

umbrella of National Rural Health Mission (NRHM). The strategy for prevention and control of vector-borne diseases focuses on integrated vector control, early case detection and appropriate treatment and behaviour change communication (BCC). For prevention of Japanese Encephalitis, vaccination of children is also undertaken under the Universal Immunization Programme of Government of India.

Under NRHM and NVBDCP, Information, Education and Communication (IEC)/BCC activities are undertaken to educate the local people about hygiene and sanitation to interrupt the transmission of such infections.

An expert group constituted in Indian Council of Medical Research (ICMR) under the chairmanship of Secretary, Department of Health Research and Director General, ICMR, is working on the issues surrounding diagnosis and management of encephalitis.

**Postponement of new warning on tobacco consumption**

1503. SHRI R. C. SINGH : Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state :

(a) whether it is a fact that new warning on tobacco consumption was to be enforced from 1 June, 2010;

(b) if so, whether it is also a fact that the Ministry has set aside harsh warning on consumption of tobacco and postponed the issue of notification to that effect; and

(c) if so, the reasons for such postponement?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI S. GANDHISELVAN) : (a) to (c) The notification to bring into effect new pictorial warnings to be affixed on retail packs of cigarettes and other tobacco products was issued on 5th March, 2010, to be effective from 1<sup>st</sup> June, 2010. Since a number of representations have been received from sections of the tobacco industry apprising that the changeover to new pictorial warning on tobacco packs entails a period of 9-10 months necessitating additional time for compliance with the provisions of the notification dated 05-03-10, the revised pictorial warnings will now be effective from 1<sup>st</sup> December, 2010.