



'Rajasthan Model' of Tobacco Control | Rajasthan | 20 May 2022

Why in News?

- On May 18, 2022, the Government of India directed the States/UTs to conduct a special drive on the lines of the Government of Rajasthan for implementation of the provisions of COTPA, 2003 and follow the 'Rajasthan Model' with regard to tobacco control.

Key Points

- Rajasthan Health Minister Parsadi Lal Meena informed that on the directions of Chief Minister Ashok Gehlot, a 100-day special drive was launched in February 2022, which will conclude on World No Tobacco Day (WNTD) on May 31, 2022.
- In this 100-day special campaign, various awareness programmes on tobacco control are being organized from village to state level. Debates, paintings and other competitions were organized in schools in villages across the state. The winners will be felicitated at a state-level event on May 31.
- Also in the drive, over 9.83 lakh people using tobacco products in public places across the state have been penalised under COTPA, 2003 by launching a mega drive from May 1.
- The joint director of the state health department said tobacco consumption in the state has come down by about 8%.
- It may be recalled that in 2003, a comprehensive tobacco control law [The Cigarettes and Other Tobacco Products (Prohibition of Advertising and Regulation of Trade, Commerce, Production, Supply and Distribution) Act - COTPA, 2003] was enacted, which aims to provide a smoke-free public space and to ban the advertising and promotion of tobacco.
- According to the National Family Health Survey (NFHS)-5 (2019-21), the number of men using any type of tobacco (15 years and above) is 42%, while in NFHS-4 (2015-16) it is 46.9%.