

**Sensitization Meeting on Advancing Tobacco Control with
Special emphasis on Capacity Building and Enforcement of COTPA, 2003 at
Administrative Training Institute, Kolkata on 27.06.2018**

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 trainee WBCS (EXE.) Officers & other allied service officers 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 Ms Apala Sett WBCS (Exe), Additional Director, ATI, Kolkata for conducting Sensitization Meeting on advancing Tobacco Control with special emphasis on capacity building and enforcement of COTPA, 2003 with WBCS (Exe) probationer officers of Administrative Training Institute. After several interactions, Addl. Director, ATI finalized the date of sensitization meeting on 27th June, 2018 with the WBCS (Exe) probationer officers of Administrative Training Institute, Kolkata

Venue: Administrative Training Institute, Kolkata

Programme Date: 27.06.2018

Schedule Time : 2 PM- 3.30 PM

Duration Time: One and half hour

Target Group: The trainee WBCS (EXE.) Officers & other allied Service Officers

No. of Stakeholders: 22



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 has been requested to include Tobacco Control as a part of their training curriculum.
- 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.