

**Sensitization Meeting on Advancing Tobacco Control with  
Special emphasis on Capacity Building and Enforcement of COTPA, 2003 at  
Administrative Training Institute, Kolkata on 04-02-2019**

**Introduction:**

Tobacco use is considered to be the leading global cause of death and threatening to become an uncontrollable epidemic with 13 lakh deaths every year due to tobacco use, As a result tobacco related mortality is increasing other the years. Economic burden (both direct and indirect) of tobacco use in India, is estimated to Rs.1,04,500 crores per year.

**Focus:**

The main focus of the programme was to orient or sensitize the WBCS (EXE.) Officers posted as DMDC (On Probation) regarding the burden of Tobacco use and about a comprehensive enforcement through the implementation of **Cigarette and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production Supply and Distribution) Act 2003** which can significantly reduce and eliminate the exposure to passive smoking. It is expected that these officials after training would be placed at various districts and would be able to enforce the law in their respective jurisdiction after this sensitization programme.

**Planning:**

The Project Coordinator approached to Officer on Special Duty & Associate Course Director, ATI, West Bengal for conducting Sensitization Meeting on advancing Tobacco Control with special emphasis on capacity building and enforcement of COTPA, 2003 with WBCS (EXE.) Officers posted as DMDC (On Probation) at ATI, Kolkata. After several interactions, Officer on Special Duty & Associate Course Director, ATI finalized the date of sensitization meeting on 4<sup>th</sup> February, 2019 with the (EXE.) Officers posted as DMDC (On Probation) of ATI, Kolkata



**Venue:** Administrative Training Institute, Kolkata

**Programme Date:** 04.02.2019

**Schedule Time:** 10.15 am – 11.15 am

**Duration Time:** One Hour

**Target Group:** The trainee WBCS (EXE.) Officers posted as DMDC (On Probation)

**No. of Stakeholders:** 18

**Resources Persons:**

- Mr. Nirmalya Mukherjee, Director MANT

**Content of the Programme:**

- Tobacco Burden in India and West Bengal with special reference to health effects of tobacco use.
- An overview of COTPA(section 4,5,6,7)

**Methodology:**

- Presentation of health burden of tobacco use and overview of COTPA,(2003)
- Interactive Session
- Videos



**Decision Taken:**

- The ATI authority also gave assurance to include Tobacco Control as a part of their next training schedule.

**FEEDBACK:**

The trainees were interested about the various provisions of the law and how to enforce the same at the local level as they have, asked many questions on the issues mentioned above.