



World No Tobacco Day

Why in News

Every year, on **31st May**, the [World Health Organization \(WHO\)](#) and global partners celebrate **World No Tobacco Day (WNTD)**.

Key Points

▪ Focus of WNTD 2021:

- The **theme** for the World No Tobacco Day 2021 is **“Commit to Quit”**.
- The **WHO has honoured Indian Union health minister Harsh Vardhan** with **Director-General Special award** for his efforts to control tobacco consumption in India.
 - His leadership was instrumental **in the 2019 national legislation** to ban **E-cigarettes & heated tobacco** products.

▪ Socio Economic Burden of ‘Tobacco’:

- In India, **over 1.3 million deaths** are attributable to tobacco use every year amounting to 3500 deaths per day, imposing a lot of avoidable socio-economic burden.
- **In addition to the death and diseases** it causes, tobacco **also impacts the economic development** of the country.
 - **Smokers face a 40-50% higher risk** of developing **severe disease deaths** from [Covid-19](#).
 - As per the **WHO study** (Published in August 2020) titled **“Economic Costs of Diseases and Deaths Attributable to Tobacco Use in India”**.
 - It has been estimated that the **economic burden of diseases and deaths attributable to use of tobacco** in India was as high as **Rs. 1.77 lakh crores**, amounting to **approx 1% of GDP**.

▪ Measures towards tobacco control in India:

- **India adopted the tobacco control provisions under WHO Framework Convention on Tobacco Control (WHO FCTC)**.
- **Cigarettes and Other Tobacco Products Act (COTPA), 2003:**
 - It **replaced the Cigarettes Act of 1975** (largely limited to statutory warnings- ‘Cigarette Smoking is Injurious to Health’ to be displayed on cigarette packs and advertisements. It **did not include non-cigarettes**).
 - The **2003 Act also included** cigars, bidis, cheroots, pipe tobacco, hookah, chewing tobacco, pan masala, and gutka.
- **Promulgation of the Prohibition of Electronic Cigarettes Ordinance, 2019:** Which **prohibits** Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement of **e-Cigarettes**.
- **National Tobacco Quitline Services (NTQLS):** Tobacco Quitline Services have the potential to reach a large number of tobacco users with the sole objective to provide

telephone-based information, advice, support, and referrals for tobacco cessation.

- **mCessation Programme:** It is an initiative using mobile technology for tobacco cessation.

- India launched mCessation using text messages in 2016 as part of the government's [Digital India initiative](#).

▪ **Decline in Tobacco Consumption:**

- The prevalence of tobacco use has decreased by **six percentage points** from **34.6% in 2009-10** to **28.6% in 2016-17**.
- Under the **National Health Policy 2017**, India has set an ambitious target of **reducing tobacco use by 30% by 2025**.

WHO Framework Convention on Tobacco Control

- Governments adopt and implement the tobacco control provisions of the **WHO Framework Convention on Tobacco Control (WHO FCTC)**.
- It is the first international treaty negotiated under the **auspices of the WHO**.
- It was adopted by the **World Health Assembly** (apex decision making body of WHO) on **21st May 2003** and entered into force on **27th February 2005**.
- It was developed in **response to the globalization of the tobacco epidemic and is an evidence-based treaty** that reaffirms the right of all people to the highest standard of health.
- The **FCTC's** measures to combat tobacco use include:
 - **Price and tax** measures.
 - **Large, graphic warnings** on tobacco packages.
 - **100% smoke-free** public spaces.
 - **A ban** on tobacco marketing.
 - Support for **smokers** who want to quit.
 - Prevention **of tobacco industry** interference.

[Source: PIB](#)

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