



सत्यमेव जयते

B.N. SHARMA

I.A.S.

PRINCIPAL SECRETARY

MEDICAL, HEALTH & FAMILY
WELFARE DEPARTMENT
GOVERNMENT OF RAJASTHAN
ROOM NO. 5213, MAIN BUILDING,
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D.O. Letter No. 600
Jaipur Dated: 29.12.11

Dear

Deepak,

This has come to the notice that the Rajasthan State Road Transport buses are explicitly being used by Tobacco industries for promoting their tobacco and non tobacco products. This practice is in contravention with the provisions of Cigarette and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act-2003(COTPA).

The State Tobacco Control Cell constituted under Department of Medical and Health has been constantly receiving complaints about these advertisements displayed on RSRTC buses in the name of Pan Masala. These advertisements fall in the category of surrogate advertisements of tobacco products, and are in contravention of the COTPA-2003. The Honorable Gujrat High Court has recently issued directions on surrogate advertisements of tobacco products (Copy Enclosed).

Request you to ensure that surrogate advertisements of tobacco products given in the name of Pan Masala will not be displayed on state run RSRTC buses. It would be of great help for the entire public health if the RSRTC buses would be used in promoting Tobacco Control Messages.

Encl:

Copy of Directions of Honorable High Court of Gujrat
and D.o. letter of Additional Secretary MoHFW, Gol

Regards

Yours Sincerely

[Signature]

(B.N Sharma)

Shri Deepak Upreti,
Principal Secretary,
Transport Department Government of Rajasthan