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The Condition of Cigarettes and Other Tobacco Products Act: Case Example of IP Estate area

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Abstract

Many studies were done in India specifically suggesting that tobacco addiction has increased. Cigarettes and Other Tobacco Products Act of India, 2012, was made to ban the sale of cigarettes and other tobacco products within 100m of any institution. Proximity and ease of access to such addictive products are one of the main reasons for the increase in tobacco addiction in India. There are still many shops which openly sell cigarettes and tobacco-based products.

Introduction:

Tobacco addiction, in India, is a very big issue today. Many studies were done in India specifically suggesting that tobacco addiction has increased, especially in the age ranging from 15-35. The age-standardized prevalence of any smoking in men at ages 15–69 years fell from about 27% in 1998 to 24% in 2010 but rose at ages 15–29 years. During this period, cigarette smoking in men became about twofold more prevalent at ages 15–69 years and fourfold more prevalent at ages 15–29 years.^[1] The most convenient places for the people in this age group to purchase cigarettes is near the institution they work in. Due to this reason specifically Cigarettes and Other Tobacco Products Act of India was made. This act states that the sale of cigarettes or any other form of tobacco products is prohibited within 100m of any institution. The question is that is this law followed properly or not? The study is limited to IP Estate precinct in New Delhi.

Aim:

The aim of the study is to assess the state of Cigarettes and Other Tobacco Product Act of India, 2012, in the IP Estate Precinct in Delhi.

Limitations:

It is difficult to map each and every tobacco and cigarette seller in precinct as there are many informal shops which keep on changing its timings and positions around the precinct to avoid being caught.

Literature Review:

According to the Cigarettes and Other Tobacco Products Act of India, the law prohibits the sale and promotion of tobacco products within 100 yards of the boundary of educational facilities. A sizable portion of teenagers use tobacco.^[2] Adolescent tobacco use has been linked to school location, economic position and tobacco promotional activities (advertising, receiving free sample.) Adolescent tobacco use should be prevented by taking into account the neighborhood.^[3] Normal adolescent developmental stage is affected by a high level of peer pressure that can influence risk-taking behaviors including substance use. Globally, especially in low- and middle-income countries, an estimated 80% of the one billion adolescent smokers are suffering from tobacco-related morbidity and mortality. Cigarette smoking negatively influences the physical and mental health of an individual. This is particularly true for high school and university students who already face major health challenges such as stress. Peer pressure is widely recognized as a crucial factor affecting young people's early experimentation with tobacco and their willingness to continue smoking. Several students attending higher education institutions practice cigarette smoking for several reasons, such as a way to cope with stress.

Methodology:

The primary study was conducted as an observational survey of the ITO institutional area and identifying the all the shops that sell cigarettes and other tobacco-based products and mark their geo-location and pictures as evidence of sale. Then we mapped those locations on a map of ITO precinct and took offset of 100 yards from the boundary wall of all the institutional buildings in the precinct to analyze the number of shops violation the law.

Case Study and Analysis:



Fig. 1: Map showing shops selling cigarettes and tobacco-based products

The study shows that there are at-least 33 shops in the vicinity of the institutional area which are illegal, but they are still selling them openly. The presence of many educational institutes like SPA, Dayal Singh Public Library and Indian Institute of Public Administration, Indian Institute of Engineering and Indian Institute of Chartered Accountant. This proximity indirectly promotes the consumption of cigarettes and tobacco-based products.







Fig.2: Images showing the shops selling cigarettes and tobacco

The images shows that the shops are not only selling cigarettes, but they are selling it openly and there are no actions taken on it

Conclusion:

The analysis of the map that was generated by the field study showed that there are more than 30 shops in the precinct area which sells cigarettes and other tobacco-based products. All of these shops come under the 100m offset from one or other institutional building. This clearly shows that the implementation of Cigarettes and Other Tobacco Products Act, 2012, has not been done at any level. There are still several of these shops still existing in the precinct area which promotes tobacco addiction. Proximity and ease of access to such addictive products are one the main reasons for the increase in tobacco addiction in India especially in teenagers and youth.

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