

The focus of the programme is on awareness generation for behaviour and life-style changes, early diagnosis of persons with high levels of risk factors and their referral to higher facilities for appropriate management. Under the programme mass screening of population for diabetes and hypertension has been carried out and 5.47 crores population above 30 year of age have been screened as on 31.3.2014.

Several awareness initiatives have been undertaken including observance of National and International Days, organising of screening and major awareness events at occasions like Ram Lila festival and India International Trade Fare (IITF) 2014, release of mass mailers, self-check screening guidelines and use of social media.

Survey on usage of drug and tobacco products

1056. SHRI BASAWARAJ PATIL: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether Government had made any survey regarding impact on human health of gutka, beedi, cigarettes and some other dangerous drugs used legally and illegally by the youth in big cities; if so, the details thereof;

(b) its impact on family and Government health expenditure; and

(c) the preventive measures being taken by Government to see the country a healthy one?

THE MINISTER OF HEALTH AND FAMILY WELFARE (SHRI JAGAT PRAKASH NADDA): (a) In 2004 The Ministry of Health and Family Welfare published 'The report of Tobacco Control in India' which is a compilation of basic data and analysis of tobacco use in India, the extent of disease burden, present status of tobacco control measures, and global experience in this field. In 2008 the monograph titled 'Bidi Smoking and Public Health' was published which provides a comprehensive review on impact of bidi consumption.

In 2010, the Ministry of Health and Family Welfare commissioned a study titled 'Evidence assessment: Harmful effects of consumption of gutkha, tobacco, pan masala and similar articles manufactured in India' which is a comprehensive analysis and study of the contents of gutkha, tobacco, pan masala and similar articles manufactured in the country, and harmful effects of consumption of such articles.

(b) As per the findings of the study "Economic Burden of Tobacco Related Diseases in India" (2014) commissioned by Ministry of Health and Family Welfare the

total economic costs attributable to tobacco use from all diseases in India in the year 2011 for persons aged 35-69 amounted to ₹ 1,04,500 crores.

(c) The following key steps have been taken by the Ministry to discourage tobacco use and create awareness about its harmful effects:

1. The Government of India enacted the Anti-Tobacco law titled “Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act (COTPA), 2003” to regulate the tobacco products in public health interest. The Act has following main provisions:
 - (i) Section - 4: Ban on smoking in public places to protect the health of non-smokers from harmful effects of tobacco smoke (second hand smoke).
 - (ii) Section - 5: Ban on direct/indirect advertisement of tobacco products including sponsorship and promotion.
 - (iii) Section - 6a: Ban on sale of tobacco products to and by minors (less than 18 years of age).
 - (iv) Section - 6b: Ban on sale of tobacco products within 100 yards of educational institutions.
 - (v) Section - 7: Display of pictorial warnings on tobacco products packages.
2. Government of India has launched the National Tobacco Control Programme (NTCP) in the year 2007-08, with the objectives to (i) create awareness about the harmful effects of tobacco consumption, (ii) reduce the production and supply of tobacco products, (iii) ensure effective implementation of the provisions made under “The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003” (COTPA) and (iv) help the people quit tobacco use through Tobacco Cessation Centres.
3. Further, the Food Safety and Standards (Prohibition and Restrictions on Sales) Regulations, 2011 dated 1st August, 2011, issued under the Food Safety and Standards Act, 2006, lays down that tobacco and nicotine shall not be used as ingredients in any food products. Currently, 34 States/UTs have issued orders for implementation of the Food Safety Regulations banning manufacture, sale and storage of Gutka and Pan Masala containing tobacco or nicotine. Some of the States like Bihar, West

Bengal, Mizoram, Manipur have expanded the scope of this regulation to include other packages tobacco products like khaini, zarda etc.

4. National level public awareness campaign is a key activity under the National Tobacco Control Programme. A variety of media have been used to reach a wider audience. Dedicated spots have been developed as well as adapted from global best practices. The Ministry recently launched the testimonial campaign titled 'SUNITA' designed to warn people about the devastating health effects of using smokeless tobacco. In addition the Ministry also launched mega outdoor campaigns focusing on the harmful effects of Tobacco use (both smoking and chewing forms) and Second hand Smoke, including through Hoardings, Bill boards, exterior train wrap-ups and bus panels.
5. The Ministry has also notified the rules to regulate depiction of tobacco products or their use in films and TV programmes. As per these rules, all films and TV programmes (both Indian and Foreign) depicting tobacco products or their use have to screen a health spot of 30 seconds duration and a disclaimer of 20 seconds duration on the harmful effects of tobacco use, at the beginning and the middle of the films and TV programmes.

The Ministry has notified the new graphic health warnings on 15th October, 2014. As per the new rules the pictorial health warnings shall occupy 85% of the principal display area and shall be placed both on the back as well as front panels/sides.

Linking of Aadhaar number with NKAM

1057. SHRIMATI WANSUK SYIEM: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether Government plans to link its flagship National Health Assurance Mission (NHAM) with Aadhaar number to check ghost beneficiaries and fraudulent claims;

(b) whether NHAM is meant to provide medical treatment to cover the entire population and if so, how soon the same is likely to be launched;

(c) whether Government has already okayed seeding of the mobile SIM cards with Aadhaar numbers which are tamper proof in terms of establishing true identity of the holder; and

(d) if so, the details thereof?