

Office of District Magistrate, Malda
Government of West Bengal

NOTIFICATION

Memo No. CMDH/PH/NTCP/533

Dated: 15.05.19 .

1. Whereas, In excess of 12 lakhs 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) (2009-10)**, 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 recognised 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 organisation 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-

1. The officials and employees of Government working under Malda district administration shall limit interactions with the tobacco industry and/or their representatives.
2. 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 mischaracterised 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

3. All are requested/advised not to participate in any tobacco industry activities, not even activities organised by any other agencies supported by tobacco industry.

4. 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 Malda.

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


District Magistrate
Malda


Copy forwarded for kind information and taking necessary action to: CHOH/PA/NTP/533/1(48).

15.5.19.

1. The Sabhadhipati, Malda Zilla Parishad
2. The Principal Secretary, Govt of WB, Dept of H&FW
3. The Mission Director (NHM), Govt of WB, Dept of H&FW
4. The Addl. District Magistrate (Administration), Malda
5. The Additional District Magistrate (G), Malda
6. The Additional District Magistrate (ZP), Malda
7. Chief Medical Officer of Health, Malda
8. The Senior Superintendent of Police, Malda
9. The Addl. Superintendent of Police, Malda
10. The Dy. Superintendent of Police, Malda
11. All SDOs
12. The District Inspector of Schools (Secondary), Malda
13. The District Inspector of Schools (Primary), Malda
14. The District Programme Officer-SarvaSiksha Mission, Malda
15. The District Programme Officer- ICDS, Department of Social Welfare
16. The Regional Transport Officer, Malda
17. The Commercial Tax Officer, Malda
18. The District Information and Cultural Officer, Malda
19. The Principal Agricultural Officer, Malda
20. The District Labour Officer, Malda
21. The Dy. Labour Commissioner, Malda
22. The District Controller, Food and Supply Department, Malda
23. The Dy. Commissioner Excise Department
24. The Senior Post Master, Malda Head Post Office

25. District Library Officer, Malda
26. The G.M, District Industries Centre, Malda
27. The Swasthya Karmadhashya, Malda ZillaParishad
28. The Officer-in-Charge of Health, District Administration, Malda
29. The Dy. CMOH-I, Malda
30. The Dy. CMOH-II, Malda
31. The Dy. CMOH-III, Malda
32. The ZLO, Malda
33. The DMCHO, Malda
34. All ACMOHs
35. The Registrar, Gour Banga University, Malda
36. The Executive Officer, English Bazar Municipality
37. The Executive Officer, Old Malda Municipality
38. The DTO, Malda
39. The Sabhapati, _____ Panchayat Samiti(all)
40. The BDO , Block(All)
41. The CDPO, Block/Urban(all)
42. The SI of Schools, (all)
43. The All Block Medical Officer of Health, Malda
44. The Head Master/ Mistress _____ High School, Malda
45. The Head Master /Mistress, _____ High School, Malda
46. The Station Master Raiganj Railway Station, Malda
47. The Executive Director, Manbhum Ananda Ashram Nityananda Trust (MANT)
48. The All Superintendent, District Hospital and SGH,SDH


District Magistrate

Malda

