

Directorate Health Safety & Regulation
Himachal Pradesh.

To

All Deputy Commissioners-cum-Chairmen,
District Level Steering Committee for Tobacco Control
in Himachal Pradesh
All the Superintendents of Police-cum-Member District Level
Steering Committee for Tobacco Control
in Himachal Pradesh
All the Chief Medical Officers Himachal Pradesh
All the MOH-cum-Member Secretary
District Level Steering Committee for Tobacco Control
in Himachal Pradesh

23 JAN 2013

Dated Shimla-9 the,

Subject: - Regarding violation of section-5 of COTPA Act.

Sir,

Please find enclosed herewith the D.O letter No. 16011/01/2013-PH dated January, 2013 received from Special Secretary, GOI, Ministry of H&FW, Nirman Bhawan, New Delhi and judgment of Hon'ble Supreme Court dated 3.1.2013 for ensuring effective steps to ban violation of TAPS (Tobacco advertisement, promotion and sponsorship) in the states.

The most commonly observed TAPS violations are:-

1. Point of sale violation:- There are numerous promotional boards of Tobacco brand names with promotional pictures with illumination displayed in various sizes.
2. Print/electronic media violation:- Many Promotional advertisement are seen in the print/electronic media.
3. Tobacco promotion through awards in social events.
4. Indirect advertisement on buses etc i.e. advertisement of Pataka Beedi for sale of pataka tea.

The Govt. of Himachal Pradesh has notified Distt. Level Steering committees under the chairmanship of concerned Deputy Commissioner for TAPS ban under section 5 of COTPA 2003.

TAPS ban is one of the best tools for tobacco control as per WHO MPOWER polices.

Kindly take appropriate measures to ensure TAPS ban in your Distt. to protect the people from tobacco use. The action taken report may kindly be sent to this Directorate on monthly basis. *Please.*

Yours faithfully,


Director,

Health Safety & Regulation