

No- EDN-HE (21) F (9)-07/2015-IV-Drug

Directorate of Higher Education.

Himachal Pradesh.

Tel: 01772653120 Extn.234 e-mail: genbr@rediffmail.com Fax: 2812882

Dated: Shimla-171001

the

November, 2017
Himachal Pradesh

To

All the Deputy Director of Higher Education
Himachal Pradesh.

28 NOV 2017

Subject: -

Regarding Cigarettes and other Tobacco Products (Prohibition of advertisement and regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003.

Memo:

Please find enclosed herewith a copy of letter no. D.O.No. P-16017/09/2017-TC dated: 11/08/2017 on the subject cited above.

In this connection, you are hereby directed to circulate the same amongst all the Educational institutes under your control and ensure that all necessary steps be taken to implement in letter and spirit the 2003 Act and 2004 Rules of COTPA as amended time to time.

Uma Verma
Dr. Uma Verma
Joint Director of Higher Education(C-II)
Himachal Pradesh.

Endst. No.

Even Dated: Shimla-171001,

November, 2017

Copy for information and further necessary action to:

1. The Director, Directorate of Health Safety & Regulation, Himachal Pradesh, Shimla-02 w.r.t. letter no. HSR-H(COTPA)2016/2015-II6978 dated: 13/11/2017 for information please.
2. Guard file.

—sd—
Joint Director of Higher Education(C-II)
Himachal Pradesh.

Uma Verma
13/12/17
DDHE
G-II.

Uma Verma
13/12/17

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Endst No: — EDN-U (G-II) MISC 2017-19062DF-16/12/17
Office of the Deputy Director of Higher Education
Una Distt Una (HP)

Copy to :-

All the Heads GSSS/GHS in Una Distt for
Information + strict compliance

Uma Verma
Deputy Director of Higher Education
Una District Una (H.P.)

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ARUN KUMAR JHA,
Economic Adviser
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भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
निर्माण भवन, नई दिल्ली - 110011
GOVERNMENT OF INDIA
MINISTRY OF HEALTH & FAMILY WELFARE
NIRMAN BHAVAN, NEW DELHI - 110011

D.O.No.P-16017/09/2017-TC
Dated the 11th August, 2017.

Dear Sir,

The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 was enacted in May 2003 essentially to discourage the consumption of cigarettes and other tobacco products and to protect youth and the general population from the harmful effects of tobacco use. This Act is applicable to the entire country.

2.8/17
Lcy (Hocit)

2. Section 5 of COTPA prohibits all direct and indirect advertisement of tobacco products and any activity that may promote the use or consumption of tobacco product or any trade mark or brand name of tobacco products. Rule 4 of the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Rules, 2004 (as amended vide G.S.R. No.345, dated 31.05.2005), specifies the manner in which advertisements will be displayed at the entrance or inside a shop or warehouse, where tobacco products are offered for distribution or sale.

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3. It has been observed that Section 5 of COTPA, 2003 and the 2004 Rules are being violated by display of advertisements boards/posters etc., with brand pack shot or brand name of the tobacco product or other promotional messages and pictures, both inside and outside the point of sale of tobacco products. Further, it has come to our notice that as part of their promotional activities the tobacco companies are also distributing free cigarettes of their popular brand and displaying promotional messages/advertisements on television screens at pubs and bars, in violation of Section 5 of COTPA, 2003 and its Rules.

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4. The Hon'ble Supreme Court in the matter of *Health for Million Vs. Union of India & Ors.*, vide order dated 22.07.2013, issued the following direction: "The Central Government and the Governments of all the States shall be bound to rigorously implement the provisions of the 2003 Act and the 2004 Rules as amended from time to time".

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5. In view of the above it is imperative that all necessary steps be taken to implement in letter and spirit the 2003 Act and the 2004 Rules as amended from time to time. You may wish to issue appropriate instructions to the officers of the Health, Home and Municipal Administration departments, as also any others who may be concerned. Status of action taken may kindly be shared with this Department. We would be happy to extend any technical support which you may need.

with regards.

Yours sincerely,
(Signature)
(Arun Kumar Jha)

18/8/2017
Partap

Shri V.C.Pharka,
Chief Secretary,
Government of Himachal Pradesh,
Secretariat,
Shimla- 171002.

Healthy Village, Healthy Nation



एड्स - जानकारी ही बचाव है
Talking about AIDS is taking care of each other