

Blue Line Campaigning Programme for compliance of COTPA,2003
at Jadavpur Nabakrishna Pal Adarsha Shikshayatan
Adarsha Balika Shikshayatan on 5th July,2019

Introduction:

India has 12 crore tobacco users, according to the Global Adult Tobacco Survey (GATS) 2009-2010, which means every ninth Indian consumes tobacco. According to the recent data, tobacco-related diseases kill about 2500 Indians daily and over 10 lakh Indians every year, and it is estimated that approximately 5500 children, some as young as eight years old, start consuming tobacco daily. In this context, tobacco control program aims to reduce diseases, disabilities and deaths related tobacco use. In this perspective, MANT is on the way towards the establishment of an effective and efficient system of tobacco control in West Bengal.

Planning:

MANT was requested to comply with Sec 6(b) and Section 4 of COTPA, 2003 ,the Blue Line and Red Rose Campaigns have been organised by Jadavpur Nabakrishna Pal Adarsha Shikshayatan & Adarsha Balika Shikshayatan on 5th July 2019. Technical and administrative supports were provided by MANT.

Focus:

The primary focus of the programme was to demarcate 100 yards from the boundary wall of Jadavpur Nabakrishna Pal Adarsha Shikshayatan & Adarsha Balika Shikshayatan and identify the shops where tobacco products are being sold within the 100 yards of the school to facilitate the implementation of Tobacco-Free School Policy as per the provision of COTPA, 2003.



Venue: Jadavpur Nabakrishna Pal Adarsha Shikshayatan & Adarsha Balika Shikshayatan

Program Date: 5th July, 2019

Schedule Time: 1:30 PM

Duration: Two and Half an Hour

Target Group: Teacher-in-charge, Teachers, Students of class VIII, IX & X.

Number of Stakeholders: Teachers-4, Students-36, Police -2

Resource Person:

1. Teacher-in-charge, Jadavpur Nabakrishna Pal Adarsha Shikshayatan
2. Teacher-in-charge, Adarsha Balika Shikshayatan
3. Project Coordinator, MANT
4. Regional Coordinator, MANT

Content of the Program:

- An Overview of COTPA (Section 4, 6).

Activities of the Programme:

- The students have demarcated 100 yards with blue colour from the boundary wall of Jadavpur Vidyapith. They also wrote "No Tobacco Zone" at the top of the line.
- Identify the shops where tobacco is sold within the 100 yards from the boundary of the school.
- The students were requested to the tobacco sellers not to sell tobacco products as it is a violation of Section 6 (b) of the COTPA, 2003.
- They made the posters on own and displayed those creations in front of the school.

