

**Sensitization Meeting on Advancing Tobacco Control with  
Special emphasis on Capacity Building and Enforcement of COTPA, 2003  
Memari Municipality on 29-06-18**

**Introduction:**

Tobacco is threatening to become an uncontrollable epidemic with 13 lakh deaths every year due to tobacco related diseases. Economic burden (both direct and indirect) of tobacco use in India is estimated to Rs. 104,500 crores per year. In this context tobacco control programmes aim to reduce disease, disability and death related to tobacco use. Against this backdrop MANT has been facilitating for establishment of effective and efficient system of tobacco control in the state of West Bengal.

**Planning:**

Regional Coordinator approached the Chairman of Memari Municipality for conducting a sensitization programme with all the councillors and all Departmental Heads/In Charges of the Memari Municipality. After several conversations with Chairman sir a date was finalized for the sensitization programme on 29<sup>th</sup> June, 2018.

**Focus:**

The main focus of the programme was to orient and sensitize the Elected Councillors and other officials of Memari Municipality on the burden of tobacco use and need for a comprehensive enforcement mechanism through which the implementation of Cigarette and other Tobacco Product (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003, could be ensured at the Memari Municipality areas.



**Venue:** Chairman's Room, Memari Municipality.

**Programme Date:** 29/06/2018

**Schedule Time:** 12.00 P.M

**Duration:** One and Half Hour

**Target Group:** Elected councillors and all Departmental Heads/In Charges of Memari Municipality

**No of stakeholders:** 28

**Resource persons:**

Ms. Barsha Nandy, Regional Coordinator- Tobacco Control, MANT

Mr. Joydeb Mondal, Regional Coordinator-Tobacco Control, MANT

### Content of the Programme:

- **Tobacco burden in India and health effects of tobacco use:** Special reference to state of West Bengal & India
- An Overview of COTPA (Section 4, 5, 6, 7).
- Comprehensive enforcement mechanisms of Cigarette and other Tobacco Product (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 – what works in Bengal
- Tobacco Vendor Mandatory Licensing.
- Role of Municipal Authorities in Tobacco Control
- Tobacco Free Educational Institute ( Implementation of Blue Line Campaign and Red Rose Campaign)

### Methodology:

- Presentation on Health Burden of Tobacco Use and an overview of COTPA 2003.
- Interactive session.
- Videos on harmfulness of Tobacco and Enforcement of COTPA, 2003.

### Decisions Taken:

1. Chairman of Memari Municipality assured to display the signages at the public places and at the educational institutes that come under their jurisdiction.
2. The memorandum was issued in favour of 'Smoke Free Public Place', & 'Tobacco Free Educational Institute to implement the Blue Line Campaign and Red Rose Campaign under Memari Municipality
3. After the meeting it was decided to display the signages (Sec 4) at the Municipality Office.
4. Executive Officer has been appointed as Nodal Officer at Memari Municipality.
5. Chairman assured that a consensus decision will be taken in the next BOC Meeting regarding issue of separate Tobacco Vendor Trade Licence in line with the order from Urban Development and Municipal Affairs Department.



### Feedbacks:

All the Councillors committed that they would take required initiatives to make their jurisdictions smoke free as soon as possible.