



SMOKING  
HARMS UNBORN  
BABIES



# TOBACCO-FREE *Times*

[www.rctcpgi.org](http://www.rctcpgi.org)

Issue XXI : July-August, 2022

## Tobacco Endgame Series Edition 3: Plain Packaging

### E-RCTC- An Eccentric Approach for Tobacco Endgame



To track and disseminate the tobacco control activities from different parts of India, the Department of Community Medicine and School of Public Health, PGIMER Chandigarh in collaboration with International Union against Tuberculosis and Lung diseases (The UNION-SEA) developed E-Resource Centre for Tobacco Control (e-RCTC) in the year 2018. Version 2.0 of the portal was released in the year 2020. Recently, the component of Tobacco Endgame Hub has been populated on the portal, which would be a single reference point for all the tobacco endgame-related policies, strategies and initiatives being undertaken at the global and national level. Further, this hub will provide technical support to the governmental as well as non-governmental organizations in building the capacity, providing resource faculty, and resource material on tobacco endgame at the state and district level.

## Tobacco Free Times 20<sup>th</sup> Edition Released



The 20th Edition of bi-monthly publication "Tobacco-Free Times" featuring the glimpses of World No Tobacco Day 2022 (Special Edition) was released by Dr. Vikas Bhatia, Director AIIMS, Bibinagar; Dr. Neeraj Agarwal, Medical Superintendent, AIIMS, Bibinagar; Rajeev Choudhary, Project Co-ordinator, PGIMER; Dr. Shravan Kumar, State Program Officer, PGIMER; Dr. Durgesh Prasad Sahoo Co-PI & Assistant Professor, AIIMS, Bibinagar at AIIMS, Bibinagar, Hyderabad.

## EDITOR'S SPEAK



Tobacco use is emerging as one of the biggest public health threats in the society. With an ambitious aim to achieve a tobacco free India, E-RCTC has been galvanizing public support for tobacco control policies across the globe, particularly in India. The current bi-monthly newsletter published by E-RCTC focuses upon the theme of "Plain Packaging". The edition showcases the implementation of plain packaging across the globe. With this, I urge tobacco users to quit this habit and policy makers to intensify tobacco control efforts for attaining "tobacco endgame" in India.

**- Dr Sonu Goel,**  
Director, E-RCTC & Professor, PGIMER Chandigarh

## EXPERTS' SPEAK



“Plain packaging has been shown to reduce the tobacco product appeal and increase visibility of health warnings thus promoting quitting among its users.”

**- Dr Shalini Singh,**  
Director, ICMR-NICPR



“There is need for application for plain packaging for wide range of tobacco products. The Cost effectivity of these products vs use of tobacco and nicotine products not covered by plain packaging, where applicable, needs to be undertaken. While packaging has been a cornerstone of tobacco marketing there is a need to appreciate value of plain packaging and combat the enormous health implications of tobacco use especially in developing nations like India.”

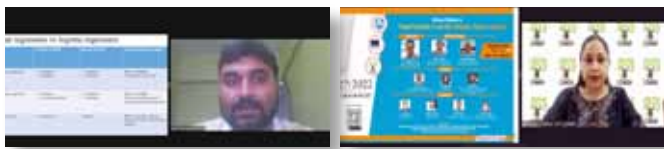
**- Dr Suneela Garg,**  
Chair Program Advisory Committee - NIHF, Delhi India  
National President OMAG, National President IAPSM (2021)  
Professor of Excellence, Ex Head (CM) Sub Dean, MAMC & Head Community Medicine, FMS

### High Level Meeting with Dr. L Swasticharan, Addl DDG, MoHFW, New Delhi

A high-level meeting was held with Dr. L Swasticharan, Addl DDG, MoHFW, New Delhi on 24th August, 2022 from 4.00 pm to 5.30 pm with an objective to discuss the priority issues of research on tobacco control. Deliberations were also held regarding the expansion of the Resource Center for Tobacco Control. He suggested to explore research on the implementation of Illicit Trade Protocol and effective implementation of National Tobacco Control Program (NTCP).



### Two-Day Online Workshop on 'Strengthening Operational Research in Tobacco/Hypertension'



A two day online workshop on 'Strengthening Operational Research' was successfully organized by Resource Center for Tobacco Control, Department of Community Medicine, School of Public Health, PGIMER Chandigarh supported by International Union Against Tuberculosis and Lung Diseases, South-East Asia on 26th and 27th July, 2022 from 10 am to 2.00 pm.

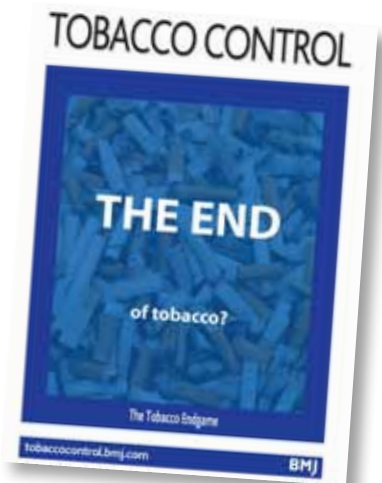
Dr. Suneela Garg, Chair, Programme Advisory Committee, NIHF and Co-Chair, MDRU, DHR and Dr. PC Gupta, Director, Healis Sekhsaria Institute for Public Health, Navi Mumbai were the Guests of Honor of the workshop and Dr. Rana J Singh, Regional Deputy Director, The UNION-SEA was the key-note speaker. Various experts from the field of operational and scientific research joined as speakers of the session viz. Dr. Hemant D Shewade, Scientist, Health Systems Research, ICMR, NIE; Dr. Sharath BN, Faculty, ESIC Medical College, Bengaluru; Dr. Aswini Kumar Nanda, Professor, CRRID, Chandigarh; Dr. Madhur Verma, Assistant Professor, Dept. of Community and Family Medicine, AIIMS, Bhatinda; Dr. Jeyashree K, Scientist D, Epidemiology and biostatistics, ICMR-NIE; Dr. Archisman Mohapatra, Executive Director, GRID Council, NOIDA; Mr. Shubham Kumar, PhD Scholar, Department of Survey Research and Data Analytics, IIPS, Mumbai; Dr. Aditi, PhD Scholar, Department of Survey Research and Data Analytics, IIPS, Mumbai; Dr. Sumit Malhotra, Additional Professor, Centre for Community Medicine, AIIMS, New Delhi; Dr. Abhishek Ghosh, Associate Professor, Dept. of Psychiatry, PGIMER, Chandigarh; Dr. Kedar Mehta, Assistant Professor, Community Medicine Department, GMERS Medical College Gotri Vadodara Gujarat; Dr. Sathish Rajaa, Assistant Professor, Department of Community Medicine ESIC Medical College & PGIMSR, Chennai and Dr. Yuvaraj Krishnamoorthy, Assistant Professor, Department of Community Medicine ESIC Medical College & PGIMSR, Chennai.

### Research Publications

A paper entitled "Tobacco Endgame in India" was successfully published in International Journal of Non-communicable diseases. Citation: Goel S, Kaur J, Arora M, Bhatt G, Singh RJ, Jones A, Swasticharan L, Gupta PC. Tobacco endgame in India. Int J Non-Commun Dis 2022;7:55-62

Two abstracts have been selected for the presentation in the UNION World Conference on

Lung Health scheduled to be held from 8th-11th November, 2022. Abstract entitled "Bibliometric analysis of scientific publications on tobacco endgame during the period 2011-2021" has been selected for e-poster presentation and "Framework Development of the Tobacco Endgame Hub (TEDH): A roadmap to eradicate 'TOBACCO USE' in India has been selected for oral presentation.



### IEC Material prepared on varied themes



The IEC materials on "Tobacco Free Police Station" and "Section 5 of COTPA Act" were developed and designed in (English/Local language) in collaboration with state tobacco control cell in Telangana and Puducherry respectively.



## Advanced Course on Tobacco Control



A live interactive session for the modules 5 to 8 in the Advanced Course on Tobacco Control- Odhisa was held on 23rd August, 2022 from 11 am to 12 pm. The faculty for the live interactive session included Dr. Rakesh Gupta,

President, Rajasthan Cancer Foundation; Dr. Rijo John, Dr. Rakesh Gupta, President, Strategic Institute for Public Health Education and Research (SIPHER); Dr. Sonu Goel, Professor, DCM-SPH, PGIMER, Chandigarh; Dr. Amit Yadav, Senior Technical Officer, Dr. Gopal Chauhan; Dr. Kamlesh Jain, State Nodal Officer, Chattisgarh.

## Online Sensitization Workshop for enforcement officials



An online Sensitization Workshop for enforcement officials (Police) was organised by the Department of Community Medicine, NEIGRHIMS, Meghalaya, in collaboration with Postgraduate Institute of Medical Education and Research (PGIMER), Chandigarh supported by the State Tobacco Control Cell, Meghalaya and The UNION, on 23rd August 2022 at Ri-Bhoi district, Meghalaya. A total of 23 participants senior police officials attended the online workshop. The workshop focused on Sensitization of Police officials towards COTPA act and enforcement mechanism. The Chief Guest of the meeting Sri Giri Prasad M, IPS, SP, Meghalaya inaugurated the workshop. Dr.Sonu Goel and Dr.Lana Lyngdoh spoke on the occasion and highlighted the current situation of implementation of COTPA in the state of Meghalaya. Dr.Star Pala delivered sessions on Tobacco burden, its ill effects. This was followed by a session on COTPA and the role of police in enforcement of tobacco control laws. The technical sessions were followed by questions from the audience.

## Sensitization Workshop held for the health officials: Puducherry



Technical support was provided by the state team to the State Tobacco Control Cell for conducting an online sensitization workshop for health officials in partnership with Toxin Taxation (an NGO in Hyderabad). Sensitization workshop was also conducted by State Tobacco Control Cell for Sanitary workers.

## Induction cum Reorientation Workshop for the Project Staff



A virtual state-level induction cum reorientation workshop for the newly recruited project staff was successfully organized by the Department of Community Medicine and School of Public Health, PGIMER, Chandigarh on 29th August 2022 from 11:00 AM to 4:30 PM with an objective to build capacity and re-orient the newly recruited staff on various tobacco control strategies being implemented at the state and national level. It was attended by over 35 participants. The sessions were facilitated by the renowned tobacco control experts viz. Dr. Rana J Singh, Deputy Regional Director, The Union; Dr. Amit Yadav, Senior Technical Advisor, The Union; Mr. Deepak Mishra, Executive Director, SEEDS, Bihar; Dr. Gopal Chauhan, State Program Officer, NTCP, Himachal Pradesh; Ms. Opinder Preet Gill, Director Programs, Generation Saviour Association, Mohali, Punjab; Dr. Radhika Srivastava, Director-Health Promotion, HRIDAY; Mr. Puneet Chahar, Manager, Monitoring and Evaluation- NTCP, The UNION; Mr. Rajeev Chaudhary, Project Coordinator, BI Project, PGIMER Chandigarh; and Dr. Nidhi Jaswal, Technical Officer (Endgame Hub and RCTC), BI project, PGIMER, Chandigarh. The sessions included: MPOWER Strategy for Advancing Tobacco Control; Introduction to National Tobacco Control Programme (NTCP); Introduction to COTPA (Sections wise); How to effectively implement NTCP –Field Experience from Bihar and Jharkhand; Introduction to Tobacco Industry Interference (TII) and measuring common TII instances in the field, effective communication strategies for tobacco control, management and information system (MIS) reporting for NTCP and introduction to tobacco endgame.

## Webinar on Management and Information System (MIS): Telangana



A webinar on Management and Information System (MIS) was conducted on 16th August, 2022 for all the districts of Telangana along with the practical demonstration of filling the details of Financial Year 2021-22. Dr. Sonu Goel, Professor DCM&SPH, PGIMER, Chandigarh, Dr. Rana J singh, Deputy Regional Director (NCD & Tobacco Control), The Union SEA Office, New Delhi, Dr. Anusha, APO, NTCP – NHM Telangana were the guest of Honour and Dr. Puneet and Dr. Shravan from THE UNION were the key resource persons.



## Awareness Programme Organised : Puducherry

An awareness programme was conducted by District police department at Conference Hall of the Office of the SSP Kariakkal to sensitize the teachers to notice the unwanted incidents related with drug use among students. In addition to this , an awareness programme on the ill effects of Tobacco were held in schools on the occasion of 75th Anniversary of Independence day by Dr. Suriya Kumar, State Tobacco Consultant, Puducherry.

## Circular/notification/order: Puducherry and Telangana

A circular was released by the police department to the education department which notifies the schools to create awareness among students to avoid unwanted incidents in schools. In addition to this two circulars were released from state tobacco control cell in two district in Telangana to place "No Smoking Signages" in public places and government buildings and declare them as Tobacco Free Places and the implementation of Tobacco Free Education Institutional Guidelines.



## One-to-one meetings

A total of Thirty (30) meetings were held with the high level officials viz. State Tobacco Consultant; State Nodal Officer; Commissioner of Health; Assistant Program Officer; Additional Director of Health; Program Officer; District Nodal Officer; and Deputy Commissioner to discuss regarding the formation of Anti-Narcotic Cell; for the conduction of DLCC meetings and workshops; about the implementation status of the NTCP activities in the district and the display of no smoking signage's in various health institutions.



# Plain Packaging



## What is Plain Packaging?

Plain packaging of tobacco products—also known as “generic packaging” or “standardized packaging”—means that tobacco products should be sold in standard (shape and size) packaging with an unappealing color; and the printing of tobacco company logos, brand imagery, colors, or promotional text on the packaging and on individual tobacco products is prohibited.

Plain packaging includes standardisation of pack colour and removal of all branding from



packaging, with the exception of brand name which appears in a standardised font, typeface and position on the package. Standard packaging also mandates the standardisation of pack shape, size and method of opening. In all definitions, however, relevant legal markings, such as health warnings and tax stamps, are retained.

Source: David, H. “Plain packaging” regulations for tobacco products: The impact of standardizing the color and design of cigarette packs. 2010, Salud pública de México. 52 (2). S226-32. 10.1590/S0036-36342010000800018.

## Why Plain Packaging?

- It eliminates scope of promotion and advertisement of the tobacco product which will contribute highly to tobacco control by enhancing visibility of health warnings and content of the product.
- Standardized size/quantity of the tobacco product will help in eliminating convenience to access the product, affordability to buy due to low price, availability, tax evasion by tobacco companies and littering of one-time use sachets.
- It is associated with fewer false health beliefs, it is less attractive and less appealing, it discourages non-smoker to use tobacco and therefore demand and it prompts quitting.

## WHO FCTC on Plain Packaging

The WHO FCTC Guidelines for Implementation of Article 11 recommends as under:

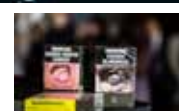
Para 45: Parties should consider adopting measures to restrict or prohibit the use of logos, colours, brand images or promotional information on packaging other than brand names and product names displayed in a standard colour and font style (plain packaging). This may increase the noticeability and effectiveness of health warnings and messages, prevent the package from detracting attention from them, and address industry package design techniques that may suggest that some products are less harmful than others.

Source: World Health Organization. WHO Framework convention on tobacco control. Geneva, Switzerland: World Health Organization, 2003.



## Global Status of Plain Packaging

On 31 May 2016, on World No Tobacco Day, the WHO called on governments to get ready for plain packaging of tobacco products in which plain packaging was included in guidelines of World Health Organization Framework Convention on Tobacco Control (WHO FCTC).





## Australia

Australia was the first country in the world to introduce plain packaging, with all packets sold from 1 December 2012 being sold in logo-free, drab dark brown packaging. There has been opposition from tobacco companies to plain packaging laws, some of which have sued the Australian government in Australian and international courts. Since the Australian government won the court cases, several other countries replicated the enactment of plain packaging laws.

Under the legislation, companies have had to sell their cigarettes in a logo-free, drab dark brown packaging from 1 December 2012. Government research found that a specific olive green colour, Pantone 448 C, was the least attractive colour, particularly for young people. With the plain packaging and increase in tax the Australian

government brought down smoking rates from 16.6% in 2007 to less than 10% by 2018.



## The Evidence from Australia



Australia's official Post-Implementation Review also shows that changes to packaging have reduced the prevalence of smoking in the country. It quantifies the combined impact of plain packaging and new and enlarged health warnings on the prevalence of smoking. It was concluded that the changes to packaging reduced average smoking prevalence by 0.55 percentage points between December 2012 and September 2015. This decrease is entirely due to changes in combined packaging, and the impact of plain packaging on prevalence is expected to grow over time as the initiation of tobacco use declines in Australia.

## Countries/Jurisdictions where Plain Packaging is mandatory

### Canada



The Government of Canada introduced the Tobacco Products Regulations (Plain and Standardized Appearance), which were published to the Canada Gazette on 24 April 2019: The phase-in began on 9 November 2019, and completed on 7 February 2020. The new Tobacco Products Regulations (Plain and Standardized Appearance) aims to drive down

tobacco use to 5% among the Canadian population by 2035. Canada was the tenth country to require plain packaging since Australia in 2012. But Canada is the first country which standardized cigarettes length and width.

### Denmark



On 21st December 2020, the Danish Parliament adopted an amendment to the Tobacco Act establishing a requirement to ensure that "each unit pack and any outer packaging [of tobacco products] has a standardized design," according to the Framework Convention for Tobacco Control. This requirement does not apply to cigars and pipe tobacco. It states that only plain packs can be sold by retailers in Denmark as of 1 April 2022. Subsequently, the minister of health issued Executive Order 572 of March 2021 detailing the standardized design and packaging requirements applicable to individual packets, outer and inner packaging and packaging material of tobacco products and herbal smoking products. These include standardized design requirements regarding surfaces, text, wrapping material and markings. Executive Order 699 of April 2021 further extends the applicability of plain packaging provisions to electronic cigarettes and refill containers with and without nicotine.



### Belgium

Belgium introduced the plain packaging for tobacco products on 1st January 2020. It provides that the packaging of all tobacco products must have a standard colour, Pantone 448 C, a drab dark brown considered to be the ugliest colour in the world. The brand name, for its part, is demoted to a mere trade name and may not appear more than once on the packaging. In practice, all packaging that does not meet the requirements of the royal decree on plain packaging were supposed to be removed from circulation by 1st January 2020, with the exception of items held in stock by retailers. The latter were allowed to sell these products until 31 December 2020.



## France

The plain packaging law in France was enforced in May, 2016. According to the law, the cigarettes manufactured after 20 May 2016 or sold after 1 January 2017 in France (including overseas departments and regions of France) are placed in the neutral packaging of uniform size and colour. In pursuit of this law, the brand name will appear but in a small, uniform typeface and packets will be shorn of logos.



## Guernsey

Plain packaging was introduced in Guernsey on 31 July 2021. A one-year transition period allowed the retailers to sell off their stock. No branding was allowed on cigarette and loose tobacco packaging in Guernsey from 31st July 2022 onwards. The regulations align to those being proposed to the States Assembly in Jersey. Product names will be presented in a standard font, size and colour and trademarks, logos, colour schemes and graphics will not be permitted by law.



## Hungary

The Decree of 16 August 2016 requires that new cigarette and tobacco brands that will be introduced on the Hungarian market after 20 August 2016 has to be in a uniform plain packaging, void of brand logos. As of July 2017, the first cigarettes with unified plain packaging hit the Hungarian market. One new cigarette brand of Von Eicken GmbH have been launched with such unified package. Eventually, all cigarette and tobacco products are to be sold in uniform packs from 20 May 2019.



## Ireland



The plain packaging law was taken into effect on 30 September 2017, with the sale of previously-manufactured cigarettes allowed until 30 September 2018. Plain packaging is required for all tobacco products. The law requires that one of 14 combined (text/picture) health warnings occupy 65% of the front and back surface of tobacco product packaging, and be located at the top edge of the package.

## Israel

January 8, 2019 the Knesset passed a bill on the restriction on Advertising and Marketing of Tobacco Products that includes provisions for the introduction of plain packaging in the country w.e.f. January 8, 2020 for both manufacturers and retailers.

CHOICE IS YOURS  
But DON'T BE LATE



## Jersey

The Government of Jersey has ordered branding be removed from packaging from 1st August, 2022. Packaging on cigarettes will be standardised in local shops in Jersey to try to reduce the number of smokers. New, bigger picture warnings will be added along with information on the Help2Quit service.



## Mauritius

On 31 May 2020, to mark the World No Tobacco Day, the Minister of Health and Wellness Mr Kailesh Jagutpal reiterated the decision of the country to introduce plain packaging.



## Myanmar

In October 2021, the Ministry of Health of Myanmar issued a regulation for introducing tobacco plain packaging. After this regulation, Retailers are allowed to sell non-compliant products for 90 days from 1 January 2023.

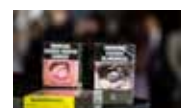


## The Netherlands



Plain packaging for cigarettes and rolling tobacco is mandated since 1st October 2020 at the production level and 1

October 2021 at the retail level, as well as for cigars and electronic cigarettes by 2022.





## New Zealand

The New Zealand Parliament passed plain packaging legislation on September 8, 2016, and released final regulations in June 2017. Plain packaging regulations came into force at the manufacturer level on March 14, 2018. Retailers were given 12 weeks to transition to standardised (plain) packaging.



As of June 6, 2018, all tobacco products in New Zealand were required to be sold in dark brown/green coloured packaging, with no company logos/imagery and the same font for all brands. The packages have new, larger warnings that cover at least 75% of the front of the package, and 100% of the back.

## Norway

Law on Standardized cigarette packages and smokeless tobacco boxes is into force since 1st July 2018 in Norway. Plain tobacco packaging regulations were announced on March 31, 2017, and came into force in Norway on July 1, 2017. Retailers were given 1 year (until July 1, 2018) to transition to the new standardized cigarette packages and smokeless tobacco boxes.



## Saudi Arabia

In August 2019, the plain packaging policy took effect in the Saudi Arabia to restrict the use and sale of cigarette tobacco products. As such, the country became the first to do so in the Middle East and North Africa (MENA) region. Aligned with its 2030 vision for public health promotion, Saudi Arabia is determined to reduce the burden of tobacco consumption after the national prevalence of cigarette smoking increased from 12.2% in 2013 to 21.4% in 2018. In addition to other tobacco treatment and prevention services, the adoption of plain packaging is expected to discourage youth from smoking and help smokers to quit. Retailers were allowed to sell their stock of non-compliant packs until the end of December 2019.



## Singapore

Singapore adopted plain packaging of tobacco products, which was implemented with immediate effect on 1st July 2020. The new measure restricted the use of logos, colours, images or other promotional information associated with the tobacco brand on all types of tobacco products sold in Singapore. Product and brand names were allowed in a standardised font style and colour.



## Slovenia

Plain packaging is required for all packaging of cigarettes and roll-your-own tobacco beginning January 1, 2020. Combined picture and textual health warnings are required to appear on 65 percent of the front and back of smoked tobacco product packaging. Rotation is required every 12 months. The Parliament of Slovenia passed a law for the introduction of plain packaging from 2020.



## Thailand

Regulation on plain cigarette packaging in Thailand was officially gazetted on 14 December 2018. The law permitted a 90-day phase-out period for old cigarette stocks, i.e. by 12 December 2019, all cigarettes in Thailand must be sold in brown-coloured packs with cigarette brand names printed in a standardised font type, size, colour, and location, without brand colours or logos. The law entered into force on 10 September 2019. Retailers could sell their stock of non-compliant cigarettes until 8 December 2019.



## Turkey

Turkey introduced plain packaging on tobacco products from Jan 1, 2020 and required the health warnings to cover 85% of the packs. According to the amendment, tobacco products shall be marketed in plain and standard packaging with warning messages and other mandatory texts, phrases and images. The brand name will be written only on one side of the pack, covering no more than 5% of the side. No brand logo or symbol will be allowed in the new designs.



## United Kingdom

Standardised packaging, was fully implemented in the UK on 21st May 2017 for factory-made cigarettes and roll-your-own/hand-rolling tobacco. The policy stipulates the removal of all brand images, colours and promotions from tobacco product packaging.





# Status of plain packaging in India

Section 7 of the Cigarettes and Other Tobacco Products Act, 2003 specifies the requirements for pictorial health warnings. It says

7. Restrictions on trade and commerce in, and production, supply and distribution of cigarettes and other tobacco products. –(1) No person shall, directly or indirectly, produce, supply or distribute cigarettes or any other tobacco products unless every package of cigarettes or any other tobacco products produced, supplied or distributed by him bears thereon, or on its label such specified warning including a pictorial warning as may be prescribed.

The law also prohibits import of tobacco products unless and until the product packages have the specified pictorial warnings on them.



First set of pictorial health warnings were notified in 2008 and came into force from May 31, 2009.



Packaging and labelling rules were further amended and the new rules prescribed larger and stronger pictorial health warnings that covered 85% of the front and back of the tobacco products packs. These warning came into force from 1st April 2016.



From July 2019 the regulation also requires display of quit line along with the pictorial health warnings.

Notified in July 2019

New Health warnings 2022

New Health warnings 2023



## High Courts of Rajasthan and Allahabad direct Governments to invest on Plain Packaging

**Rajasthan High Court:** Plain packaging is an improved and effective strategy for tobacco control, and therefore, it should be given a serious thought by legislature.

**Allahabad High Court:** Directed the Centre and the State Governments to consider implementation of plain packaging of tobacco products and observed that, 'tobacco plain packaging measure would be a long-term investment to safeguard the health of the Indian youth'



## EXPERTS COMMENTS



The cigarette pack is itself a mobile billboard and it is very important for youth and children as it attracts them. Tobacco industries also take advantage and continue to evolve their tactics to continue with their current customers and attract new. In this regard, WHO FCTC advises the countries to work on the concept of plain packaging.

*Dr. Rana J Singh,  
Deputy Regional Director, International Union Against  
Tuberculosis and Lung Disease, South East Asia*



The tobacco companies are continuously exploiting the tobacco control laws with an objective to promote their products and increasingly focus on filter innovations. The power of packaging as a sales tool may diminish in markets with plain packaging.

*Dr. Rakesh Gupta,  
President and Director, Strategic Institute of Public Health  
Education and Research, Chandigarh*



Plain packaging is now well-recognised as an important effective strategy in tobacco control. Australia was the first country to implement it in 2012 even though the opposition by the tobacco industry was intense and prolonged. Until 2015, Australia remained the only country requiring plain packaging but by now, 21 countries/ jurisdictions mandate plain packaging. In addition, 14 countries are well on the way to implementing plain packaging as the evidence for its effectiveness is continuing to accumulate. India, with its huge spectrum of smoking and smokeless tobacco products, ought to move fast towards plain packaging of all tobacco products in the country.

*Dr. Prakash C. Gupta,  
Director,  
Healis-Sekhsaria Institute for Public Health, Mumbai*

## Consultation on Standardized Packaging of Tobacco Products in India

A national consultation was organised by The Union, South East Asia Office, in Indore from 27-30 September, 2022 to inter alia deliberate on the status of standard packaging globally and to explore the possibilities for standard packaging of tobacco products in India. Experts agreed that currently majority of the tobacco products are available in market with many violations like blur, cropped image, changed colour, absence of quit line numbers etc. have a very low compliance with the statutory pictorial health warnings and a move to standardised the packs will help improve the compliance, especially the clarity of pictorial health warnings on the packs.





## Govt notifies new image, health warning for tobacco packs



All tobacco products manufactured, imported, or packaged on or after December 1, 2022 will have to display a new image with the textual health warning 'Tobacco causes painful death,' the Union Health Ministry said on Friday.

The image will be valid for a period of one year following its commencement from December 1, 2022. Tobacco products manufactured, imported, or packaged on or after December 1, 2023 will display an image with a textual health warning 'tobacco users die younger.'

Violation of the guidelines is a punishable offence with imprisonment or fine as prescribed in Section 20 of the Cigarettes and Other Tobacco

Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003.

<https://economictimes.indiatimes.com/news/india/govt-notifies-new-image-health-warning-for-tobacco-packs/articleshow/93204428.cms>



**TOBACCO  
FREE  
ZONE**

### Jharkhand issues guidelines to make educational institutes tobacco-free

In a bid to create awareness about harmful effects of tobacco use amongst the students, teachers, workers and officials in educational institutions, the education department in collaboration with the Socio-Economic and Educational Department Society (SEEDS) and State Tobacco Control Cell (STCC) released the Tobacco Free Educational Institutions (ToFEI) guidelines.

[http://timesofindia.indiatimes.com/articleshow/93765536.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](http://timesofindia.indiatimes.com/articleshow/93765536.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

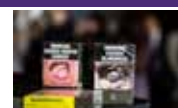
## PECUC, Coalition for Tobacco Free Odisha hold consultation with MPs on dangers of tobacco usage



People's Cultural Centre (PECUC) together with Coalition for Tobacco Free Odisha, held a consultation with Members of Parliament (MPs) on protecting Indians especially children and youth from tobacco related diseases and cancer. Parliamentarians from various political parties came together to deliberate and pledge their commitment for stronger tobacco control policies and laws in India at Constitution Club of India, New Delhi.



<https://health.economictimes.indiatimes.com/news/policy/pecuc-coalition-for-tobacco-free-odisha-hold-consultation-with-mps-on-dangers-of-tobacco-usage/93350261>





## E-cigarettes worth Rs. 15 lakh seized

The Hyderabad Commissioner's Task Force (South) caught three persons who were selling banned e-cigarettes and seized material worth Rs.15 lakh at Punjagutta.

<https://telanganatoday.com/hyderabad-e-cigarettes-worth-rs-15-lakh-seized>

## MPs seek tough legislation on tobacco control as deaths rise

The MPs supporting the amendments in the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply, and Distribution) (Amendment) Bill, 2020 are hopeful that the legislation will be tabled in the ongoing Monsoon Session, based on assurances to their representations and questions addressed to the Union Ministry of Health. Data available from the Parliament Assurance Monitoring System indicates that there are at least seven assurances pending on tabling of the COTPA Bill 2020, in the two houses of the Parliament.

<https://www.dailypioneer.com/2022/india/mps-seek-tough-legislation-on-tobacco-control-as-deaths-rise.html>



## Tamil Nadu tops in cases lodged under Cigarettes and Other Tobacco Products Act: NCRB report

Tamil Nadu registered the highest number of cases, 46,458, of which 46,433 are under the Cigarettes and Other Tobacco Products Act and 23 under the Noise Pollution Act.



<https://theprint.in/india/tamil-nadu-tops-in-cases-lodged-under-cigarettes-and-other-tobacco-products-act-ncrb-report/1108172/>

## Rolling of Beedies is a Manufacturing Process under Workmen's Compensation Act, making a person doing so liable for compensation: Telangana High Court

The Telangana High Court has held that Beedi workers are "workmen" under Section 2(n) of Workmen's Compensation Act. Justice M. Laxman further held that rolling of Beedies is a "manufacturing process" and hence a Beedi roller is a workman under the Act.

<https://www.livelaw.in/news-updates/telangana-high-court-workman-beedi-rollers-workmens-compensation-act-compensation-202746>



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