



Office of District Magistrate, Darjeeling
Government of West Bengal

NOTIFICATION

Memo No.: 347/DCPO/Dj-16

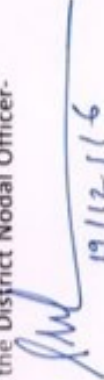
Dated: 19/12/2016

1. Whereas, in excess of 12 lacs people die every year due to tobacco use in India. According to the **Global Adult Tobacco Survey conducted by Government of India and World Health Organization (WHO)**, prevalence of tobacco use among adults in Bihar is 54% in comparison to the national average of 34%.
2. Whereas, in 2004 India has ratified **World Health Organizations' Framework Convention on Tobacco Control (FCTC)** and therefore obligated to uphold the provisions of the FCTC. Preamble of the FCTC recognised the need to be alert to any efforts by the tobacco industry to undermine or subvert tobacco control efforts and the need to be informed of activities of the tobacco industry that have a negative impact on tobacco control efforts. With Article 5.3 it states that "in setting and implementing their public health policies with respect to tobacco control Parties shall act to protect these [tobacco control] policies from commercial and other vested interests of the tobacco industry in accordance with national law."
3. Whereas, **Section 2 of the Cigarettes and Other tobacco products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA)** states "it is hereby declared that it is expedient in the public interest that the Union should take under its control the tobacco industry."

Therefore, in the interest of public health and in order to deal with any kind of interference by Tobacco Industry (registered / local manufacturer/ Seller/ any person or organisation intended to act as representative of the same) in the implementation of provisions of Cigarette and Other Tobacco Product Act 2003 (COTPA) and any initiative taken or in consideration to reduce human consumption of any form of tobacco or any products intended to promote its use; you are requested to abide by the following guidelines-

1. The officials and employees of Government working under Darjeeling district administration shall limit interactions with the tobacco industry and/or their representatives.
2. Meeting shall be conducted only in the event that is strictly necessary for the interest of the public and before the same is must be clarified that such interaction doesn't imply partnership, dialogue or collaboration and indicate it in writing to the tobacco industry that they should not mischaracterised the nature of the meeting. A transcript/detailed minute of the meeting's proceeding should be prepared. A voice recording of the meeting may be made to assist in preparing the transcript and further should be filed for record purposes
3. All are requested/advised not to participate in any tobacco industry activities, not even activities organised by any other agencies supported by tobacco industry.
4. All are also advised not to accept any direct/indirect/in-kind sponsorship/funding as a form of CSR support or in any other form, from any corporate or individual engaged in tobacco trade and commerce in order to implement any health or development initiative in the district of Darjeeling.

All are hereby requested to refer any cases related to this matter to the **District Nodal Officer- Tobacco Control, Darjeeling** as and when necessary.


19/12/16
District Magistrate
Darjeeling

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Dated: 19/12/2016.