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**Government of West Bengal**  
**Directorate of Health Services (N.C.D. Section)**  
**Swasthya Sathi, Ground Floor, Swasthya Bhawan Campus, GN 29, Sector-V, Salt Lake, Kolkata-91**

**Memo No. HFW-27026/10/2019-NCD SEC-Dept. of H&FW/NTCP-08**

**Dated:-27/03/2019**

To  
The Chief Medical Officer of Health (all).

**Sub:- Request to give emphasis on implementation of NTCP in West Bengal.**

NTCP is a flagship programme under N.C.D. as Tobacco is considered as a major risk factor for Hypertension. Diabetes & Cancer. The level of implementation of this National Programme needs special attention and strengthening. For effective implementation of the Tobacco control laws, rules, we have a State Level Co Ordination Committee (SLCC) . Identically at district level we have a District Level Co Ordination Committee (DLCC) scheduled to meet quarterly, where the Chairperson is the District Magistrate. The major goal of the programme is: (i) Awareness Generation amongst youths to ensure not to adopt to tobacco intake (Smoking/ no smoking forms), (ii) Providing counseling and pharmacological intervention services through Tobacco Cessation Centers (TCC) to ensure to quit Tobacco intake, (iii) Enforcement of related laws. Two important prioritized target issues for us are: (i) To implement NO SMOKING/ NO TOBACCO at all Public Places, (ii) To make all Educational Institutions TOBACCO FREE ZONE.

All CMOHs are requested to give personal attention for effective programme implementation through the Dy. CMOH-II by utilizing the programme specific HR by close monitoring. **As a part of the steps to be instituted in this direction, NTCP issues needs to be discussed in all District Level PH Review meetings, where the NGO member/(s) of DLCC (MANT/ CFI/ ORS) may be invited to participate during that particular discussion slot.**

All CMOHs are requested to submit the ATR latest by 30<sup>th</sup>. April,2019 to the undersigned for record & submission to the higher authority.

This has the approval of the Director of Health services, west Bengal.

All concerned are informed accordingly.

**Jt. Director of Health Services (NCD).**  
**Swasthya Bhavan.**

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**Copy forwarded for information to the:**

1. The Mission Director (NHM) & Secretary, Deptt. of H&FW,GoWB, Swasthya Saathi.
2. The Director of Health Services, Govt. of WB, Swasthya Bhavan.
- 3.The Addl. Mission Director (NHM), Deptt. of H&FW,GoWB, Swasthya Saathi.
4. The PO-II(NHM), Deptt. of H&FW,GoWB, Swasthya Saathi.
5. ADHS(NCD-II), Swasthya Saathi. Please follow it up.
6. The Dy. CMOH-II (all)
7. Office Copy.

**Jt. Director of Health Services (NCD).**  
**Swasthya Bhavan.**