

Generation Saviour Association's

Newsletter



December 2017

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**How Tobacco Use Is
Actually Costing India
Its Development**

You don't have to be a movie buff to know Mukesh. His gruesome death at the hands of tobacco-related oral cancer reminds us all of the ill effects of tobacco use before every movie. Yet, in India, we see a population of tobacco users that runs into hundreds of millions and a tobacco industry that stands one of largest in the world. No doubt, "tobacco causes cancer" advisories and campaigns have helped reduce the number of tobacco users . But for effective strategies against tobacco use, we need to first know the real cost of tobacco.

Throughout its life cycle, right from inception and until the end, tobacco adversely affects people, environment and the economy associated with it. For tobacco production thousands of hectares of forests are cleared every year. This causes deforestation, loss of flora and fauna, and water pollution because of heavy use of pesticides and fertilizers. The tobacco industry employs many women and children, who not only receive meagre salaries - as little as Rs. 88 or even lower for 1000 beedis they roll - but also, lead unhealthy lives because of the hazardous nature of their work. The tobacco farmers & laborers suffer from Green Tobacco Sickness, an occupational illness, which occurs when nicotine is absorbed through skin as workers come

into contact with leaves while harvesting the crop. Indian beedi factories don't follow basic safety norms, which means workers don't wear gloves to protect their hands or masks to cover their mouth. Majority of the bidi rollers are home based and roll bidis with their families, exposing the

Worse still, tobacco production is not even a lucrative source of income for the country. The total benefit from tobacco production is minuscule compared to the cost we incur. In 2011, the amount spent on diseases attributable to tobacco was Rs. 1,04,500 crores, that is 1.12% of that year's GDP. But everything



entire family to tobacco dust and its deadly consequences. Workers absorb high doses of nicotine due to endless hours spent rolling beedis. The skin on children's fingertips begins to thin and as they age their capacity to roll cigarettes reduces. All of this, along with the 40 million pounds of toxic waste brings forth the grim reality of tobacco production in India.

we earned through excise revenue from 2011-2014, was only 17% of the cost. The real cost of tobacco, therefore, is India's development. This is what we must consider if we seriously intend on combating tobacco use.

Posted by Twishaa Tandon in #TobaccoNotCool
December 14, 2017
<https://www.youthkiawaaz.com/2017/12/cost-of-tobacco-india-development/>

Progress Report for December, 2017

Association planned start up strategies to achieve the monthly targets of the project. Many of these accomplishments are described in detail in this report.

GSA participated in the quarterly review meeting of State Level Coordination Committee and State Level Monitoring Committee meeting of the State of Punjab.

More than 45 one to one sensitization meetings have been held with various high level officials like Additional Director General Of Police, Haryana, Director, Municipal Commissioner, NHM, Director Health Services, Excise and Taxation Officer, State

Nodal Officers - Tobacco Control of Punjab, Haryana and UT Chandigarh, Deputy Commissioners, District Nodal Officers, Superintendent of Police, District Education Officers, Drug

Inspector, Food Safety Officer, Representative of Civil Societies.

Sensitization and training program for policy makers, law enforcers and civil societies has been organized in collaboration with District Administration at dis-

trict Panchkula, Yamuna Nagar, Rewari and Kurukshetra. Total 217 participants from various departments were vigorously participated in it.

Participated and facilitated the monthly

review meetings of all departments held at Yamuna Nagar.

GSA is supporting School of Public Health, PGIMER, Chandigarh in conducting the study on Article 5.3 of FCTC.

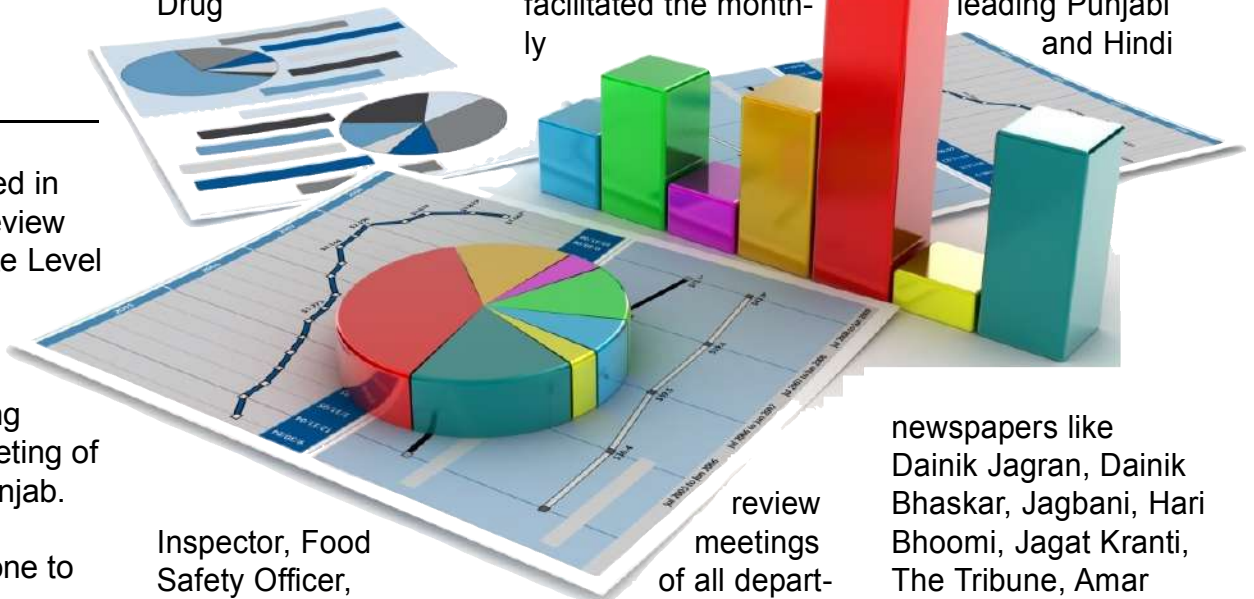
IEC stall has been

placed in the 'Shaheedi Jorh Mela' at Sri Fatehgarh Sahib. Approximately 400 people visited the stall.

Total 21 media coverage's have been published in leading Punjabi and Hindi

newspapers like Dainik Jagran, Dainik Bhaskar, Jagbani, Hari Bhoomi, Jagat Kranti, The Tribune, Amar Ujala, Danik Savera of Punjab and Haryana.

A NEWSLETTER prepared and shared with important stakeholders to highlight the activities during the month of November, 2017. ties during the month of October, 2017.



Sensitization & Training Program at Yamunanagar



Sh. Rohtash Singh Kharab, IAS, Deputy Commissioner, Yamunanagar, Haryana chaired the Sensitization Workshop at Yamunanagar, Haryana.



Sensitization & Training Program at Panchkula



Sh. Mukul Kumar, HCS, Additional Deputy Commissioner, Panchkula, Haryana chaired the Sensitization Workshop at Panchkula, Haryana.



Sensitization & Training Program at Kurukshetra



Dr.S.K. Nain (Right), Civil Surgeon, Kurukshetra chaired the Sensitization Workshop at Kurukshetra, Haryana.

Sensitization & Training Program at Rewari



Dr. Krishan Kumar, Civil Surgeon, Rewari chaired the District Level Sensitization and Training Program for Law Enforcers at Rewari, Haryana.



