

CHAPTER - IV

PRESENT ISSUES REGARDING TOBACCO CULTIVATION IN NATIONAL PERSPECTIVE

4.0 Introduction

This chapter describes present issues regarding tobacco cultivation in national perspective and compared with the Framework Convention on Tobacco Control (FCTC). It contains some basic background information on tobacco cultivation, and manufacturing laws and regulations in India. The main objective of this chapter is to assess whether Govt. strategies in tobacco control are likely to affect the cultivation of tobacco of the study area. It believes that supply-side actions are complementary to demand-side measures to control tobacco consumption in India. Supply-side action pertain mainly to crop substitution, trade restriction, controlling smuggling and even banning of the product. It is feasible and viable for tobacco cultivators to switch over to alternative crops.

The Government of India signed the WHO Framework Convention on Tobacco Control (FCTC) on 10th September 2003, and ratified the treaty on 5th February 2004 (Schwartz, 2011). Under the arrangement, part nations have vowed to decrease tobacco use. As a major aspect of this, the administration has begun working towards cutting down the generation and utilization of tobacco. Under the Cigarettes and Other Tobacco Products Act. (COTPA) of 2003, the union health service has expanded the range of pictorial notices on tobacco bundling to 85 per cent. Assist, leads under Food Safety and Standards Act. 2006 debilitate the utilization of tobacco and nicotine as fixings in any sustenance item. In addition, the National Tobacco Control Program (NTCP) has made the more mindfulness about sick impacts of tobacco utilization. Every one of these measures have lessened the local interest for tobacco and decreased the value support to the agriculturists. The administration's high tax collection framework on legitimate tobacco items has empowered the development of illicit and sneaking of cigarettes. This has

additionally decreased the residential request of tobacco. In the present years, the Tobacco farming is also standing up to the issue of conflicting atmosphere conditions. Measures taken by government tobacco cultivating is a delicate issue concerning the work of producers. The administration needs to adjust the general health and poor farmers developing tobacco. The union government is effectively seeking after with states like Andhra Pradesh, West Bengal and Karnataka, significant cultivators of tobacco, to chalk out arrangements to help farmers move to alternative crops. Government is prepared to give financial and specialized support to move to substitute crops. The administration has an additional five years of time to meet the commitment to split the tobacco generation by 2020, as per the FCTC. Then government ought to take endeavours to help the poor farmers occupied with the tobacco development to move to substitute crops.

4.1 Constitute agreement on tobacco control by WHO

Enactment is perceived as the basic driver for significant advance in tobacco control. The WHO framework convention on tobacco control (WHO-FCTC) is a worldwide general health arrangement created as a worldwide reaction to the globalization of the tobacco epidemic, which goes for decreasing the weight of malady and passing brought on by tobacco. It was embraced by the World Health Assembly in May 2003, and India was the eighth nation to approve it on 5th February 2004 (Schwartz, 2011). The FCTC grasps logical proof based methodologies that have indicated viability in lessening tobacco utilization (WHO, 1997). It doesn't set out a law, yet sets out guidelines for various national and overall measures that would inspire smokers to stop and control non-smokers from taking the affinity. The accomplishment of the WHO-FCTC, which starting at July 2009 had more than 160 gatherings covering 86% of the total populace, shows the worldwide political will for making tobacco control significantly more far reaching and successful. The WHO has set up the MPOWER bundle to help nations agree to the WHO FCTC. This is a bundle enveloping six most essential and successful tobacco control arrangements: Checking tobacco utilize and anticipation approaches, Restricting individuals from tobacco smoke, Offering assistance to individuals to stop tobacco utilize, Cautioning everybody about the perils of tobacco, Implementing restriction on tobacco publicizing, advancement and sponsorship and Raising expenses on tobacco.

The World Health Organization Framework Convention on Tobacco Control (WHO FCTC) has tended in Article 17, the need in cooperation with each other and with competent international and regional intergovernmental organizations, promote, as appropriate, economically viable alternatives for tobacco workers, growers and, as the case may be, individual sellers (WHO-FCTC, 2003). The FCTC has moreover stressed, in Article 18, the need to shield the earth from the unfriendly effects of tobacco developing and the strength of individuals involved with tobacco advancement. Creating and executing approaches that react to these Articles is vital in light of the fact that contentions shielding the occupations of farmers and underscoring monetary commitments of tobacco generation to national economies are generally utilized by the tobacco business to contradict supply-side tobacco control policies. Following recommendation made by FCTC expert group for crop diversification program (Anonymous, 2007, 2008):

1. According to Article 17 of the FCTC requires government to promote site specific economically viable alternatives for tobacco workers, growers and, as the case may be, individual sellers.
2. Regarding government subsidies used to promote tobacco cultivation being redirected toward diversification program and rural development. And there is no exception allowing subsidies for alternative crops of tobacco in the Agreement on Agriculture. WHO-FCTC expert group also suggest for government to have greater discretion in providing for subsidies.
3. When selecting an alternative suitable for it from a wide variety of possible economic activities, government will have to consider its particular conditions. Different climates, different situations of the lands and different economic conditions would definitely affect the choice of the alternative crops best suitable for the growers in different regions. Thus a single formula for all regions might give little help to them. FCTC group suggest considering establishing individual task force for each region in need to formulate a tailor-made approach for it so as to better cope with its specific problems.
4. In order to have successful adoption of alternative crops or alternative activities, the role that a government can play is also vitally important. It should be

appropriate to impose certain degree of responsibility on respective government in the future guidelines in helping its farmers to choose appropriate alternatives.

5. The role of government is essential to encourage tobacco farmers to take the initiative step to cultivate alternative crops with thorough considerations of local economic, market, environmental characteristics and conditions as well as the farming system.
6. FCTC group would like to remind that although possible alternative uses might be a viable approach, it may not be able to resolve the hazards arising from the contacts of tobacco leaves causing adverse health effects on tobacco workers and growers. The problem of unequal status between tobacco farmers and industries is also the one that cannot be directly solved purely by adopting alternative uses approach. Therefore, FCTC group realized that the priority should be considering possible alternative crops, instead of seeking alternative uses and maintaining the production of tobacco. Group believe that this would more be in line with the spirit of the preamble of the FCTC.

4.2 Existing laws regulating tobacco in India

In India, legislation for tobacco control evolving in the mid-1970s. This was in reaction to collective scientific evidence of tobacco being a major cause of mortality and morbidity in the world. In India growing awareness of the adverse health effects of tobacco consumption leads to rising demands for tobacco control.

The Cigarettes Act, 1975: In 1975, the Government of India enacted the Cigarettes (Regulation of production, supply and distribution) Act that made it mandatory to demonstrate a statutory health warning on all packages and advertisement of cigarettes. The Act required to display a statutory warning that 'Cigarettes smoking is injurious to health' on all cartons, packages of cigarettes and in advertisements of cigarettes (Govt. of India, 1975).

The Railways Act, 1989: The Railways Act among other things regulates smoking on trains. It prohibits smoking if objected to by another passenger and confers authority on the railway administration to prohibit smoking in any train or a part of a train. It imposes a maximum penalty of 100 rupees for those who contravene the Act's no smoking provisions (The gazette of India, 1989).

Ministry of Information Broadcasting Notification S.O. 836(E), Section 5B (2) Cinematograph Guidelines, December 6, 1991: Issued pursuant to Section 5B (2) of the Cinematograph Act of 1952, the Guidelines require the Central Board of Film Certification to ensure that “scenes tending to encourage or glamorize consumption of tobacco or smoking” do not appear in movies (The gazette of India, 1991).

Cable Television Networks (Regulation) Act, 1995: The Cable Television Networks (Regulation) Act, 1995 (Act No. 7 of 1995) (CTNA) requires that all advertisements comply with a prescribed advertisement code. The most recent version of this code is contained in the 2009 CTNA Rules and prohibits direct advertising of cigarettes or tobacco products. The code, however, permits the indirect advertising of such products under certain circumstances. (Note that a July 2010 Ministry of Information and Broadcasting Directive, appears to prohibit indirect advertising on cable networks until guidelines called for by the CTNA Rules are issued.) CTNA does not regulate international cable television networks (The gazette of India, 1995).

Cigarettes and Other Tobacco Products Act, 2003:

The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (Act No. 34 of 2003) (COTPA) is the principal law governing tobacco control in India. COTPA is comprehensive, covering topics including, but not limited to: definitions of key terms; restrictions on smoking in public places; advertising, promotion and sponsorship; sales to minors; packaging and labelling; and enforcement and penalties. The Act does not apply to tobacco products which are to be exported. The first provisions of COTPA entered into force on May 1, 2004. These provisions included Sections 1-5, 6(a), 12(1)(b), 12(2), 13(1)(b), 13(2), 14, 16, 19, 21-31. Sections 7(1)-(4), 8, 9, 10, and 20 took effect on December 1, 2007. Sections 12(1) (a), 13(1) (a), 15, 17, 18, 32, and 33 took effect on July 30, 2009. The Central Government issued rules pursuant to authority conferred under COTPA Section 6(b) regarding the sale of cigarettes around educational institutions, taking effect on September 18, 2009. The government has yet to notify two sections - Sections 7(5) (mandatory display of nicotine and tar contents) and 11 (regulation of tar and nicotine content) (The gazette of India, 2003).

Core arrangements of COTPA - 2003 are as per the following:

- Prohibition on direct and indirect advertisements of tobacco products, with the exception of advertising at the points of sale and on tobacco pack.

- Smoking restriction in public places (counting indoor working environments). This has been executed from second October 2008 in the whole of India.
- Dis-allowance of commercial, immediate and backhanded, sponsorship and advancement of tobacco items.
- Dis-allowance of offers to minors (tobacco items can't be sold to kids under 18 years old and can't be sold inside a span of 100 yards of any educational institutions).
- Direction of health cautioning in tobacco items packs. English and one more Indian lingo to be used for wellbeing sees on tobacco packs. Pictorial wellbeing sees moreover to be joined.
- Directing and testing of tar and nicotine substance of tobacco items and proclaiming on tobacco items bundles.

Ministry of Health and Family Welfare Notification G.S.R. 561(E), September 1, 2004: G.S.R. 561(E) defines “educational institutions” which may assist with the interpretation of this term in the public place definition of COTPA (The gazette of India, 2004).

Ministry of Health and Family Welfare Notification G.S.R. 345(E), May 31, 2005:G.S.R. 345(E) announces the Cigarette and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Rules, 2005. G.S.R. 345(E) amends the first rules enacted to implement COTPA (the 2004 Rules) by substituting new provisions on point of sale advertising and adding, among other things, a definition of “indirect advertising” and a prohibition on the display of tobacco products in television and film (The gazette of India, 2005). They understand, however, that the amendments contained in G.S.R. 345(E) have been stayed by an order of the Bombay High Court which is in effect as of February 22, 2011.

Ministry of Health and Family Welfare Notification G.S.R. 182(E), March 15, 2008: G.S.R. 182(E) announces the Cigarettes and Other Tobacco Products (Packaging and Labelling) Rules, 2008. Issued under COTPA, the Rules specify components of the health warnings (i.e., content, size, rotation, etc.), but various provisions in subsequent rules replace certain language in the 2008 regulations. Provisions prohibiting misleading descriptors and obscuring the health warnings on the package remain in G.S.R. 182(E) unaltered (The gazette of India, 2008a).

Ministry of Health and Family Welfare Notification G.S.R. 417(E), May 30, 2008: G.S.R. 417(E) supersedes the first rules enacted to implement COTPA (the 2004 Rules)

and announces the Prohibition of Smoking in Public Places Rules, 2008. These new rules (1) impose duties upon certain parties such as owners, managers to ensure that smoke free policies are followed; (2) specify the requirements of "smoking areas" in hotels, restaurants, and airports; and (3) authorize officers to collect fines for the violation of specified smoke free rules (The gazette of India, 2008b).

Ministry of Health and Family Welfare Notification G.S.R. 693(E), September 29, 2008: G.S.R. 693(E) announces the Cigarettes and Other Tobacco Products (Packaging and Labelling (Amendment) Rules), 2008. Issued after G.S.R. 182(E) (the Cigarette and other Tobacco Products (Packaging and Labelling) Rules of 2008), G.S.R. 693(E) contains substitute language regarding health warnings on retail packaging, requiring warnings to be printed on external packaging such as cartons (The gazette of India, 2008c).

Cable Television Networks (Amendment) Rules, G.S.R. 138(E), February 27, 2009: G.S.R. 138(E) announces the Cable Television Networks (Amendment) Rules, 2009. These Rules amend the Cable Television Networks Rules, 1994 with regard to indirect advertisement and brand stretching, permitting such surrogate advertising under certain circumstances (The gazette of India, 2009a). It is note that a July 2010 Ministry of Information and Broadcasting Directive, however, appears to prohibit indirect advertising on cable networks until guidelines called for by the CTNA Rules are issued.

Ministry of Health and Family Welfare Notification G.S.R. 305(E), May 3, 2009: G.S.R. 305(E) announces the Cigarettes and Other Tobacco Products (Packaging and Labelling) Amendment Rules, 2009. Issued after G.S.R. 182(E) (the Cigarette and other Tobacco Products (Packaging and Labelling) Rules of 2008, G.S.R. 305(E) contains substitute language for the definition of "package" and for the location of the health warning. G.S.R. 305(E) deletes the requirement that the warning be located on both sides of box and pouch type packs (The gazette of India 2009b).

Ministry of Health and Family Welfare Notification G.S.R. 680(E), September 15, 2009: G.S.R. 680(E) announces the Prohibition of Smoking in Public Places (Amendment) Rules, 2009. The Rules add to those issued in G.S.R. 417(E) by listing additional persons authorized to collect fines for the violation of specified smoke free rules (The gazette of India 2009c).

Ministry of Health and Family Welfare Notification G.S.R. 1866(E): G.S.R. 1866(E) authorizes certain officers, in addition to those already designated in COTPA, to carry out the entry, search, and seizure provisions in COTPA Section 12 (with respect to any violation of the Act) and Section 13 (with respect to violations of tobacco product packaging and advertising) (The gazette of India 2009d).

Ministry of Health and Family Welfare Notification G.S.R. 985(E), December 20, 2010: Issued after G.S.R. 182(E) (Cigarette and other Tobacco Products (Packaging and Labelling) Rules of 2008), G.S.R. 985(E) contains substitute language on the issue of rotation, requiring that health warnings be rotated every 24 months instead of one year. The rule also re-establishes the May 2009 health warnings, ensuring that pictures of a lung x-ray and diseased lungs continue to be displayed on smoked tobacco product packages and a picture of a scorpion continues to be displayed on smokeless tobacco product packages (The gazette of India, 2010).

Ministry of Health and Family Welfare Notification G.S.R. 619(E), August 11, 2011: G.S.R. 619(E), entitled the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Amendment Rules, 2011, amends regulations related to the prohibition on the sale of tobacco products to and by minors (The gazette of India 2011a).

Ministry of Health and Family Welfare Notification G.S.R. 786(E), October 27, 2011: G.S.R. 786(E) establishes rules for television and film including a prohibition on tobacco product placement and a requirement for health warnings when tobacco products or their use are displayed. For print and outdoor media, G.S.R. 786(E) requires cropping or masking brand names and logos of tobacco products (The gazette of India, 2011b).

The provision of support for economically viable alternative activities are not covered in the above mentioned Indian Act. Since they are not legislative measures. Administrative measures need to be taken by the Government, especially at the level of Ministry of agriculture and the Ministry of Labour.

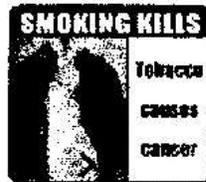


Logo, 2004



Health warning on tobacco packet, 2008

(1) For smoking forms of tobacco packs :-



(2) For chewing or smokeless forms of tobacco packages :-



Health warning on tobacco packet, 2009



Health warning on tobacco packet, 2011

Plate 4.1: Pictorial warning for reduction of demand



Prohibition of smoking in public place, 2008

तम्बाकू नियंत्रण विधि
कानून अवमानना पर जुर्माना/कैद

नाबालिकों के द्वारा तम्बाकू बेचना तथा खरिदना निषेध
 कानून उल्लंघन पर जुर्माना

शिक्षा प्रतिष्ठान के १०० गज के अंदर किसी भी प्रकार का तम्बाकू बेचना निषेध
 कानून उल्लंघन पर जुर्माना

जनबहुल स्थान पर धूम्रपान निषेध
 कानून उल्लंघन पर जुर्माना

किसी भी प्रकार के तम्बाकू उत्पादों का प्रत्यक्ष एवं अप्रत्यक्ष विज्ञापन निषेध
 कानून उल्लंघन पर जुर्माना एवं कैद

जिला स्तरीय समन्वय समिति (एन.टी.सी.पी.)
 दार्जिलिङ्ग

Display on Suryasen college by NTCP

বিজ্ঞপ্তি/১০-০৯-২০১৬

কলেজ ক্যাম্পাসে পানমশলা বা গুট্কা জাতীয় কোন দ্রব্য সেবন আইনত দণ্ডনীয় অপরাধ।

ভারপ্রাপ্ত অধ্যক্ষ
 সূর্য সেন মহাবিদ্যালয়

Display on Suryasen college

Plate 4.2: Advertising for reduction of demand

4.3 Recommendation for Smokeless tobacco:

In the study area smokeless tobacco such as jati and motihari are well cultivated. The Ministry of Health and family, Welfare, Government of India (MoHFW) in joint collaboration with the World Health Organization (WHO) and the Public Health Foundation of India (PHFI) organized a National Consultation on Smokeless Tobacco in 2011 to realize the magnitude of the problem of smokeless tobacco use and possible policies to regulate its use in India. Following recommendations were made by the national consultation group (Anonymous, 2011):

1. Imposing complete ban on smokeless tobacco products: Based on existing scientific evidence on harmful health effects of smokeless tobacco, high prevalence of its use (much higher than smoking) in India and light of the recent directives from the Honourable Supreme Court, the group was in favour of imposing a complete ban on Smokeless tobacco products. The group had a detailed discussion on the possibilities of imposing a complete ban on the manufacture, marketing and sale of smokeless tobacco in the country under the existing laws. The following specific actions points were recommended by them.
 - i. Consider all form of chewing tobacco a ‘‘food item’’ –since such products are intended to put in mouth and fulfil legal definition of food – under the prevention of Food Adulteration Act (PFA),1954 and the Food safety and tandards Act (FSAA), 2006 to prohibit their marketing and sale for human consumption. In this regard it was recommended that the government should get the stay vacated on Rule 44J, which mandates that, ‘‘product not to contain any substance which may be injurious to health: Tobacco and nicotine shall not be used as ingredients in any food products.’’ This can be done at the earliest to pave the way for imposing a complete ban on smokeless tobacco products.
 - ii. Simultaneously the Drugs and cosmetics Act (DCA), 1940 should be used to prohibit the other kinds of smokeless tobacco products e.g. Creamy snuff, Tooth powders ,Mishry, Gul, Gurakhu which may not be considered as food items and therefore should be included in the definition of ‘cosmetics’ under DCA.

- iii. The Insecticide Act, 1968 should also be invoked as the only known non-human use of tobacco is as agriculture pesticide (nicotine sulphate) and the poisons Act, 1919 should be referred because nicotine is one of the most poisonous substances known to humankind and so listed under the Act. Considering the addictive properties of tobacco products, possibility of categorizing tobacco as a 'Psychotropic substance' under the Narcotic Drugs and Psychotropic Substances Act, 1985 and its use should be prohibited.
 - iv. In case a complete ban is not immediately feasible under the existing laws, the above laws may be used to impose a progressive ban on the manufacturing, marketing and sale of smokeless tobacco products in the country.
2. Develop and implement a comprehensive plan to deal with the implication of a complete ban on smokeless tobacco products:
- i. Complete prohibition on manufacture and sale of smokeless tobacco products would mean an extraordinary rise in the demand for treatment from tobacco dependence and cessation facilities, which would require adequate and well equipped health facilities and trained health professionals. It is therefore, imperative to build capacity and train health workforce to enquire about tobacco use status and provide proper advice and assistance for quitting tobacco use.
 - ii. Include tobacco dependence treatment in the Medical, dental, nursing and para-medical course curriculums. Specific training modules may also be developed for training of health professionals in tobacco cessation.
 - iii. Sustained mass awareness campaigns on the harmful effects of smokeless tobacco are required for behaviour change.
 - iv. Research on new and effective methods of quitting smokeless tobacco use needs to be commissioned.
 - v. Tobacco cessation and control needs to be integrated in other ongoing national health programs for synergy and effective output.
 - vi. To ensure support from other departments a comprehensive Report on smokeless tobacco in India" should be commissioned to act as a resource repository for interventions which are effective and feasible

for our country to provide the evidence base to an inter-sectoral and inter-disciplinary plan of action against smokeless tobacco.

3. Develop a plan to deal with the economic implications of a ban on smokeless tobacco products including loss of livelihood and apprehensions of illicit trade:

- i. In view of the tobacco control issues which are beyond the purview of Ministry of Health, inter-sectoral coordination and concerted efforts are required by various stakeholder ministries e.g. health, Finance, Agriculture, Information & Broadcasting, Rural Development, Women & Child Development for developing strategies and policies to look at measures related to reduce the demand as well as the supply of tobacco in the country. Some of the areas which need attention are raising of taxes on tobacco products, and illicit trade of tobacco products, awareness generation on harmful effects of tobacco on health, banning advertisements, providing alternate crops and livelihoods to tobacco farmers/growers and workers.
- ii. Tobacco farmers and growers need to be informed and assisted with economically viable alternative crops with an established mechanism and assurance for marketing of such alternative crop.
- iii. Tobacco workers shall be provide with information on alternative livelihood options under the existing schemes of the Government, and assisted to shift over to economically viable and safer livelihood options.

4. Take effective fiscal measures to reduce demand for smokeless tobacco products till a complete ban is implemented:

- i. Make retail sellers the point of taxation by licensing sale of tobacco products and imposing license fee and other municipal taxes.
- ii. Mandate higher rates of premium. To be paid by tobacco users, for health insurance.
- iii. Undertake research to create evidence on productivity and wage loss or economic burden of smokeless tobacco, alternative livelihood, alternative crops and illicit to in from effective policy changes.
- iv. Earmark tobacco tax revenue for tobacco control activities.

- v. The health impacts of tobacco use along with a specific tax regime should be recommended for inclusion in the approach paper of 12th five year plan document of the planning Commission of India.
- vi. Report on smokeless tobacco in India may be shared with WHO/FCTC COP.

4.4 Impact of tobacco use in India

India's tobacco problem is more complex than probably that of any other country in the world, with a large consequential burden of tobacco related disease and death (Gupta, 2004). The prevalence of tobacco use among men has been reported to be high (generally exceeding 50%) from almost all parts of India (more in rural than in urban areas). Women from most parts of India report smokeless tobacco use and the prevalence varies between 15% and 60% (Bhonsle et. Al, 1992). Among 13-15-year-old school-going children, the current use of any tobacco product varies from 3.3% in Goa to 62.8% in Nagaland (Gupta, 1988). In the late 1980s, the number of tobacco-attributable deaths in India was estimated as 630,000 per year. On conservative estimates, the tobacco-attributable deaths currently range between 800,000 and 900,000 per year. The cost of the tobacco-attributable burden of just three groups of diseases, cancer, heart disease and lung disease - was estimated as Rs 277.611 billion in 1999-00, this increased to Rs. 308.33 billion in the year 2002-2003.

The most widely prevalent and most studied form of tobacco use globally is cigarette smoking. Cigarettes kill one in two smokers prematurely, half of these deaths occurring during middle age (35.69 years). Assessed in any manner, tobacco use is one of the most alarming health problems facing the world today. Tobacco is a marketed malady and its use is an engineered addiction. The multinational tobacco industry operating at the global level promotes and profits from the deadly tobacco trade. Such a global threat needs a global thrust to counter it.

On the world tobacco map, India occupies a very special place. As the second most populous country in the world, India's share of the global burden of tobacco-induced disease and death is substantial. As the second-largest producer and consumer of tobacco in the world, the complex interplay of economic interests and public health commitments becomes particularly prominent in the Indian context. There is, therefore, an even greater need to examine the case for a comprehensive tobacco control programme in such a setting.

The global literature is only of limited help in assessing the problem of tobacco use in India, since the dominant and the most researched form of tobacco use globally is cigarette smoking.

In India, cigarette smoking comprises a small part of the tobacco smoking problem and a minor part of the overall tobacco problem. The major smoking problem in India is bidi smoking, and a large part of the overall tobacco problem is the oral use of smokeless tobacco products. All forms of tobacco use are inferred to be unsafe for human health. Mere extrapolation of the results of tobacco research in developed countries would, therefore, not provide a full picture of the dimensions of the tobacco problem in India. While much of the biological associations between tobacco and disease are applicable across the world, the varied patterns of tobacco use and the diversity of socioeconomic determinants substantially influence the profile of tobacco-related diseases. This requires that the Indian experience be carefully documented and data from research studies conducted in the country be critically appraised.

On a subject such as tobacco control, which arouses passionate and often polarized responses from different segments of society, there is always a defined perspective from which the problem is presented and discussed. This report unequivocally positions its analyses and recommendations from a public health perspective. However, the recognition of the integral links between health and sustainable development, and the organic connections between health and human rights lead to a consideration of the economic, socio-cultural, environmental and human rights aspects of tobacco's assault on human health. The multidimensional problem of tobacco and the multispectral character of tobacco control are described to map the case for early and effective implementation of a national programme for tobacco control. The purpose of this study is to provide a comprehensive overview of the tobacco problem in India, from public health challenges to policy responses. The objective is to synthesize the available scientific knowledge on tobacco use in India with a view to assessing the magnitude of the problem, the health problems being caused, identifying the gaps in knowledge, reviewing policies and attempts towards reducing the burden of tobacco in India and providing a credible basis for evolving future tobacco control policies.

4.5 The financial contribution of the tobacco industry

The tobacco industry claims that it has a major contribution to economy with its employment generation in agriculture and manufacturing and revenues in the form of exports and taxes. Economic measures to reduce tobacco use that are part of a comprehensive tobacco control program can counteract these. In 2009, India was the third largest producer of tobacco in the world. It produced 620,000 (MT) of tobacco and exported 230,804 tonnes of unmanufactured tobacco in 2009 (Rao, 1965).

As indicated by the World Bank Report, the tobacco business gauges that 33 million individuals are occupied with tobacco cultivating, of which 3.5 million are in India. Many Women and child's are engaged in making bidis and different types of smokeless tobacco items. It is assessed that bidi fabricating gives work to more than 4.4 million specialists. Exchange editing and interchange jobs should be given by the Government to supplant tobacco cultivating and work in the tobacco items fabricating. In India, four noteworthy cigarette players rule the cigarette showcase worth an expected 60 billion rupees viz. Indian Tobacco Company (ITC), Godfrey Phillips Limited, Golden Tobacco and National Tobacco. Bidis still remain a noteworthy tobacco showcase, with an anticipated offer of 1031 billion bidis in 2007. Smokeless tobacco products like Gutkha and pan masala are available in attractive colourful small sachets for as low as half a rupee, and have become increasingly popular with aggressive marketing and advertisements.

In India, tobacco export is mainly unmanufactured. Excise duty is imposed on the entire range of manufactured tobacco products, although the major contribution is from cigarettes. In 2000–01, tobacco contributed Rs. 81,820 million to the Indian economy and accounted for about 12% of the total excise collections. Bidi manufacturers producing less than 2 million pieces annually do not have to pay any excise duty. Pan masala is taxed 40% excise duty (ad valorem) and chewing tobacco and snuff with a brand name attracts 50% excise duty (ad valorem) (Desai, 1963).

4.6 Links between Tobacco Sectors and Farmers

There are two critical parts of tobacco farming development: First, the agreement between tobacco farmers and tobacco organizations and also, the minimum cost settled by the legislature in conference with the partners of the farming procedure. Both these perspectives require exceptional consideration as a portion of the claims originate from

them. Examined beneath is a common contract amongst farmers and tobacco organizations and the minimum value issue:

1. The agreement as a rule fixes the measure of land to be utilized to develop tobacco and the kind of tobacco that will be developed. In addition, the organization additionally settles the measure of tobacco to be produced. Tobacco organizations are not bound legitimately to purchase abundance sum or be capable if overabundance land is utilized rather than the recommended level.
2. The organization gives free seeds and augmentation benefits as and when required. The measure of seeds gave is controlled by the tobacco organization.
3. The land that is chosen for tobacco, regardless of whether claimed or rented must have a barn. Moreover, the setting up and adjusting expense of the barn should be borne by the farmer.
4. The farmer is submitted by the consent to pass on his deliver at his own particular cost to the tobacco association acquiring centre.
5. While exchanging the produce to the purchasing focus the farmer ought to review his produce as indicated by the administration stipulated evaluating framework. Also each bunch shouldn't measure more than 70 Kg (Murthy, 1967).
6. As indicated by the agreement, if the leaves fall beneath specific models, for instance if leaves are harmed or on the off chance that it contains dampness and non-tobacco matters in the bundle for over 15%, the leaves won't be acknowledged.
7. Organization agents will exhort on farming strategies and farmers are will undoubtedly accept their recommendation.
8. The produce should originate from organization gave seeds generally the organization is will undoubtedly purchase.
9. Farmers need to submit to a wide in administration official (contingent upon accessibility) alongside the purchaser and dealer. In the middle of instalment and offering, if the produce gets rejected for any reason, the farmer should evacuate it at his/her own cost. If because of negative exogenous stuns the organization is not ready to get or purchase the settled measure of produce then the organization cannot be held at risk for it.
10. Farmers need to guarantee that creepy crawlies don't harm produce. Notwithstanding, it is prescribed that farmers don't utilize any pesticide which is not suggested by the Bureau of Agriculture.

11. It is prescribed to guarantee adjusted treatment to ensure soil health. To diminish reliance on synthetic manures utilization of formed and green compost is exceptionally prescribed too.
12. Utilizing Child labour is precluded for contract farmers.
13. For curing purposes, it is prescribed not to gather fuel from limited regions or reserve woods (Tso and Gori, 1976).

4.7 Contextual analyses on previous tobacco farming

For quite a long time, looking for much more economic benefits, the tobacco business has motivated nations and farmers to develop more tobacco. Tobacco organizations have advanced tobacco developing as a panacea, asserting that it will convey unparalleled flourishing to farmers, their groups, and their nations.

The nation works in creating nation with a tropical atmosphere suitable for tobacco development, and persevering workers. The aggregate region gave to tobacco development in Vietnam in 2002 was around 18,000 hectares (representing 0.28% of aggregate rural land) which gave a yield of around 27,400 tons of tobacco for each year. The quantity of full-time proportional tobacco cultivators was around 136,000. The tobacco business has set up an arrangement to slowly build domestic tobacco leaf production toward the year 2010 through expanded creation territories and enhanced the outcomes.

While the cigarette business contends that tobacco farming is a main base of the nation's economy, the genuinely harmful effects that it has to health and environmental brought about by tobacco farming have been all around recorded. From the minute the tobacco seed is planted to the time the tobacco plant is harvested and cured, the health of the individuals who develop the crop is continually at hazard.

The dangers framed by tobacco development put tobacco laborers at expanded danger of damage and disease. Kids and grown-ups (for the most part ladies) working with tobacco often experience the ill effects of green tobacco sickness (GTS), which is brought on by dermal ingestion of nicotine from contact with wet tobacco leaves. GTS is portrayed by manifestations that may incorporate queasiness, heaving, shortcoming, cerebral pain, dizziness, stomach problems, and trouble in breathing, and in addition vacillations in circulatory circulation and heart rate (Nerlove , 1958).

Extensive and periodic uses of pesticides to shield the plant from bugs and infections can bring about toxicity, skin and eye disturbance and different issue of the anxious, respiratory frameworks, and additionally kidney infections. Tobacco cultivating additionally makes a great deal of harm the environment. In many developing nations wood is utilized as fuel to cure tobacco leaves and to build curing stables. A universally evaluated 200 000 hectares of woodlands and forests are chopped during each time as a result of tobacco farming. Environmental depletion is likewise brought about by the tobacco plant, which filters supplements from the dirt, and in addition contamination from pesticides and manures connected to tobacco fields.

Keeping in mind the policies to implement the strategies on tobacco control in India, particularly the institution of the tobacco control law, dependable data on the financial and health impacts of tobacco farming is direly demanded by health advocates, and in addition for society as a rule.

Be that as it may, despite the fact that the measure of research on tobacco has as of late expanded quickly, to the best of our insight, there remains no exploration on the health effect of the tobacco business on cultivators. This review along these lines expects to

- 1) Give a preparatory examination between tobacco development related incomes.
- 2) Consider the connection between tobacco development and self-detailed disease in the review populace. The discoveries of this review might be useful for confirmation based arrangement making against tobacco in India and somewhere else.

4.8 Endeavours taken by the administration (open area establishments) in advancement of tobacco crops (creation, promoting and trades)

In India, government and institutional support is given to various cash crops, for example, elastic, espresso, tea and tobacco. Institutional information sources and tobacco-related reviews uncover that sponsorships and special exercises for tobacco are constrained to flue-cured Virginia (FCV) tobacco. The coordinate appropriations as far as money rebates are immaterial for non-FCV tobacco. FCV tobacco appreciates government bolster regarding offices, controlled generation, advertising, specialized explore, dispersal of data, deals and fare advancement. Mediation by the Tobacco Board (TB), tobacco research institutes and the tobacco business is felt in development, horticultural works on, curing, reviewing and advertising of tobacco. The TB is the real promoter of FCV tobacco in the nation, notwithstanding advancing deals abroad, and it is the

workplace through which the administration advances FCV tobacco development. The special exercises for bidi and biting tobacco are restricted to look into on new, enhanced and low-nicotine assortments, cultivate exhibitions, pesticides administration and supply of value seeds to cultivators. The espresso, tea and elastic ranch enterprises have comparative sheets that advance the development of the particular crops and market the deliver in India and in different nations. All these horticulture/crop advancement sheets are under the Service of Trade, as these crops have been customary wellsprings of remote trade for the nation.

4.9 Some effect of tobacco cultivation

The tobacco crop adds to soil disintegration and deforestation in the nation. In a review conveyed out by ICAR as far in 1962, it was set up that tobacco cultivating separately it is the most erosive crop, bringing on lost 45 kg of top-soil per section of land per year. In examination, cotton crops lost 7.5 kg of top-soil, grapes lost 11 kg and groundnut lost 12.5 kg. Thus of extreme soil disintegration in tobacco-developing areas, the water maintenance in soil additionally winds up noticeably poor. And there is likewise proof to propose that tobacco developing drains soil supplements at a significantly quicker rate than numerous different crops, subsequently quickly diminishing the fertility of the soil. Since it exhausts the supplements at an overwhelming rate, tobacco requires a considerably bigger contribution of substance composts, particularly potassium. Be that as it may, CTRI battles that among the different crops, pesticide use is at any rate in the instance of tobacco and residue levels are well underneath the direction deposit levels developed by the Collaboration Centre for Scientific Research Relative to Tobacco (CORESTA), a global association. Another region of concern is the proceeded with utilization of restricted pesticides/bug sprays such as organ chlorine and organophosphates by tobacco farmers because of their modest cost and simple accessibility (CMDR, 2000).

A review by CMDR found that the successive and unabated utilization of chemicals was unfavourably influencing the health of the farmers, bringing about respiratory sicknesses, skin disturbance and sensitivities. There is additionally proof to demonstrate that pesticide residues on tobacco leaf antagonistically influence the individuals who expend semi-manufactured tobacco items, because of leftover pesticides, for example, endo-

sulphur and DDT (which are restricted, yet being utilized surreptitiously). Tobacco is additionally a reason for deforestation in a few areas, as expansive amounts of fuel wood are required for curing tobacco. On account of FCV tobacco, which represents around 30% of the nation's aggregate tobacco generation, wood and coal are for the most part utilized for curing. It is assessed that so as to cure 1 kg of tobacco leaf, roughly 2.6 kg of fuel wood is expended in Andhra Pradesh and 5.4 kg in Karnataka. A few reviews have been started on vitality protection and the usage of interchange fuels, for example, crop residues and sun based vitality, all together to lessen ecological perils. In India, the industry and agrarian augmentation specialists have likewise attempted endeavours to make up for fuel wood lack, by providing briquettes made of horticultural waste, (for example, espresso husks and groundnut shells) at a financed rate. There is a requirement for considerably more deliberate research regarding this matter. Tobacco cultivators must be made endeavour for the long adverse unexpected financial outcomes of developing tobacco. It is critical to exhibit to the farmers the banquet of crop turn, intercropping and substitute cropping. Agriculturists in like manner ought to be described the related points of interest in the usage of green fertilizers and bio pesticides.

4.10 Main issues in tobacco cultivating and exchange crops

There is no doubt that tobacco use has various basic expenditure to society and is an important drain on national health input arranges, pro effectiveness and family pay to state just two or three areas of negative impact. The debate against tobacco use however are very surprising as saying that the harvest is not an engaging choice for farmers or that creation ought to be lessened from a major maker's perspective.

Similarly, while a considerable aspects against tobacco are considered with the dangers of the yield and unequal export/imports relations that occasionally exist amongst agriculturists and tobacco organizations, defenders of tobacco have attempted to claim that the harvest is the main ware ready to give a high salary and is completely basic for country work creation, remote trade income and government revenue. These contentions have been utilized adequately to moderate the execution of tobacco control measures the world in nations that infer a substantial share of wage from tobacco have been particularly vocal in raising considerations about the potential negative impacts of tobacco control measures. A sum of some significant contentions for and against tobacco creation from a farming point of view is given underneath.

Table 4.1: Some pros and cons of growing tobacco from an agricultural sector perspective

Pros	Cons
Tobacco contributes a major part to local economies.	Tobacco does not contribute to a relatively good income.
Tobacco is profitable and is responsible for the development to rural areas.	Unequal trading relations can be accomplished by the farmers.
Farmers depend on tobacco for their major income.	Tobacco farming has trapped poor growers into a never-ending debt cycle.
Food production is supported by tobacco.	Tobacco production exposes farmers to serious health risks.
As compare to others enterprises, tobacco creates more employment per hectare than other.	Tobacco contributes to rural poverty and food insecurity.
The demand keeps on growing for tobacco.	Tobacco contributes to deforestation and environmental degradation.

There are obviously solid claims on both sides of the level headed discussion. This short paper can't in any way, shape or form answer the majority of the contentions for and against tobacco from the farming point of view, however a few topics with respect to expenses and profit, work necessities, safe treatment of agricultural sources of info and provincial credit recuperation do repeat all through the examination and are imperative to endure as a main priority while looking at the contextual analyses that take after. The majority of all, it ought to be remembered that the decision is not just between developing tobacco and not developing tobacco. This enormously distorts the issue and reduces consideration from the genuine test, which is to create suitable, high-esteem options close by tobacco that are universally aggressive and offer farmers a sensible decision of how to allot their assets. Just to contend that tobacco has numerous risks and that farmers ought to quit developing the product, or that tobacco control measures will by one means or another achieve the ruin of tobacco economies overnight, totally overlooks what's really important of what is required for long haul agricultural aggressiveness. As a result of the vulnerability over future tobacco markets, now is undoubtedly a decent time to search for maintainable options and to consider what is expected to help these items

develop, however this is not the same as saying that the strategy goal ought to be to diminish tobacco creation in view of the possibility of some lessening in worldwide request 25 or 30 years later on. On this premise, one vital aspect of finding of the contextual investigations is that tobacco benefits do, as a rule, contrast positively and elective enterprises, at any rate in the nations secured here. This is valid in supreme terms per hectare and consistently measured by return to work. While this is not the same as saying that tobacco is dependably (or even in some cases) an ideal decision from a homestead administration perspective, the high productivity of the harvest is a noteworthy test that must be considered important by any enhancement exertion (Tso and Gori, 1976).

4.11 Challenges Confronted by Agriculturists in tobacco cultivation

1. Absence of workers in Tobacco farming is exceptionally labour intensive: about 90% farmers of tobacco cultivation said that they didn't get the labour in time. It might influence violently on the generation of Tobacco.
2. Expanding work cost: Step by step the wage rate is expanding. The predominant are per day for ladies is Rs 200/and for men Rs 300/. It is impractical for the farmers to meet the cost of works, as they didn't get the sensible rate for the tobacco when contrasted with the wage rate.
3. Child labour: The most child-labourers work in agriculture and 50 % of the farmers concurred with this.
4. Commission operators' technique: The specialist's claim that this year the nature of the tobacco is bad and price they can pay are low.
5. The 80 % of selected farmers said this is a methodology to lower costs. An extensive percent of the benefits from tobacco creation go to operators instead of nearby tobacco farmers.
6. Secrecy in price agreement Dominant part of the specimen farmers said that numerous a times the last value understanding of tobacco with every tobacco farmer is done secretively, covering the hands under a white towel and utilizing a code. So it is hard for the tobacco farmers to characterize a typical methodology.
7. Pressure of anti-tobacco from against tobacco campaign and stringent controls being upheld by governments in various nations, including India, makes an issue

before tobacco farmers. Tobacco development might be constrained out of traditional sectors because of high admiration focused crops and high labour cost.

8. Absence of a tobacco board: Bidi tobacco is not managed by any legislative organization and costs are controlled just by merchants. The absence of a Tobacco Board makes the market unregulated and no association gives money related support to farmers in years when heretic rain can decrease creation said the 95% of the chose farmers.
9. Environment: Tobacco cultivation requires the utilization of a lot of pesticides, tobacco organizations prescribe up to 16 isolate uses of pesticides just in the period between planting the seeds in nurseries and transplanting the germinating plants to the field. Pesticide use has been exacerbate by the longing to create more noteworthy crops in less time because of the reduction promoting cost estimation of tobacco (Behrman, 1968).

Pesticides regularly hurt tobacco farmers since they are ignorant of the health impacts and the best possible security procedures for working with pesticides. These pesticides and in addition manures, end up in the soil, the channel and the natural way of life. Combined with labour, pesticides represent a significantly more prominent risk. Early preamble to pesticides may assemble a child's long cancer and furthermore affect his or her brain or immunity.

- Falling item costs as no viable rivalry, worked by a couple of players.
- Cigarettes-prompting against law fall in neighbourhood tobacco deals.
- Extreme control inciting fall in tobacco deals COTPA Act etc.,
- Multinationals have set up substance in India for wholesale exchanging at last affecting residential agriculturists' salary, business and income interests.
- Agriculturists are running into misfortunes because of log jam in deals as makers and exporters are asserting surplus stocks with them. Government's reaction:
- Government buying crops from agriculturists insufficient as most buys are of low cost and grade.
- Attempting to convince farmers to move to alternative crops inferable from health concern and India being signatory to WHO lead Framework Convention on Tobacco Control (FCTC) swearing to decrease tobacco use. Guaranteeing general health is no

doubt a respectable target, controlling tobacco advancement is a complex money related issue which requires attentive orchestrate and think approach.

- Fall in cost of tobacco and over the top direction in the business debilitates tobacco farmers.
- India is the sixth biggest unlawful cigarette advertises on the planet and around 16% of Indian tobacco items are ill-conceived. The developing offer of illicit cigarettes is decreasing the demand of local tobacco industry.
- Indian Tobacco Industry is worked by a couple of local players and there is no viable competition. Agriculturists are not getting the overarching cost through monopolistic and uncalled for exchange rehearses by local exchange association.

The other problem faced by the cultivators is

1. Low costs at peak harvest period.
2. High cost of sources of information.
3. Absence of satisfactory assets.
4. Inaccessibility of value manures in time
5. Disease infestation in winter.
6. Labour related problems.
7. Good quality seed is not available.
8. Absence of Government consideration.
9. Syndicate of business people.
10. Requirement for quick deal.
11. Delay in instalment by brokers.
12. Farmers did not get genuine cost because of appalling marketing channel/framework.
13. Absence of farmers' information on better quality seed and access to the seed.
14. Absence of linkage amongst farmers and exporter.
15. Absence of coordination among research associations like BARI, DAE and farmers and Agro/Tobacco handling organizations.
16. Health and disease is genuinely being influenced among tobacco-cultivators through high quantity of smoking and a leaf chewing practice despite through development and drying of tobacco leaves.

4.12 Steps taken by Government

The Tobacco Board has begun measures to reduce the improvement of tobacco and in this way, tobacco cultivation is also reduced. Legislature of India, one of the 168 signatories to the World Health Organization's Framework Convention on Tobacco Control (WHO FCTC), is committed to cut the cultivation of tobacco and tobacco items, including gutkha by 2020. The WHO FCTC, created because of the globalization of the tobacco epidemic, has approaches the signatory nations to take measures to check worldwide marketing of tobacco and tobacco items, publicizing, advancement and sponsorship, development of contraband and counterfeit cigarettes by cost and expense measures and non-price measures to diminish the interest for tobacco (Behrman, 1968).

Under the agreement, the Tobacco Board has begun the route toward hopeless agriculturists from developing tobacco to alternative activities as per guideline of FCTC. Aside from offering a remuneration bundle on the off chance that they surrendered their tobacco development license, as a component of the restoration measures, the board gives help to them to move to alternate commercial crops. The territory under development, a main tobacco producer, is around 220,000 sections of land and this ought to be achieved down to 100,000 sections of land by 2020. Such ranchers would be paid a compensation of Rs 2.5 Crore for single animal barn and Rs 5 lakh for twofold stable permit.

The main strategy of Government for replacement of traditional tobacco cultivation is distribute of seeds of alternative crops among tobacco farmer in the study area. It is noticed that the main demand of the farmers was to get seed support. This is because the tobacco cultivation remaining involved in tobacco cultivation for long time. The farmer in fact does not have any seed in their hand. In fact, farmer becoming low interested in food grain cultivation in the study n area. There has a government policy to distribute seeds to the farmers (Table- 4.2). But that was not sufficient to replacement the tobacco cultivates to food grain cultivation.

Table 4.2. Each unit of vegetable DC contain the following items

SI No.	Seed	unit	Rate/unit Rs	No. of unit	Total cost
1	Okra	250 gram	1105	2	2210

2	Brinjal	10 gram	118	2	236
3	Ridge Gourd	50 gram	445	1	445
4	Cucumber	25 gram	692	2	1384
5	Bitter Gourd	50 gram	709	1	709
				total	4984

Source: Deputy Director of Agriculture, Cooch Behar.

The shifting of tobacco cultivation to food production meant producing food crops that were traditionally grown in the area with the local variety seeds, without using of chemical fertilizer and pesticides and no irrigation system. Now a day's irrigation facilities is so much developed in the study area and with the growing demand of food crops hybrid food crops and high productive cultivation is needed. In the study area seeds distribution was taken under government policy. The distribution amount was not sufficient, the Table 4.3 showing the amount of seeds distribution allotment, which reveals that study area by block wise allotment is not satisfactory. So to replace the tobacco cultivation to food crops production is hampering.

Table 4.3. Block wise sub allotment of seeds in the study area

Block	Vegetables as 0.5 hectare /Rs5000/DC	Cost of each unit (Rs 4984)	Total cost (Rs in lakh)
1.Dinhata- I	50	4984	2.492
2. Dinhata-II	20	4984	0.9968
3. Sitai	125	4984	6.23
Total	195	14952	9.7188

Source: Deputy Director of Agriculture, Cooch Behar.

Conclusion

India has been in courage in FCTC negotiation. India has also compiled with majority of FCTC provisions, by enacting COTPA 2003 and launching a new national program on Tobacco Control (NTCT) (Reddy and Gupta, 2004), but provision of alternative cropping pattern or alternative livelihood of tobacco farmers are not covered by Indian Act. The anti-tobacco initiatives and the tobacco control law in India, mainly related to ban on advertisement, smoking free environment and access to minors that are considered a matter of priority (Reddy, Arora and Yadav, 2008). Many studies suggest that, to strengthen tobacco control initiatives and to channelize resources to proper use, there is

need for an anti-tobacco alliance comprising of all the stakeholders with public and private partnership. To further the initiatives, it is imperative to bring forth the most effective legislative, regulatory and the policy strategies for reduction of demand and supply side across the country. Tobacco control is difficult without taken alternative livelihood strategies for growers, producers, even individual sellers in way of WHO/FCTC Article 17 and 18.

It has been apparent that implementation of the FCTC will act as a strong catalyst for strengthening national tobacco control legislation and programs. There is a need for India to bring tobacco control into the national mainstream. This will include constitution of the National regulatory Authority, for effective monitoring of anti-tobacco programs. It is also imperative to undertake comprehensive reviews of existing legislation, policies, rules and regulation to go beyond FCTC requirements. The country has also to undertake a serious effort to implement the new legislation to support alternative cultivation of tobacco. In doing so, India shall be honouring its commitment to FCTC obligations, upholding public interest and protection public health and environment.

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