Background:

- According to the Global Adult Tobacco Survey, India (2016-17), by Ministry of Health and Family Welfare (MoHFW), nearly 28.6% of adults (15 years and above) use tobacco products.
- According to the Global Youth Tobacco Survey India, 14.6% of 13-15 year old students in India use tobacco. As many as 11% of all male students surveyed were found to be users of smoking or smokeless tobacco, while 6% of female students used smokeless tobacco and 3.7% smoked tobacco.
- Nearly 37% children in India initiate smoking before the age of 10, and each day 5500 children begin tobacco use and consequently may become addicted.
- India was among the first countries to ratify the WHO Framework Convention on Tobacco Control (FCTC) in 2004. Indian enacted comprehensive tobacco control legislation, entitled, "The Cigarette and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003" (COTPA).
- As per Section 6 of the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA), there is a ban on the sale of tobacco to and by minors.
- Under Section 6 (b) of COTPA, the sale of tobacco products is prohibited in an area within a radius of 100 yards of any educational institutions and mandatory signage in this regard should be displayed prominently near the main gate and on the boundary wall of the educational institute.
- Under COTPA tobacco advertising and promotion and tobacco product display is completely banned.
- A Ministry of Health & Family Welfare advisory letter dated 21st September, 2017 recommends the licensing of tobacco vendors through municipal authorities. The advisory observes that it would be appropriate to include in the authorization, a condition of 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.
- Ministry of Housing and Urban Affairs on 25th September, 2018 has issued a similar advisory to states for licensing of tobacco vendors.
- Section 77 of the Juvenile Justice (Care and Protection of Children) Act, 2015 additionally criminalizes the distribution of tobacco products to children.

About Big Tobacco: Tiny Targets Study

Big Tobacco: Tiny Targets study aims to expose the strategies being used by the tobacco companies/industries’ products marketing to children and youths around schools; help provide them with tobacco free learning environments through documenting tobacco marketing near schools and playgrounds; mobilize educators and students to take action, and urge Government to enact and implement comprehensive tobacco control laws.

In India, Consumer Voice conducted a Tiny Targets study 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. (See Details below). In the state of Assam the study was conducted in association with local partner Consumer Legal Protection Front (CLPF).
Study Methodology:

Field investigators were equipped with a mobile reporting form to document instances of tobacco companies advertising, selling, displaying, or incentivizing the sale of tobacco products within 100-meter radius. (Although India prohibits sales around schools within a radius of 100 yards, Kobo Toolbox used 100 meters as a standard. [yard = 0.9144 meters].)

The mobile form automatically captured the date, geographic coordinates, and data collector name for each record uploaded to the dataset.

Data gathered from an app Kobo Toolbox was then mapped using MapBox an open source mapping platform for custom designed maps.

MapBox was used to define the sampling area radius of 100 meters surrounding each school.

### Table: States, Cities Covered, and No. of School

<table>
<thead>
<tr>
<th>S. No.</th>
<th>State</th>
<th>Cities</th>
<th>No. of School Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gujarat</td>
<td>1. Ahmadabad</td>
<td>1. Rajkot 47</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1. Jamnagar</td>
<td>2. Morbi</td>
</tr>
<tr>
<td>2</td>
<td>Madhya Pradesh</td>
<td>1. Bhopal 53</td>
<td>2. Indore 3</td>
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<tr>
<td></td>
<td></td>
<td>5. Gwalior</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Assam</td>
<td>1. Guwahati 36</td>
<td>2. Dibrugarh 34</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Jorhat</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Tamil Nadu</td>
<td>1. Chennai 34</td>
<td>2. Pudukottai 53</td>
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<tr>
<td></td>
<td></td>
<td>3. Coimbatore</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Telangana</td>
<td>1. Warangal 48</td>
<td>2. Mahbubnagar 53</td>
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<td>6</td>
<td>New Delhi</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>6 States</td>
<td>20 Cities</td>
<td>242</td>
</tr>
</tbody>
</table>

Vendors sell tobacco products. (Investigators observed 225 points of sale selling tobacco products out of the 487 surveyed around schools. Street vendors were the most common form of vendors at 86.6% of the 225 tobacco points of sale observed.)

Multinational tobacco companies sell tobacco products around schools. (Investigators documented that, of the 225 tobacco points of sale observed, 52.2% carried British American Tobacco brands and 25.3% carried ITC brands.)

Vendors advertise tobacco products around schools. (Investigators observed tobacco advertising at 34% of the 225 tobacco points of sale observed.)

Vendors sell cigarettes and bidis via single sticks, making these products cheap and accessible to children and youth. (Investigators observed single stick sales in 90.9% of the 225 tobacco points of sale observed.)

Vendors display tobacco products in ways that are appealing to children and youth. (Investigators documented that, of the 225 tobacco points of sale observed, 91% of displays were at 1 meter – a child’s eye level; 54% of the points of sale had no visible health warning; and 90% of displays were beside candy, sweets and toys – items marketed to children.)

Vendors use sales techniques such as discounting products and distributing free samples. (Investigators documented that, of the 225 tobacco points of sale observed, 37.5% offered price discounts and 32.5% offered free tobacco products.

Key Findings- National Level Report:

- Nearly half of the vendors around schools sell tobacco products. (Investigators observed 34 points of sale selling tobacco products out of the 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.)
- 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.)
- Vendors advertise tobacco products around schools. (Investigators observed tobacco advertising at 59% of the 34 tobacco points of sale observed.)
- Vendors sell cigarettes and bidis via single sticks, making these products cheap and accessible to children and youth. (Investigators observed single stick sales in 82% of the 34 tobacco points of sale observed.)
- Vendors display tobacco products in ways that are appealing to children and youth. (Investigators documented that, of the 34 tobacco points of sale observed, 53% of displays were at 1 meter – a child’s eye level; 56% of the points of sale had no visible health warning; and 38% of displays were beside candy, sweets and toys – items marketed to children.)

Key Findings of ASSAM:

- Tobacco use Smoking Smokeless tobacco use
  - GATS Assam, 2009-10 and 2016-17
  - 2009-10 2016-17
  - 39.3 41.7
  - 14.4 12.3
  - 32.7 34.2

- Assam has shown a significant rise of 9% in overall tobacco consumption from 39.3 percent during the last survey in 2009-10 to 48.2 percent now compared to 6% decline in national average.

Situation in ASSAM

Assam has shown a significant rise of 9% in overall tobacco consumption from 39.3 percent during the last survey in 2009-10 to 48.2 percent now compared to 6% decline in national average.