



Government of West Bengal
Office of the District Magistrate, Purba Bardhaman
Health Section

4th Floor, New Administrative Building

Phone No. & Fax No. - 0342-2567260, e-mail address- ochealthbwn@gmail.com

Memo No.: **298** /Health/B-3(COTPA)

Dated, Purba Bardhaman **27th** July, 2018

NOTIFICATION

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 West Bengal is **36.3% in comparison to the national average of 35%.**
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 recognized 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 organization 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-

- A) The officials and employees of Government working under Purba Bardhaman district administration shall limit interactions with the tobacco industry and/or their representatives.
- B) 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 mischaracterized 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 ✓

- C) All are requested / advised not to participate in any tobacco industry activities, not even activities organized by any other agencies supported by tobacco industry.
- D) 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 Purba Bardhaman.

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


District Magistrate
 Purba Bardhaman

Memo No.: 298 1/(56)/Health/B-3(COTPA)

Dated, Purba Bardhaman 27th July, 2018

Copy forwarded for kind information and taking necessary action to:-

- 1) Sri Swapan Kumar Debnath, Hon'ble Minister of State, MSME&T, Govt. of West Bengal, Hemanta Bhavan, Kolkata - 700001
- 2) The Sabhadhipati, Purba Bardhaman Zilla Parishad, Purba Bardhaman
- 3) Hon'ble MP (All), Purba Bardhaman
- 4) Hon'ble MLA (All), Purba Bardhaman
- 5) The Chairman (All Municipality), Purba Bardhaman
- 6) The Savapati (All Panchayat Samity), Purba Bardhaman
- 7) The Karmadhyaksha - Jana - Swasthya - O - Proribesh Shayee Samity, Purba Bardhaman


District Magistrate
 Purba Bardhaman


Memo No.: 298 1/(56)/2(243)/Health/B-3(COTPA) Dated, Purba Bardhaman 27th July, 2018

Copy forwarded for kind information and taking necessary action to:-

- 1) The Principal Secretary, Govt of WB, Deptt of H&FW, Kolkata - 91
- 2) The Hon'ble District Judge, Purba Bardhaman
- 3) The Mission Director (NHM), Govt of WB, Deptt of H&FW, Kolkata - 91
- 4) The Registrar, Burdwan University, Purba Bardhaman
- 5) The Superintendent of Police, Purba Bardhaman
- 6) The Additional District Magistrate (Gen/ZP/Dev/Edu/Health), Purba Bardhaman
- 7) The CEO, BDA, Purba Bardhaman
- 8) The Principal, BMC, Purba Bardhaman
- 9) The PD, DRDC, Purba Bardhaman
- 10) The CMOH, Purba Bardhaman
- 11) The District Forest Officer, Purba Bardhaman
- 12) The SDO, Sadar (North/South) / Kalna/ Katwa, Purba Bardhaman

Contd. Page -3

- 13) The MSVP, BMCH, Purba Bardhaman
- 14) The Authority of National High Way, Purba Bardhaman
- 15) The DSP (Admin), Purba Bardhaman
- 16) The Principal, Raj College / Vivekananda Mahabidyalaya, Purba Bardhaman
- 17) The District Inspector of Schools (Secondary/Primary), Purba Bardhaman
- 18) The Superintendent, Post Office, Purba Bardhaman
- 19) The District Controller (Food & Supplier), Purba Bardhaman
- 20) The District Register, Purba Bardhaman
- 21) The PO-Cum DWO/ RTO/DPLO/DPRDO/DOMA/DM (SC,ST Fin)/NDC/SHG&SE/DPO-SSM/DYO/DPO- ICDS/DSW, Purba Bardhaman
- 22) The Officer in Charge ~~OFFICE~~ (All Section), Collectorate Purba Bardhaman
- 23) The Dy. CMOH – I/II/III, Purba Bardhaman
- 24) The ACMOH, Sadar / Kalna / Katwa, Purba Bardhaman
- 25) The Executive Officer, Bardhaman/Guskara/Memari/Kalna/Katwa/Dainhat Municipality, Purba Bardhaman
- 26) The HM, Municipal Boys & Municipal Girls School, Purba Bardhaman
- 27) The BDO (All), Purba Bardhaman
- 28) The Super / BMOH, SDH/RH/BPHC (All), Purba Bardhaman
- 29) The CDPO (All), Block/Urban, Purba Bardhaman
- 30) The SI of School (All), CPC, Purba Bardhaman
- 31) The Station Manager, Burdwan Railway Station, Purba Bardhaman
- 32) The Executive Director, MANT, Kolkata
- 33) The Dy. Labour Commissioner, Labour Department, Purba Bardhaman
- 34) The Dy. Commissioner, Excise Depatt., Purba Bardhaman
- 35) The Dy. Director, Cooperative Societies, Purba Bardhaman
- 36) The Dy. Director, ARD, Purba Bardhaman
- 37) The DICO, Purba Bardhaman
- 38) The Dy. Agri Officer (Admin), Purba Bardhaman
- 39) The LDM / Bank Manager (All Branch)/ DDM, NABARD / LIC (All Branch), Purba Bardhaman
- 40) The SE, PWD (All)_____ / EE, PWD (All)_____, Purba Bardhaman
- 41) The Astt. Director, Consumer & Affairs, Purba Bardhaman
- 42) Jt. Commissioner, Commercial Tax, Purba Bardhaman
- 43) The Assistant Commission, Income Tax, Purba Bardhaman
- 44) The Agriculture Income Tax Officer
- 45) The GM, BSNL, Purba Bardhaman
- 46) Weight & Measures, Purba Bardhaman
- 47) The Divisional Fire Officer, Fire Brigade, Purba Bardhaman
- 48) The Jail Superintend, Purba Bardhaman
- 49) The Astt. Director of Fishery / Statistics, Purba Bardhaman
- 50) The Astt. Director, Agri Market, Purba Bardhaman
- 51) The District Horticulture, Purba Bardhaman


District Magistrate
 Purba Bardhaman