र की कंपनी आईटीसी के प्रोडक्ट का प्रचार था। प्रेस कॉन्फ्रेंस में संसदीय कार्य राज्य मंत्री विजय गोयल ने कहा कि तंबाकू उत्पादों का उपयोग बंद करने के लिए आंदोलन चलाना होगा।

Dainik Jagran

## स्कूलों के पास ज्यादा बिकते हैं तंबाकू उत्पाद

जागरण संवाददाता, नई दिल्ली: छात्रों को तंबाकू से दूर रखने के लिए स्कूल के 100 मीटर के दायरे में तंबाकू की बिक्री प्रतिबंधित है। लेकिन जमीनी हकीकत यह है कि स्कूलों के आसपास तंबाकू उत्पादों की बिक्री ज्यादा होती है। एक रिसर्च में यह बात पता चली है। इसमें कहा गया है कि शैक्षणिक संस्थानों के पास घड़ुल्ले से

तंबाकू, बीड़ी, सिगरेट व अन्य नशीले पदार्थ बेचे जा रहे हैं। इससे अधिकतर छात्र नशे की मिरपट में आ रहे हैं।

छह राज्यों में कराया शोध: वॉलंटरी हेल्थ एसोसिएशन ऑफ इंडिया व कंज्यूमर वाइस के अधिकारी अशीम सानवाल ने कहा कि गुजरात, दिल्ली, मध्य प्रदेश, तमिलनाडु, आंध्रप्रदेश व तेलंगाना के

16 शहरों में कराए गए सर्वे में इस बात की पुष्टि हुई है। इसकी जानकारी बुधवार को कांस्टीट्यूशन क्लब में दी गई। 487 स्कूलों के पास तंबाकू प्वाइंट पर सर्वे किया गया। जिसमें करीब पचास फीसद यानी 225 जगहों पर तंबाकू की बिक्री पाई गई। जो स्कूलों के 100 मीटर के दायरे में हो रही थी।

Hindustan Times

# Tobacco ads, shops common near schools, colleges: Survey

Rhythm Kaul

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**NEW DELHI:** Despite prohibition on sale of tobacco and related products near educational institutions, its sale and advertisement is still common, found a survey done by activist groups across Delhi, Gujarat, MP, Assam, Tamil Nadu and Telangana.

As high as 225 (about 40%) of the 487 points of sale surveyed around 243 schools by Voluntary Health Association of India (VHAI) and Consumer Voice as part of the study — 'Tiny Targets' — were found flouting the 100-yard guidelines. Under section 6(b) of Cigarettes and Other Tobacco Products Act (COTPA), the sale of tobacco is prohibited within a radius of 100 yards of any educational institutions.

Street vendors were the most common form of sellers at 56.6% of the 225 tobacco points. Also, 91% of displays were at as low as one metre — a child's eye level; 90% of displays were beside candy, sweets and other items for children; and 54% of the points of sale had no visible health warning. Around 32.5% sellers offered free tobacco products to children, and 37.5% offered discounts on these tobacco items.

"The industry is trying to catch their clients young as they

need people who would be regular users later on in life. Early teens are impressionable minds and their brains get addicted to tobacco use very early, so what better way than to make tobacco products accessible closer to school and also advertise to

build curiosity," said Bhavna Mukhopadhyay, chief executive, VHAI.

"The tobacco industry must be held accountable. There is enough proof in the survey data. We will approach the authorities concerned to take action."

## KEY FINDINGS

243

schools covered

6

states

20

cities

100

yards: prohibited distance

487

points of sale surveyed

225

points flouted norms



■ Despite health department officials' effort to aware students and teachers by celebrating No Tobacco Day with them, sale of single sticks of cigarettes still stood at 90.9%. HT FILE



Street vendors common violators



Advertised tobacco products



Displays at 1-mtr height (a kid's eye level)



Points of sale had no visible health warnings



Displayed beside sweets, candy and toys



The Hindu

# Tobacco companies are targeting children: study

Sample of 243 schools and 487 points of sale studied

**SPECIAL CORRESPONDENT**  
NEW DELHI

A report released on Wednesday said that tobacco companies in India are systematically targeting children as young as eight by selling tobacco products and placing tobacco advertisements near schools.

These tactics, happening all over the country, clearly violate the Section 5 and 6 of Cigarettes & Other Tobacco Products Act, it said.

To gather evidence regarding tobacco products

being sold around educational institutions in violation of the law, two groups working in the area of tobacco control – Consumer Voice and Voluntary Health Association of India – undertook a study in 20 cities across six states in India.

Titled 'Tiny Targets', the study was conducted to determine the extent of tobacco products being marketed and sold around schools in India. A sample of 243 schools and 487 points of sale were closely surveyed

during this study. "Despite the prohibition on sales of tobacco products near educational institutions, numerous shops/vendors/points of sale sell and advertise tobacco products around schools," the study said.

## Action sought

"The tobacco industry must be held accountable for their aggressive advertising efforts around schools," said Bhavna B. Mukhopadhyay, Voluntary Health Association of India.

The Statesman

# 'Sale of tobacco products around schools rampant'

STATESMAN NEWS SERVICE  
NEW DELHI 16 JANUARY

Tobacco companies are systematically targeting children as vendors around schools sell and advertise tobacco products ignoring all legal norms, says a report released on Wednesday in the national capital.

The study, jointly conducted by the Consumer Voice and Voluntary Health Association of India, states that nearly half of sale of tobacco have no visible health warning.

Despite the prohibition on sales of tobacco products near educational institutions, numerous shops/vendors/points of sale sell & advertise tobacco products around schools.

These egregious tactics, used by companies like British American Tobacco, Imperial Tobacco or Indian Tobacco Company (ITC), Philip Morris (Godfrey Philips) are happening all over the country and is a clear violation of Section 5 and 6 of Cigarettes & Other Tobacco Products Act, claims the study. It also adds that



vendors display tobacco products in ways that are appealing to children and youth.

This study titled, "Tiny Targets" was conducted to determine the extent of tobacco products being marketed and sold around schools in India. A total sample of 243 schools and 487 points of sale were closely surveyed during this study in these 20 cities.

The fact that vendors sell cigarettes and bidis via single sticks, making these products cheap and accessible to children and youth.

The vendors utilize sales techniques such as discounting products and distributing free samples. The data is alarming because it documents a very systematic and widespread pattern of activity by tobacco companies to get young people

addicted to tobacco.

"The tobacco industry must be held accountable for their aggressive advertising efforts around our children's schools,"

said Bhavna B Mukhopadhyay, Chief Executive, Voluntary Health Association of India said. "Our schools are not safe so long as the tobacco industry continues to try and lure our children into buying their deadly products."

The Ministry of Health & Family Welfare issued an advisory letter, recommending the licensing of tobacco vendors through municipal authorities. The advisory observes that "it would be appropriate to include in the authorization a condition/provision that the shops permitted to sell tobacco products cannot sell non-tobacco products such as toffees, candies, chips, biscuits, soft drinks, among others, which are meant for the non-user - particularly children."

## The Telegraph

