

**Sensitization Meeting on Advancing Tobacco Control with
Special emphasis on Capacity Building and Enforcement of COTPA, 2003 at
B.R.Ambedkar Institute of Panchayats & Rural Development, Kalyani, Nadia
with Deputy Magistrate & Deputy Collector(on Probation) on 7th January,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 Deputy Magistrate & Deputy Collector (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 Joint Director, BRAIPRD 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 Deputy Magistrate & Deputy Collector (On Probation) at BRAIPRD Kalyani, Nadia. After several interactions with Joint Director, BRAIPRD finalized the date of sensitization meeting on 7th January, 2019 with the (EXE.) Officers posted as Deputy Magistrate & Deputy Collector (On Probation) of BRAIPRD, Kalyani, Nadia.



Venue:

B.R.Ambedkar Institute of Panchayats & Rural Development, Kalyani

Programme Date: 07.01.2019

Schedule Time: 2.30 PM to 4.00 PM

Duration Time: One and half Hour

Target Group:The trainee WBCS (EXE.) Officers posted as Deputy Magistrate & Deputy Collector (On Probation)

No. of Stakeholders: 18

Resources Persons:

- Mr. Nirmalya Mukherjee, Director MANT
- Mr.Biswajit Paul, Assistant 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 BRAIPRD 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.