



Government of West Bengal  
Department of Health & Family Welfare  
Swasthya Bhavan, GN 29, Sector-V, Salt Lake, Kolkata-91

Memo No. HPM/NCO/NTCP/28

Dated: 07.11.2013

From: Malay Kumar De, IAS  
Principal Secretary

To: Shri C.M. Bachawat, IAS,  
Additional Chief Secretary,  
Food Processing Industries & Horticulture Department  
Government of West Bengal  
Mayukh Bhawan, 4<sup>th</sup> Floor  
Bidhannagar, Kolkata-700091

Sub: Phasing out Tobacco Cultivation in West Bengal as recommended in the National Monitoring Framework for prevention and control of Non-Communicable Diseases

Ref: D.O.No.33-59/2013-Hort dated October 2013 from Shri Sanjeev Chopra, Joint Secretary, Ministry of Agriculture, Government of India

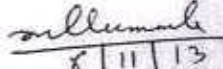
Sir,

Kindly refer to the captioned letter which is originally addressed to you. It is apparent that the Inter-Ministerial meeting on National Monitoring Framework for prevention and control of Non-Communicable Diseases (NCDs) held on 20<sup>th</sup> August 2013, resolved that action would be initiated for phasing out Tobacco Cultivation in major tobacco cultivating states including West Bengal. Cultivation of alternate crops and providing necessary marketing & price support mechanism is therefore imperative.

I would like to inform you in this connection that our Department is implementing the National Tobacco Control Programme (NTCP) in the two districts of Cooch Behar and Murshidabad, with the major objective of bringing down tobacco consumption in all its forms, as tobacco consumption happens to be the prime preventable factor that accounts for major Non-Communicable Diseases like Cancer, Diabetes, Cardio-Vascular Diseases and Stroke.

In view of the above, I would like to request you to take appropriate steps to replace tobacco cultivation with alternate crops like vegetable or fruits. We would like to extend any support that is possible on our part in this regard.

Yours faithfully,

  
8/11/13  
(Malay Kumar De)  
Principal Secretary