

Report on

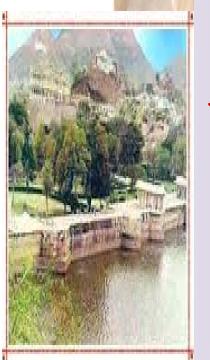
Compliance Assessment Survey under COTPA 2003 in

Alwar, Rajasthan



State Institute of Health and Family Welfare

Jalana Institutional Area, South of Doordarshan Kendra Jaipur 302004



Preface

India has been very conscious of the harmful effects of tobacco use, disease burden and related social and economic costs of health care. Over the period, various administrative measures were taken to prohibit tobacco smoking in public places and regulate the sale of tobacco products and their advertisements. A serious need was felt for framing a comprehensive national legislation on tobacco control, which would ensure uniform and effective enforcement of measures to achieve desired results. After detailed deliberations, the Government of India enacted The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 in May 2003 with a view to protect public health by prohibiting smoking in public places, banning advertisements of the tobacco products, banning sale of tobacco products to minors and near educational institutions, prescribing strong health warnings including pictorial depiction on tobacco products and regulation of tar and nicotine contents of tobacco products. So if any person found smoking in public places is liable to pay a fine.

The ban on smoking at public places came into effect from 1st May 2004 and subsequently from 2nd October, 2008 and is applicable all over India. Since then a number of cities in India have gone smoke free. In Rajasthan Jhunjhunu was declared as the first smoke-free district on 'World No Tobacco Day' in 2012.

Alwar district has been analysed on the various parameters of COTPA and this report presents a portrait of the district that will help the Government of Rajasthan to frame a corrective strategy so that can achieve the target of making Alwar as a smoke free district.

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We also acknowledge the contribution of data entry operators and statistician who gave us the data in presentable form.

We extend our thanks to all those who have made their direct and indirect contribution in the successful completion of the study.

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Director

About PSI

Population Services International, a registered Indian society began operations in India in 1988. PSI's mission is to empower the people of India to lead healthy lives by addressing priority public health challenges in India using social marketing, social franchising and behaviour change communication techniques. PSI focuses on improving consumer access to health products, services and information in 22 states and union territories. PSI focuses on strategic partnerships and fostering of private sector partnerships to address a wide range of public health issues including Reproductive Health, Maternal and Child Survival, Tuberculosis, Water, Sanitation, Hygiene, HIV/AIDS and Non Communicable Diseases such as Tobacco and Diabetes. PSI is also involved in the prevention of lifestyle diseases, through its work in tobacco control. Since 1988, PSI has been part of the Ministry of Health and Family Welfare's Contraceptive Social Marketing program (CSM). PSI's mission is to empower the people of India to lead healthy lives by addressing priority public health challenges in India using social marketing, social franchising and behaviour change communication techniques.

About SIHFW

SIHFW, Rajasthan, Jaipur is an apex level autonomous training and research organization of Department of Medical, Health and Family Welfare, founded in 1995 as a registered society by the Government of Rajasthan.(Reg. No.25/Jaipur/1995-96). It is the only ISO 9001:2008 certified training institution in health sector and is self financed (partially supported by NRHM).

The mission of the institute is committed to improvement in Health care through HRD, Health Research, Consultancy, and net working aiming at enhancement in the Quality of life.

SIHFW has adopted the dual strategy to work for the Mission.

- 1. To develop human resources for health (HRH) through training.
- 2. Organization development (OD) through operations research.

Being premier health training institute, SIHFW is regularly conducting trainings for medical, paramedical and development professionals of the state, apart from trainings other functions of SIHFW includes

- Research
- Monitoring
- Consultancy
- Documentation

Executive Summary

Tobacco use is a major public health problem in India. The COTPA was developed to curb this epidemic Intensification of ongoing tobacco control efforts in Alwar district with special focus on the effective implementation and compliance of, Section 4-7 of COTPA through development and demonstration of effective and sustainable enforcement mechanisms has been reflected out of the results of the this study.

Building tobacco control capacity of Civil Society Organizations (CSO), policy makers, government officials, Panchayati Raj Institution (PRI) members, Accredited Social Health Activists (ASHA) under the National Rural Health Mission (NRHM), Non-Government Organizations (NGO) and key stakeholders involved in tobacco control activities would be critical for better implementation of law at the grassroots. This would not only strengthen compliance with COTPA provisions at village, panchayat and block level but also encourage violation reporting.

SIHFW Jaipur conducted a compliance assessment study in the Alwar district of Rajasthan. The objective of the study is to - assess the level of compliance of sections4, 5, 6 (a), 6 (b) and 7,8,9 of COTPA Act with respect to Public places, Educational Institutes Point of Sale and Warning on Packaging. It is an observational study .Around 365 public places, 357 educational institutions and 357 tobacco retailers were observed in Alwar city and Thanagaji, Kishangarhbas, Ramgarh and Alwar rural.

Study findings

The criteria for evaluation (the core indicators) and decision criteria for a district to qualify for the 'Smoke free' status include six parameters. The Alwar districts have above 80% compliance. The color coding in the following table depicts result.

Compliance achieved	Need improvement-	Need strict action
Above 80 %	61-79 %	Below 60 %

	Public Places-365							
	Indicators	Alwar city N=151		Alwar Blocks				
			Thanagaji N=53	Ramgarh N=54	Kishanga rh bas N=54	Alwar Rural N=53	Total= 365	
	Availability of No Smoking signage's	140 (93%)	48 (91%)	49 (91%)	43 (80%)	48 (91%)	328 (90%)	
Sec 4	No Smoking" Signage displayed as per COTPA	138 (99%)	48 (100%)	49 (100%)	43 (100%)	48 (100%)	326 (99%)	

From total 365 places visited, 90% places displayed the NO smoking signage and out of total 328 places, 99% were as per COTPA specification

	Public Places-365						
	Indicators	Alwar city N=151		Alwar Blo	ocks		Total N=365
			Thanagaji N=53	Ramgarh N=54	Kishanga rh bas N=54	Alwar Rural N=53	Total= 365
	No active Smoking noticed	145 (96%)	50 (94%)	52 (96%)	46 (85%)	50 (94%)	343 (94%)
	Cigarettes or Beedi stubs or ash not found	142 (94%)	48 (91%)	50 (93%)	47 (87%)	48 (91%)	335 (92%)
Sec 4	No Evidence of smell /ashes of recent smoking	142 (94%)	48 (91%)	50 (93%)	49 (91%)	48 (91%)	337 (92%)
	Smoking aids (ashtray, matchboxes, and lighters) not visible	142 (94%)	52 (98%)	52 (96%)	46 (85%)	52 (98%)	350 (96%)

From the above table it was observed that Alwar city, Ramgarh, Thanagaji and Alwar rural block follows compliance of Section 4.

Compliance achieved	Need improvement-	Need strict action		
Above 80 %	61-79 %	Below 60 %		

		PoS=357					
	Indicators	Alwar city N=128		Alwar Blocks			
			Thanagaji N= 57	Ramgarh N= 58	Kishanga rh bas N= 57	Alwar Rural N=62	Total N=357
Sec 6 (a)	Display of signage's	120 (94%)	52 (91%)	54 (93%)	48 (84%)	58 (94%)	332 (93%)
	Display of signage's as per COTPA	120 (100%)	52 (100%)	54 (100%)	48 (100%)	58 (100%)	332 (100%)

The PoS visited in Alwar district displayed 93% (332) signages and all the displayed signages follow the COTPA compliance.

		PoS=357					
	Indicators	Alwar city N=128		Alwar Blocks			
			Thanagaji N= 57	Ramgarh N= 58	Kishanga rh bas N= 57	Alwar Rural N=62	Total N=357
Sec 6 (a)	Products are not sold to minors	118 (92%)	51 (90%)	53 (91%)	35 (61%)	58 (94%)	315 (88%)
	Products are not sold by minors	120 (94%)	52 (91%)	54 (93%)	48 (84%)	58 (94%)	332 (93%)

In Alwar city, Thanagaji, Ramgarh and Alwar rural block the compliance of Section 6a was above 90%.

Compliance achieved	Need improvement-	Need strict action
Above 80 %	61-79 %	Below 60 %

		Education Institutions, N=357						
	Indicators	Alwar city N= 120		Alwar Block				
			Thanagaji N=57	Ramgarh N= 62	Kishan garh bas N= 56	Alwar Rural N-62	Total N-357	
Sec 6 (b)	Signage as per Section 6 b of COTPA is displayed No Sale of Tobacco Products inside the Campus	116 (97%) 120 (100%)	53 (93%) 57 100%)	58 (93%) 62 (100%)	48 (86%) 56 (100%)	60 (97%) 62 (100%)	335 (94%) 357 (100%)	
,	No Sale of tobacco products within 100 yards of radial distance from the institute's main gate or boundary	108 (90%)	52 (91%)	58 (93%)	48 (86%)	58 (93%)	324 (91%)	

The compliance of Section 6 b is above 90% in Alwar city, Ramgarh. Thanagaji and Alwar rural block.

	PoS , N=357							
		Alwar			Alwar Block			
		city N=128	Thanagaji N= 57	Ramgarh N= 58	Kishangarh bas N= 57	Alwar Rural N=62	PoS , N=357	
Sec-5 (POS)	Number of PoS not advertising tobacco product	120 (94%)	52 (91%)	54 (93%)	48 (84%)	58 (94%)	332 (93%)	

93% (332) PoS were not displayed tobacco advertisement in Alwar district which is a positive sign of COTPA compliance.

Chapter -1 Introduction

1.1. Background:

Tobacco use is the single most preventable cause of death in the world. Tobacco use kills over 10 lakh Indians every year but about 5500 youth take up tobacco consumption every day. Tobacco consumption imposes high health-care and productivity costs across India. In 2004, direct healthcare costs attributable to tobacco reached 1.2 billion USD, 4.7 % of India's total national healthcare expenditure. In the same year, approximately 411 million USD was lost in income due to tobacco-related work absenteeism. (Tobacco Burden Facts-Feb. 4, 2004)

Smoking bans (or smoke-free laws) are public policies, including criminal laws and occupational

safety and health regulations, which prohibit tobacco smoking in workplaces and other public spaces. Legislation may also define smoking as more generally being the carrying or possessing of any lit tobacco product. The rationale for smoking bans posits that smoking is optional, whereas breathing is not. Therefore, proponents say, smoking bans



exist to protect breathing people from the effects of second-hand smoke, which include an increased risk of heart disease, cancer, emphysema, and other diseases.

In the interest of public health, The Ministry of Health & Family welfare had issued a detailed notification dated 30th May, 2008 making rules under the Cigarettes and other Tobacco products (prohibition of Advertisement and Regulation of Trade and Commerce, production, supply and Distribution) Act,2003 for the prohibition of smoking cigarettes and other tobacco products.

Table-1.1- Prevalence of Tobacco Use in Rajasthan (Source: GATS 2009:10)

Tobacco Users	Overall (%)	Male (%)	Female (%)
Tobacco Users	32.3	50.50	12.9
(Smokers & Users of Smokeless Tobacco)			
Tobacco Smokers	18.8	31.5	5.3
Smokeless Tobacco Users	18.9	28.7	8.5

Cigarette and Other Tobacco Product Act, 2003 & Prohibition of Smoking in Public Places Rules, 2008

On October 2, 2008, the Indian Government expanded the prohibition on smoking in public places and workplaces to protect individuals from the hazards of second-hand tobacco smoke. Salient features of the rule:

- Restrictions with regard to smoking apply clearly to hotels, restaurants, refreshments rooms, public places etc which would also include workplaces among other places as defined in each category. Section 4 of the act envisage separately ventilated smoking room termed as "Smoking Area"
- The rules provide that the owner, proprietor or the manager of all the public places shall ensure that no person smokes in the prohibited area under his jurisdiction. It also calls for sign board to be displayed at the entrance of the premises on each floor including the staircase and the lift.
- Detailed provisions have been incorporated for strict implementation of the prohibitory orders.
- The manager of the establishment is liable to be fined for any violation by any person of the above prohibition.
- The head of the institution/HR manager/Head of administration has to be designated/authorised to prohibit smoking at offices and workplaces.
- Ashtray, match boxes, lighters or other things designed to facilitate smoking should not be provided at the workplace.
 - It will be necessary for the managers to display in the establishment prominently, the name of the person to whom complaints can be made in case of violation of the provision of these rules

1.2. Profile of Alwar District

The district is situated in the north-east of Rajasthan between 27o4' and 28o4' north Latitudes and 76o7' and 77o13' east Longitude. Its greatest length from south to north is about 137 K.M. and greatest breadth from east to west about 110 K.M. It is bounded on the north and north-east by Gurgaon (of Haryana) and Bharatpur district and on the north-west by Mahendragarh district of Haryana, on the south-west by Jaipur and on the south by Sawai-Madhopur and Jaipur districts. There are 16 Tehsil head quarters in Alwar district and each one has a Tehsildar.



Alwar District Map

There are 14 Panchayat Samitis (blocks) and each one has a BDO (Block Development Officer) to serve as the representatives of the district administration in the rural areas. Alwar is surrounded by the Aravali Hills and has a unique recognition because of Sariska Van Abhyaranya, Bala-Quila and Silished etc.

Table 1.2 Population Statistics of District Alwar

Total Population	3671999
Total Literacy Rate	62.48
Community Health Centers	34
PHC	108
SC	664

Source:- NRHM Rajasthan.nic.in

1.3. Goal of the study

The main goal of the study is to find out the level of compliance among people and entities such as public places and workplaces with the COTPA act, so as to guide enforcement and public health agencies about where to target enforcement and public education resources to gain the status of "Smoke Free and compliant with COTPA act" district

1.4. Objective of the study

- To measure the level of compliance to Section 4 of COTPA in public places across Alwar district of Rajasthan.
- To measure the level of compliance to Section 5 of COTPA at Points of sale (PoS) across Alwar district of Rajasthan.
- To measure the level of compliance to Section 6 (a) of COTPA at Points of Sale across Alwar district of Rajasthan.
- To measure the level of compliance to Section 6 (b) of COTPA in educational institutions across Alwar district of Rajasthan.
- To measure the level of compliance to Section 7, 8 & 9 of COTPA across Alwar district of Rajasthan.

1.5. Purpose of the study

Implementation of the law is a big challenge for the success of the program. So this study helps to find out the behaviour abidance of people in different areas like public places, govt offices, private offices, hospitals, educational institutes, bars and pubs, auditoriums, cinema halls, public transport facilities etc in accordance with the COTPA -. This study will also be able to find out the level of compliance of the above mentioned entities with section 4,5,6,7, 8 & 9 of COTPA .The results of this study could be used to plan an intervention and for proper implementation of COTPA by enforcement.

1.6 Operational Definitions:

- "Public Place" means any place to which the public have access, whether as of right or not, and
 includes auditorium, hospital buildings, railway waiting room, amusement centers, restaurants,
 public offices, court buildings, work places, shopping malls, cinema halls, educational institutions,
 libraries, public conveyances and the like which are visited by general public but does not include
 any open space.
- What is Smoke Free: Section 4 of COTPA deals with Protection from second-hand smoke. All public places should fulfil a few parameters.
 - No Active Smoking
 - No Smoking Aids
 - Display of "No Smoking signage" at entrance/ prominent places of every public places
 - No Cigarettes / Bidi butts
 - Authorization of Enforcement officer
 - Availability of Enforcement Mechanism

Chapter 2- Research Methodology

2.1 Study area

The study area included public places, educational institutes & point of sales of Alwar city & four blocks of the district –Kishangarh Bas, Ramgarh, Thanagaiji and Alwar rural.

- **2.2 Study Design-**Cross-sectional Study (Formative research)
- 2.3 Survey type- Observational survey
- 2.4 Study period -May-June 2014
- **2.5 Geographical scope (Venues of visit) –** For the purpose of study, all the potential public places were divided into **7 broad categories for Section 4**:
 - Accommodation facilities (Hotels, rest houses, sarai, guest house, Dharamshala, rain basera etc.)
 - Eating facilities (standalone restaurants, standalone canteens, bars, dhabas, ahata, street food vendors, food court etc.)
 - 3. Offices and workplaces (Both in Government and private sector)
 - **4. Educational institutions** (Both in public and private sector)
 - **5. Health care facilities** (Both in public and private sector)
 - **6. Most frequently visited places** (Railway stations, market, bus stations, shopping mall, parks and tourist places etc.)
 - 7. Public Transport service (Bus/Taxi/Maxi/Auto Rickshaws)

Section 6 (b)- Educational institutions

Section-6 a,5 & 7,8,9- Tobacco retail outlets

Table- 2.1 Sampling Framework

Alwar	Total blocks of the district	Sample for the study		
	Blocks 14	Alwar city & 4 blocks (Kishangarh bas ,Thanagaji ,Ramgarh & Alwar rural)		

The sample for the study was taken from Alwar city and 4 blocks .The blocks were selected by 360 degree approach. 25% of data will be covered from District Headquarter villages and remaining 75% from rural area.

Table- 2.2 Section wise and total sample size in Alwar district

Types of Formats		Total Sample
Checklist I for Survey on Section 4	For public place	365
Checklist II for Survey on Section 6(b)	Educational institutions (both in public and private sector)	357
For Section 5 PoS and Section 6 (a) & for Section 7, 8 & 9 (Pack warning)	Point of Sale & (Pack warning)	357

2.6 Observation Methodology

The field investigators visited district headquarters and observed each of the sampled units (public places, educational institutions/PoS) one by one during peak business hours as per the prefixed schedule. During the study, an unobtrusive observation was made and a structured checklist was filled.

2.7 Tools

Total three survey Checklist was used in the survey

- 1. Checklist I: for Section 4
- 2. Checklist II: for Section 6 (b)
- 3. Checklist III: for Section 6 (a), Section 5 (PoS) and Section 7, 8 & 9 (Pack warning)

2.8 Quality Control

- A repeated deliberation was carried out with the field investigators on the methodology.
- While making an observation, adequate coverage of place and adequate time spent was ensured.
- The survey was done strictly during peak business hours as per the pre-fixed schedule.
- Questions were designed and were asked in such a way to minimize the biases.
- Back check or cross check of the filled checklist of the field investigators. was done by supervisor
- For any queries or barriers SIHFW team has sorted out the problem

2.9 Data Management

The quantitative data entry and analysis was done using statistical software – SPSS 16.0 to avoid any discrepancies in data analysis. After the data entry, the quantitative analyst was involved for data analysis. A double entry process was adopted to limit the amount error that may have entered during data entry. Descriptive statistics (Mean, STD, Min and Max values) was used to check for missing data, outliers or illogical values and data was cleaned as needed. Descriptive statistics along with cross tabulation was applied in data analysis.

3.0 Ethical Consideration

The research proposal and tools for data collections were ethically approved by the Institutional Ethical Review Board of SIHFW. Prior informed consent was obtained from designated authorities by SIHFW and verbal consent was obtained from retailers who have been interviewed in the study. The consent was read to illiterate and then interview was taken by the team.

Chapter 3- Result and Analysis of Section 4 of COTPA Act

Compliance of Section 4 of COTPA

Prohibition of Smoking in Public Places - Section 4 of COTPA, 2003:

- No person shall smoke in a public place
- Provided that in a hotel having thirty rooms or a restaurant having seating capacity of thirty
 persons or more and in the airports, a separate provision for smoking area or space may be
 made."

A warning board "No Smoking area" has to be displayed by the owner/in charge of the public place. There is certain exemption to this rule; a hotel having thirty rooms can have smoking rooms and designated smoking zone or area whereas in a restaurant having seating capacity of thirty persons or more and in the airports, a separate provisions for smoking area or space may be made.

What are public places?

Section (4) of the COTPA 2003 prohibits smoking in all public places. 'Public Place' is defined as any place to which the public has access whether as of right or not and includes all places visited by general public namely auditorium, hospital building, railway waiting room, amusement centers, public offices, court buildings, educational institutions, libraries, coffee houses, canteens, banks, clubs and also open spaces surrounding hotels/restaurants etc.

What are public places supposed to do?

1. Display the signage as per the specification given in the Figure below:



- a) The board shall be of minimum size of 60 cm x 30 cm of white background;
- b) It shall contain a circle of no less than 15 cm outer diameter with a red perimeter of no less than 3 cm wide with a picture, in the centre, of a cigarette or beedi with black smoke and crossed by a red band:
- c) The width of the red band across the cigarette shall equal the width of the red perimeter;
- d) The board shall contain the warning "No Smoking Area- Smoking Here is an Offence", in English or one Indian language, as applicable;
- e) The board shall be prominently displayed at each entrance of the public place and a conspicuous place(s) inside the building. If there are more than one entrance then at all entrances and exits. If there is more than one floor, at each floor including the stair-case and entrance to the lift at each floor.
- f) Notify and display the name of a person (designated officer) to whom a complaint may be made, in case someone is found violating the law.
- 2. Ensure that no ashtrays, matches, lighters or other things designed to facilitate smoking are provided.
- 3. Assigning a responsible officer to whom complaint may be lodged in case anybody is spotted smoking.

Can public places have a separate smoking area?

All public places have to be smoke-free. However, hotels having 30 or more rooms and restaurants having seating capacity of 30 or more and airports may provide a separate designated smoking area.

A smoking area / space

- 1. Should be used only for the purpose of smoking and no other service(s) shall be allowed.
- 2. Shall not be established at the entrance or exit of the hotel, restaurant or airport and shall be distinctly marked as 'smoking area' in English and one Indian language as applicable.
- 3. Physically separated and surrounded by full height walls on all four sides. Having an entrance with automatically closing doors, and is fitted with an exhaust ventilation system which is non recirculating in nature or an air cleaning system or a combination of two, in such a manner that air does not permeate into non smoking areas. The Smoking area has a negative air pressure in comparison with the remainder of the building.

What constitutes violation of Sec 4?

- If public places do not put up specified signage
- Presence of ashtrays and lighters, matches or any other device to facilitate smoking.
- Smoking area established at the entrance or exit of an establishment as specified in the law.
- Smoking room with improper air flow system.
- Presence of a separate smoking room in a public place which is NOT an airport, hotel with more than 30 rooms or a restaurant with a 30 seating capacity.
- Designated officer for reporting of violations is not mentioned.

What happens if Sec 4 is violated?

- Any violation of any Provision in this section is a punishable offence with fine extending up to Rs.
 200.
- An offence under this section shall be compoundable and shall be tried summarily in accordance with the procedure provided for summary trials in Code of Criminal Procedure, 1973."
- If the owner, proprietor, manager or supervisor, or in-charge of affairs of the public place fails to act on the report of such violation, he shall be fined equivalent to the number of individual offences.

Table 3.1: Number of public places visited

				N=365							
		Type of Public Place									
	Accom modati on Faciliti es	Eaterie s	Educational establishment s	Offices and Workplace s	Healt h care facility	Most frequentl y visited places	Public Transport Facility	Total			
Alwar city	15	20	35	35	23	11	12	151			
Alwar block- Thanagaji	5	8	10	10	8	6	6	53			
Ramgarh	5	8	10	11	8	6	6	54			
Kishangarh bas	5	8	11	10	8	6	6	54			

Alwar Rural	5	8	11	10	8	6	5	53
Total	35	52	77	76	55	35	35	365

Total 365 public places visited during the study ,out of which 35 were accommodation facilities,52 were eateries,77 were educational institutions,76 were offices and work places,55 were health care facilities,35 were most frequent visited places and 35 were public transport facilities in Alwar district.

Table 3.2 City & Block-wise compliance of Section 4 - Display of signage as per COTPA in Alwar

Indicators	Alwar city N=151			Total N=365		
		Thanagaji	Ramgarh	Kishangarh	Alwar	Total=
		N=53	N=54	bas	Rural	365
				N=54	N=53	
No Smoking" Signage displayed	140 (93%)	48 (91%)	49 (91%)	43 (80%)	48 (91%)	328 (90%)
No Smoking" Signage displayed as per COTPA	138 (99%)	48 (100%)	49 (100%)	43 (100%)	48 (100%)	326 (99%)
Contact details written	111 (79%)	34 (71%)	35 (71%)	37 (86%)	34 (71%)	251 (76%)

The above table depict that from total 365 public places visited, no smoking signage were displayed in 90% (328) of the places, out of which 99 % (326) were as per COTPA. Contact details were written in 76% (251) of these 328 places.

Table 3.3 City & Block wise compliance of Smoking and Smoking aids in Alwar

Indicators	Alwar city N=151		Alwar Blocks					
		Thanagaji N=53	gaji Ramgarh Kishangarh N=54 bas N=54		Alwar Rural N=53	Total= 365		
No Active Smoking Noticed	145 (96%)	50 (94%)	52 (96%)	46 (85%)	50 (94%)	343 (94%)		
Cigarettes or Beedi stubs or ash	142 (94%)	48 (91%)	50 (93%)	47 (87%)	48 (91%)	335 (98%)		

not found						
No Evidence of smell /ashes of recent smoking	142 (94%)	48 (91%)	50 (93%)	49 (91%)	48 (91%)	337 (92%)
Smoking aids (ashtray, matchboxes, and lighters) not visible	142 (94%)	52 (98%)	52 (96%)	46 (85%)	52 (98%)	350 (96%)

Active smoking was not seen in 94% (343) of the total places visited. Recent smoking was seen only in 8% of the public places and smoking aids were not available at 96% (350) places.

Table 3.4 Public Places-wise presence of signage in Alwar city

	Accommo dation Facilities N=15	Eateries N=20	Educational establishmen ts N=35	Offices and Workplaces N=35	Health care facility N=23	Most frequenc y Visited places N=11	Public Transport Facility N=12	Total 151
No smoking signage displayed	14	18	34	33	22	10	9	140 (93%)
Signage' s displayed as per COTPA	14	16	34	33	22	10	9	138 (99%)
Contact details written	8	15	30	28	20	8	2	111 (79%)

The above table depicts that from total 151 public places visited; no smoking signages were displayed in 93% (140) of the places and 99% signage's followed COTPA specification. Contact details were written in 79% (111) of these 140 places.

Table 3.5 Public Places-wise presence of Smoking and smoking aids in Alwar city

		N=151							
	Accomm odation Facilities N=15	Eateries N=20	Educational establishmen ts N=35	Offices and Workplac es N=35	Health care facility N=23	Most frequen cy Visited places N=11	Public Transp ort Facility N=12	Total 151	
No Active smoking noticed	15	18	35	34	22	10	11	145 (96%)	
No Smoking	13	18	35	34	22	10	10	142 (94%)	

aids available								
No Smell of smoke or ashes observed	13	18	35	34	22	10	10	142 (94%)
Non Availability of Cigarette butts or Beedi stubs	14	18	35	35	23	9	8	142 (94%)

Active smoking was not seen in 96% (145) public places.94% (142) public places in Alwar city have not promoted smoking by providing smoking aids. This shows that the compliance of Section 4 is very effective in Alwar city.

Table 3.6 Public Places-wise presence of signage in Thanagaji Block

		Thanagaji Block- N=53									
Variables	Accommo dation Facilities N=5	Eateries N=8	Educational establishmen ts N=10	Offices and Workplaces N=10	Health care facility N=8	Most frequenc y Visited places N=6	Public Transport Facility N=6	Total N=53			
No smoking signage displayed	5	6	10	10	8	5	4	48 (91%)			
Signage' s displayed as per COTPA	5	6	10	10	8	5	4	48 (100%)			
Contact details written	3	4	9	7	6	3	2	34 (71%)			

The above table depicts that from total 53 public places visited; no smoking signage were displayed in 91% (48) of the places and 100% signage's were followed COTPA specification. Contact details were written in 71% (34) of these 48 places.

Table 3.7 Public Places-wise presence of smoking and smoking aids in Thanagaji Block

			Thana	gaji Block-	N=53			
Variables	Accom modati on Faciliti es N=5	Eateries N=8	Educational establishm ents N=10	Offices and Workplac es N=10	Health care facility N=8	Most frequen cy Visited places N=6	Public Transpo rt Facility N=6	Total N=53
No Active Smoking Noticed	5	7	10	10	8	5	5	50 (94%)
Cigarettes or Beedi stubs or ash not found in public places	5	7	10	10	8	5	3	48 (91%)
No Evidence of smell /ashes of recent smoking	5	7	10	10	8	5	3	48 (91%)
Smoking aids (ashtray, matchboxes, and lighters) not visible	5	8	10	10	8	6	5	52 (98%)

Active smoking was not seen in 94% (50) places. Smoking aids were not available in 98% (52) public places. This shows that the compliance of Section 4 is very effective in Thanagaji block.

Table 3.8 Public Places-wise presence of signage in Ramgarh Block

	Ramgarh										
N=54											
	Accommo dation Facilities N=5	Eaterie s N=8	Educational establishmen ts N=10	Offices and Workplac es N=11	Healt h care facilit y N=8	Most frequenc y Visited places N=6	Public Transpo rt Facility N=6	Total N=54			
No Smoking "Signage displayed	4	6	10	11	8	5	5	49 (91%)			
No Smoking Signage displayed as per COTPA	4	6	10	11	8	5	5	49 (100%)			
Contact details written	3	3	9	9	6	3	2	35 (71%)			

The above table depicts that from total 54 public places visited; no smoking signage were displayed in 91% (49) of the places and 100% signage's were followed COTPA specification. Contact details were written in 71% (35) of these 49 places.

Table 3.9 Public Places-wise presence of smoking and smoking aids in Ramgarh Block

	Ramgarh								
			N=5	4					
	Accommoda tion Facilities N=5	Eaterie s N=8	Educational establishmen ts N=10	Offices and Workplac es N=11	Healt h care facilit y N=8	Most frequenc y Visited places N=6	Public Transpo rt Facility N=6	Total N=54	
No Active Smoking Noticed	5	8	10	11	8	5	5	52 (96%)	
Cigarettes or Beedi stubs or ash not found in public places	5	7	10	11	8	6	3	50 (93%)	
No Evidence of smell /ashes of recent smoking	5	7	10	11	8	6	3	50 (93%)	
Smoking aids (ashtray, matchboxes, and lighters) not visible	5	8	10	11	8	5	5	52 (96%)	

Active smoking & Smoking aids were not visible in 96% (52) a public place which shows that the compliance is good.

Table 3.10 Public Places-wise presence of signage in Kishangarh bas Block

	Kishangarh bas N=54										
	Accommoda tion Facilities N=5	Eaterie s N=8	Educational establishmen ts N=11	Offices and Workplac es N=10	Healt h care facilit y N=8	Most frequenc y Visited places N=6	Public Transpo rt Facility N=6	Total N=54			
No Smoking" Signage displayed	4	6	11	9	7	3	3	43 (80%)			
No Smoking Signage displayed as per COTPA	4	6	11	9	7	3	3	43 (100%)			
Contact details written	3	4	10	8	7	3	2	37 (86%)			

From the above table total 54 public places visited; no smoking signage were displayed in 80% (43) of the places and 100% signage's were followed COTPA specification. Contact details were written in 86% (37) of these 43 places.

Table 3.11 Public Places-wise presence of smoking and smoking aids in Kishangarh bas Block

	Kishangarh bas N=54									
	Accommoda tion Facilities N=5	Eaterie s N=8	Educational establishmen ts N=11	Offices and Workplac es N=10	Healt h care facilit y N=8	Most frequenc y Visited places N=6	Public Transpo rt Facility N=6	Total N=54		
No Active Smoking Noticed	4	6	11	9	8	4	4	46 (85%)		
Cigarettes or Beedi stubs or ash not found in public places	4	6	11	10	8	5	3	47 (87%)		
No Evidence of smell /ashes of recent smoking	5	7	11	10	8	4	4	49 (91%)		
Smoking aids (ashtray, matchboxes, and lighters) not visible	4	6	11	9	8	4	4	46 (85%)		

Active smoking and smoking aids was not found in 85 % (46) public places. No Evidence of recent smoking was found in 91% (49) places.

Table 3.12 Public Places-wise presence of signage in Alwar Rural

	Alwar Rural										
N=53											
	Accommo dation Facilities N=5	Eaterie s N=8	Educational establishmen ts N=11	Offices and Workpla ces N=10	Health care facility N=8	Most frequenc y Visited places N=6	Public Transpo rt Facility N=5	Total N=53			
No Smoking" Signage displayed	4	6	11	10	8	6	3	48 (91%)			
No Smoking Signage displayed as per COTPA	4	6	11	10	8	6	3	48 (100%)			
Contact details written	3	4	9	8	5	3	2	34 (71%)			

From the above table total 53 public places visited; no smoking signage were displayed in 91% (48) of the places and 100% signage's were followed COTPA specification. Contact details were written in 71% (34) of these 53 places.

Table 3.13 Public Places-wise presence of smoking and smoking aids in Alwar Rural

			Alwar F	Rural							
N=53											
	Accommo dation Facilities N=5	Eaterie s N=8	Educational establishmen ts N=11	Offices and Workpla ces N=10	Health care facility N=8	Most frequenc y Visited places N=6	Public Transpo rt Facility N=5	Total N=53			
No Active Smoking Noticed	4	7	11	10	8	6	4	50 (94%)			
Cigarettes or Beedi stubs or ash not found in public places	5	6	11	10	8	5	3	48 (91%)			
No Evidence of smell /ashes of recent smoking	5	6	11	10	8	5	3	48 (91%)			
Smoking aids (ashtray, matchboxes, and lighters) not visible	5	8	11	10	8	5	5	52 (98%)			

Active smoking was not found in 94% (50) public places. Smoking aids was not visible in 98% (58) places.

Chapter 4- Result and Analysis of Section 5, Section 6(a), Section 6 (b), Section 7, 8, 9 of COTPA Act

Section 5 of COTPA, 2003: Section 5: Prohibition of Advertisements, Promotion and Sponsorship of all Tobacco Products.

- Both direct & indirect advertisement of tobacco products prohibited in all forms of audio, visual and print media
- Total ban on sponsoring of any sport and cultural events by cigarette and other tobacco product companies
- लवली पान हाउस
- No trade mark or brand name of cigarettes or any tobacco product to be promoted in exchange for sponsorship, gift, prize or scholarship
- No person, under contract or otherwise, to promote or agree to promote any tobacco product.
- However, advertisements of tobacco products are permitted at point of sale (PoS) and on retail packages but under certain restrictions.

Advertising is the process of calling the attention of the public to a product or service by a business. More specifically, there's a desire to manipulate and encourage a target audience into not only desiring a product or service, but to feel a certain way about it and without this product or service, they will lack this feeling. Similarly Tobacco marketing has been a key issue in tobacco litigation. Plaintiffs and their attorneys have often asserted that tobacco companies have marketed their products using advertising and promotional techniques that have targeted youth (including the plaintiffs) with messages and images designed to increase the desirability of tobacco use while obscuring its dangers.

Table 4.1 Compliance of Section 5 of COTPA

	Alwar city N=128		PoS ,			
		Thanagaji N= 57	Ramgarh N= 58	Kishangarh bas N= 57	Alwar Rural N=62	N=357
Number of PoS not advertising tobacco product	120 (94%)	52 (91%)	54 (93%)	48 (84%)	58 (94%)	332 (93%)

Total 357 Point of sales were visited during the study, out of which 93% (332) were not advertising the tobacco products .The Alwar city and all the 3 blocks except Kishangarh bas follow the section 5.

Table 4.2 Type of Advertisement used

			PoS , N=30		
Type of Advertisement	Alwar city N=8		Alwar Block		
		Thanagaji N= 5	Ramgarh N= 4	Kishangarh bas N= 9	Alwar Rural N=4
Boards	2 (25%)	4 (80%)	4 (100%)	5 (55%)	2 (50%)
Posters	0	2 (40%)	0	2 (22%)	2 (50%)
Banners	0	0	0	0	0
Stickers	0	0	0	0	0
LCD/video screen	0	0	0	0	0
Dangles	0	0	0	0	0
Promotional gifts/offers	0	0	0	0	0
Product showcases	8 (100%)	5 (100%)	4 (100%)	9 (100%)	4 (100%)

Showcasing of the products at the PoS itself acted as advertisement besides the use of boards & posters. The low advertisement rate suggests that seller was aware of COTPA & thus avoided prominent advertisements.

Table 4.3 Advertisement board

	PoS , N=17									
Advertisement	Alwar city N= 2		Alwar Block	(
Board		Thanagaji	Ramgarh	Kishangarh	Alwar Rural					
		N= 4	N= 4	bas N= 5	N=2					
Size of										
advertisement board										
exceeds 60x45 cm	2 (100%)	2 (50%)	3 (75%)	1 (20%)	2 (100%)					
Advertisement										
board is illuminated	0	0	0	0	0					
or black lit					0					
Board display brand										
packshot or brand	0			0	0					
name of tobacco	0	0	0	0	0					
products										
Board show any										
promotional	2	4	4	5	2					
massage or picture	(100%)	(100%)	(100%)	(100%)	(100%)					
Particular color										
	0	0	0	0	0					
,layout or	U	U		U	U					
presentation used										

COTPA provides a complete prohibition on direct advertisement, promotion and sponsorships of tobacco products. However, in Rajasthan surrogate advertisements on print and electronic media, both indoors and out-doors are in abundance.

It was observed that due to district administration enforcement and PSI involvement the compliance of Sec 5 was good in Alwar district.

Table 4.4 Display of Health Warnings on advertisement board

			PoS , N=17				
Health	Alwar city N=2						
warning		Thanagaji	Ramgarh	Kishangarh bas	Alwar Rural		
		N= 4	N= 4	N= 5	N= 2		
Board display	2						
a health	(100%)	4	4	3	2		
warning	(10070)	(100%)	(100%)	(60%)	(100%)		
Size is more							
than 20 x 15	0	0	0	0	0		
cm							
Warning is on							
uppermost	2	4	4	4	2		
portion of a	(100%)	(100%)	(100%)	(80%)	(100%)		
board		(10070)	(10070)	(0070)	(10070)		
Warning							
written in any	2	4	4	5	2		
local Indian	(100%)	(100%)	(100%)	(100%)	(100%)		
language	(10070)	(10070)	(10070)	(10070)	(10070)		

Section 6 (a) of COTPA, 2003: Prohibition on Sale to Minors

- Sale of tobacco products to and by the persons under the age of 18 is prohibited.
- The seller (shopkeeper) has to ensure that the person who is buying the tobacco product is not a minor.
- A specified display board to be put up at the point of sale declaring that "sale of tobacco products to minors is prohibited"



Table 4.5 Display of Signage's at PoS

			PoS , N=357				
Sale of	Alwar city N=128			Total N=357			
Tobacco Products		Thanagaji N= 57	Ramgarh N= 58	Kishangarh bas N= 57	Alwar Rural N=62		
Display of signage's	120 (94%)	52 (91%)	54 (93%)	48 (84%)	58 (94%)	332 (93%)	
Display of signage's as per COTPA	120 (100%)	52 (100%)	54 (100%)	48 (100%)	58 (100%)	332 (100%)	

Among 357 shops evaluated, who were selling tobacco products in Alwar 93% (332) shops displayed the signage's which shows "Selling of tobacco products below 18 years is an offence" and all the displayed signage's follow COTPA specifications

Table 4.6 Sale of Tobacco products to Minors at PoS

	PoS , N=357						
Sale of	Alwar city N=128					Total	
Tobacco Products		Thanagaji N= 57	Ramgarh N= 58	Kishangarh bas N= 57	Alwar Rural N=62	N=357	
Products sold by vending machines	0	0	0	0	0	0	
Vendors enquires or see age proof	0	0	0	0	0	0	
Products are not sold to minors	118 (92%)	51 (90%)	53 (91%)	35 (61%)	58 (94%)	315 (88%)	
Products are not sold by minors	120 (94%)	52 (91%)	54 (93%)	48 (84%)	58 (94%)	332 (93%)	

88% (315) PoS were not selling the products to the minors and 93% (332) PoS were not selling the products by the minors. None of the vendors were inquired abut age proof.

Section 6 (b) of COTPA, 2003: Prohibition on Sale of Tobacco Products Within 100 yards of Educational Institutions

- In order to restrict access of youth for tobacco products, the sale of the tobacco products is prohibited within a radius of 100 yards of an outer boundary of an educational institution.
- A display board has to be put up outside the educational institutions declaring the same.

इस शिक्षण संस्थान के 100 गज के दायरे में किसी भी
प्रकार के तम्बाकू उत्पाद बेचना कानूनी अपराध है,
उल्लंघन करने वालों पर 200/-रूपये तक का जुर्गना हो
सकता है।
आदेशान्सर
विकास संस्थान के अधिकारी का नाम:
त्रिक्षण संस्थान वा नम :

Table 4.7: Type of Kiosk/Shop found Selling Tobacco Products Within 100 yards of Educational Institute

Adolescents in the age group of 14-19 years are the most susceptible to initiate use of tobacco use in both rural and urban areas. An effective school level tobacco control policy would play a vital role in deterring tobacco experimentation among adolescents. Schools with tobacco control policies have reduced tobacco use as compared to those without such policy, both in rural and urban areas. Societal influences, such as, parents' and closest friend's tobacco use, lack of knowledge on harmful effects of tobacco, positive attitude towards tobacco use by family members and viewing of tobacco advertisements are strongly associated with tobacco use. To counter development of such pro-tobacco attitude, teaching and training to students should be mandated in all schools. School teachers and counselors ought to be oriented on the facts related to tobacco production, distribution channels and consumption patterns amongst adolescents so that they could play a deterrent role for those initiating this and could help the users give up this habit.

	Education Institutions, N=357					
	Alwar Block					
Norms of Section 6b	Alwar city N= 120	Thanagaji N=57	Ramgarh N= 62	Kishangarh bas N= 56	Alwar Rural N-62	Total N-357
Signage as per Section 6 b of COTPA is displayed	116 (97%)	53 (93%)	58 (93%)	48 (86%)	60 (97%)	335 (94%)
No Sale of Tobacco Products inside the Campus	120 (100%)	57 100%)	62 (100%)	56 (100%)	62 (100%)	357 (100%)
No Sale of tobacco products within 100 yards of radial distance from the institute's main gate or boundary	108 (90%)	52 (91%)	58 (93%)	48 (86%)	58 (93%)	324 (91%)

In order to check the compliance of Section 6 (b) total 357 Educational institutions were visited, 94% (335) from the total have displayed the signage's which shows "Prohibition on Sale of Tobacco Products Within 100 yards of Educational Institutions. All the institutions visited strictly adhere to the compliance by not selling the tobacco products inside the campus. The tobacco products within 100 yards of Educational institutions were not sell by 91 %(324) PoS. Except Kishangarh bas block, Alwar district, Thanagaji, Ramgarh and Alwar rural follow 90% compliance

Section 7, 8 & 9 of COTPA, 2003: Prohibition on Sale of Cigarettes and Other tobacco products without specified health warnings

- All tobacco product packages need to carry prominent and legible health warnings.
- These warning shall also be pictorial in nature.
- The warnings will be given in the same language as given on the pack.
- All imported tobacco products should also carry the specified warnings.

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Table 4.8 Number of products assessed in Alwar

		Alwar city	Alwar Block					
			Kishangarh bas	Ramgarh	Thanagaji	Alwar Rural	Total	
Section 7, 8 & 9	Number of products assessed	159	327	312	270	177	1245	

Table 4.9 Health warnings on the packs in Alwar city

Alwar	City N-159		
Variables	Cigarettes- Indian Made N-53	Bidi N-53	Smokeless tobacco N-53
Health Warning is present	53 (100%)	53 (100%)	53 (100%)
If yes is it as per GSR (724) E, sep. 12,2012	53 (100%)	53 (100%)	53 (100%)
If yes Smoking Kills or Tobacco Kills is written on the pack	53 (100%)	53 (100%)	53 (100%)
Health warning is written on the pack in white font colour & black colour background	53 (100%)	53 (100%)	53 (100%)
Health warning is placed at the bottom and below pictorial presentation	41 (77%)	49 (92%)	46 (87%)
Word Warning is written in red font with black background	40 (77%)	41 (77%)	46 (87%)
picture size is distorted, shortened or compressed	1 (2%)	5 (9%)	3 (5%)
Health warning is in same language used on the pack	9 (17%)	21 (39%)	23 (43%)
More than one language on the pack	19 (17%)	46 (87%)	43 (81%)
Messages are promote a specific tobacco brand	1(1%)	3 (5%)	5(9%)
the PHW is masked or damaged in opening of the pack	0	1(1%)	1(1%)
PHW is placed at the joints between two pouches	0	1(1%)	1(1%)

Total 159 brands of tobacco products were observed in Alwar city, out of which 53 were cigarettes, Bidi and smokeless tobacco. All the products have health warning on the packaging and have warning as per GSR (724) E, sep. 12, 2012.

Table 4.10 Health warnings on the packs in Kishangarh bas Block

Kishangarh bas N-327			
Variables	Cigarettes- Indian Made N-109	Bidi N-109	Smokeless tobacco N-109
		109 (100%)	109 (100%)
Health Warning is present	109 (100%)		
	109 (100%)	109 (100%)	109 (100%)
If yes is it as per GSR (724) E, sep. 12,2012			
If yes Smoking Kills or Tobacco Kills is written on the pack	109 (100%)	109 (100%)	109 (100%)
·	109 (100%)	109 (100%)	109 (100%)
Health warning is written on the pack in white font colour & black colour background			
Health warning is placed at the bottom and below pictorial presentation	88 (81%)	83 (76%)	73 (67%)
Word Warning is written in red font with black background	88 (81%)	83 (76%)	73 (67%)
Picture size is distorted, shortened or compressed	2 (1%)	4 (4%)	3 (3%)
Health warning is in same language used on the pack	9 (8%)	21 (19%)	23 (21%)
More than one language on the pack	19 (17%)	46 (42%)	43 (39%)
Messages are promote a specific tobacco brand	2 (1%)	2 (1%)	2 (2%)
the PHW is masked or damaged in opening of the pack	0	2 (1%)	2 (1%)
PHW is placed at the joints between two pouches	0	2 (1%)	2 (1%)

Total 327 brands of tobacco products were observed in Kishangarh bas. And all the brands include Cigratte, bidi and smokeless have health warning on their packaging.

Table 4.11 Health warnings on the packs in Ramgarh block

	Ramgarh N-312		
Variables	Cigarettes- Indian Made N-104	Bidi N-104	Smokeless tobacco N-104
Lie Mic Managina in a second	404 (400%)	104 (100%)	104 (100%)
Health Warning is present If yes is it as per GSR (724) E, sep. 12,2012	104 (100%) 104 (100%)	104 (100%)	104 (100%)
If yes Smoking Kills or Tobacco Kills is written on the pack	104 (100%)	104 (100%)	104 (100%)
Health warning is written on the pack in white font colour & black colour background	104 (100%)	104 (100%)	104 (100%)
Health warning is placed at the bottom and below pictorial presentation	91.5 (88%)	70.72 (68%)	84 (81%)
Word Warning is written in red font with black background	91.5 (88%)	70.72 (68%)	84 (81%)
Picture size is distorted, shortened or compressed	1 (1%)	2.8 (2%)	4 (4%)
Health warning is in same language used on the pack	4 (4%)	3 (3%)	3 (3%)
More than one language on the pack	26 (25%)	22 (21%)	79 (76%)
Messages are promote a specific tobacco brand	3 (3%)	3.12 (3%)	4 (4%)
the PHW is masked or damaged in opening of the pack	0	0	0
PHW is placed at the joints between two pouches	0	0	0

Total 312 brands of tobacco products were observed in Ramgarh block. And all the brands include Cigarette, Bidi and smokeless have health warning on their packaging.

Table 4.12Health warnings on the packs in Thanagaji block

-	Thanagaji N-270		
Variables	Cigarettes- Indian Made N-90	Bidi N-90	Smokeless tobacco N-90
	90 (100%)	90 (100%)	90 (100%)
Health Warning is present			
If yes is it as per GSR (724) E, sep. 12,2012	90 (100%)	90 (100%)	90 (100%)
If yes Smoking Kills or Tobacco Kills is written on the pack	90 (100%)	90 (100%)	90 (100%)
Health warning is written on the pack in white font colour & black colour background	90 (100%)	90 (100%)	90 (100%)
Health warning is placed at the bottom and below pictorial presentation	79 (88%)	61 (68%)	73 (81%)
Word Warning is written in red font with black background	79 (88%)	61 (68%)	73 (81%)
Picture size is distorted, shortened or compressed	0.9 (1%)	0.27 (3%)	0.27 (3%)
Health warning is in same language used on the pack	29 (32%)	38 (42%)	73 (81%)
More than one language on the pack	16 (18%)	16 (18%)	0.9 (10%)
Messages are promote a specific tobacco brand	7 (8%)	99 (11%)	6 (7%)
the PHW is masked or damaged in opening of the pack	0.9 (1%)	6 (7%)	7 (8%)
PHW is placed at the joints between two pouches	0	0.9 (1%)	6 (7%)

Total 270 brands of tobacco products were observed in Thanagaji block. And all the brands include Cigarette, Bidi and smokeless have health warning on their packaging.

Table 4.13 Health warnings on the packs in Alwar rural block

	Alwar rural N-177		
Variables	Cigarettes- Indian Made N-59	Bidi N-59	Smokeless tobacco N-59
Health Warning is present	59 (100%)	59 (100%)	59 (100%)
If yes is it as per GSR (724) E, sep. 12,2012	59 (100%)	59 (100%)	59 (100%)
If yes Smoking Kills or Tobacco Kills is written on the pack	59 (100%)	59 (100%)	59 (100%)
Health warning is written on the pack in white font colour & black colour background	59 (100%)	59 (100%)	59 (100%)
Health warning is placed at the bottom and below pictorial presentation	52 (88%)	48(81%)	48(81%)
Word Warning is written in red font with black background	52 (88%)	48(81%)	48(81%)
Health warning is in same language used on the pack	41 (69%)	39 (66%)	35 (59%)
More than one language on the pack	2(3%)	32 (52%)	2(3%)

Total 177 brands of tobacco products were observed in Alwar block. And all the brands include Cigarette, Bidi and smokeless have health warning on their packaging.

Chapter 5- Conclusion

Though Rajasthan was one of the leading States to implement the law against public smoking and advertising of tobacco products in 2003, the compliance rate in the State is still low and its policies require more rigorous enforcement with regard to display and sale of tobacco products and "No Smoking" signage at public places. The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, enacted in 2003, has three sections which address smoke-free environment, tobacco advertising, promotion and sponsorship and sale of tobacco products to minors. 'Tobacco advertising needs to be restricted and easy access to tobacco products should be eliminated especially for the youth.

Bringing behaviour change i.e. effective implementation of law which prohibits smoking in public places is not easier task. The current compliance monitoring survey indicates that the sincere effort of Alwar administrations along with its partners like PSI have played a major role in effective implementation of Section 4, 5, 6 of COTPA act.

Conclusions should be noted.

Section 4-

- From total 365 public places visited, no smoking signage's were displayed in 90% (328) of the places, out of which 89% (326) were as per COTPA. Active smoking was not seen in 94% (343) of the total places visited. This shows the effective implementation of the Compliance of Section 4 in Alwar city and Thanagaji, Ramgarh and Alwar Rural Block
- The contact details on signages were only mentioned in 69% of the public places.

Section 5:

Total 357 Point of sales visited during the study, out of which 93% (332) were not advertising the tobacco products .The Alwar city 94% (120) and the blocks Thanagaji 91% (52), Ramgarh 93% (54) and Alwar rural 94% (58) follow the Section 5 compliance.

Section 6 a

- From the 357 PoS visited, 93% (332) PoS displayed the signage's which shows "Selling of tobacco products below 18 years is an offence".
- None of the vendors of all the PoS were enquiring about age proof.
- 88% (315) PoS were not selling the products to the minors and 93% (332) PoS were not selling the products by the minors.

Section 6b

- In order to check the compliance of Section 6 (b) total 357 Educational institutions were visited,
 94% (335) from the total have displayed the signages which shows "'Prohibition on Sale of Tobacco Products Within 100 yards of Educational Institutions.
- All the institutions visited were strictly adhering to the compliance by not selling the tobacco products inside the campus.
- The tobacco products within 100 yards of Educational institutions were not sell by 91% (324)
 PoS.

Annexures1

List of Educational Institutions

Chinar School
DPS School
Bratish Spokan English
CLC Coching Institute
Gurukul Coching Institute
Pratap School
Arya Bhatt institute
Alwar Public School
Bhugore sen.Sec.School
Govt.Primary school
Govt.Girls primary school
Gandhi Mamorial Sec.School
Arya Kanya Sen.sec.School,Alwar
Happy Sen.Sec.School,Alwar
Bal.Bihar Sec.School,Alwar
Govt.Primary School,Alwar
Royal Acadmy,Alwar
Sentral School No1 Alwar
Point Institute,Alwar
Vasundra Collage,Alwar
Raj Rishi College
Govt.Upper Primary School Kalsara
Govt.sen.sec.school, Kalsara
Hi.Q.International Sen.Sec.School,Sumer Pur
Govt.primary School Buda Bas ,Bhugore
Bhagwan mahaveer Prasikhsan kendra,Kesarpur
Govt.sec.School Umren
Burja Govt.Sec.School,Burja
Royal acadmy Burja
Raj Vidya mandir,Burja
Govt.sec.SchoolMahawa
Durga Devi B.ED. Collage,Malakhera
Naveen Sen.Sec.School,Malakhera
Shiv Adarsh Middle School, Malakhera

Govt.Sen.Sec.School,Malakhera
Govt.Upper Primary School,Malakhera
Govt.Sen.sec.Girls School,Malakhera
Gayatri sen.sec.School,Malakhera
Govt.Middle School Rupbas alwar
Oxford
Govt.Secondary school
AW Center
U.P.S (Sanskrit)
Ball Bharti School
Govt .Sr Sec School,Kishangarh
Mehrampur Bus Stand ,Kishangarh
Govt.Sec School,Bombara
Kishangarh
Private school Bombara
Govt .Sr Sec School,Kishangarh
Mehrampur Bus Stand ,Kishangarh
Govt.Sec School,Bombara
Kishangarh
Private school Bombara
Govt .Secondary school
Sunrisers pub school
B.L.Pub school,Rati bass
R.G.M B.ed Collage
Govt.Middle School
Step by step school
NIET
Govt School
Balika School
Govt (PS) School
ITI Center ,
Madrasa
Govt.Middle school
UPS
Lords sec school
Lords International school
Govt Middle School
Govt Higher Sec. School

AWC school
Govt. Sec. School
Govt. Middle School
Govt. Middle School
Tara Public Secondary School
Govt. Sec. School
Govt. Primary School
Govt. Middle School(New)
Govt. Sr. Sec. School
Sub Center
Public Sr. Sec. School
BC International School
New Modern Sr.Hr. School
Govt. Primary School
Govt. Hr. Sec. School
Upper Primary School
Amitoz Public School
Arya Vedic Vidhya Mandir
Govt. Girls Middle School
Amitoz Public School
Guru Hari kirshan Upper Primary School
Govt. Girls Sec. School, Naugaon
Govt. Sr. Sec. School , Naugaon
Govt. Primary School Bilaspur
Govt. Girls Sec. School, Naugaon
Govt. Girls Upper Primary School, Naugaown
Govt. Parveshika Sanskrit Vidhaylaya, naugaon

Morden public School
Anganwadi center
Arawali Girl Collage
Biseewal Gov Sec School
Gov Sec School
RPS School
Gov Sec School
Sanskrit Sec School
Bajrang Sec School
Adarsh Sec School
Veena Sec School
Aganwadi Kendra
Gov Upper Primary School
Hummalal Gov School
Gov Sec School
Gov Upper Primary School
Shiv Omkar Sec School
Bharti Sr Sec School
N .Intenational School
SHM Collage
Anganwadi Kendra
Vinayak Public Sr. Sec School
BM Acadmy
Prince Sr Sec School
K.L Acadmy
Sudha pubic school
IIT institute
Paras Sr Sec School
Mahaveer school
Govt.Sr.Sec.School Mubarikpur Alwar
Govt.Sr.Sec.School Barkhera Alwar
Govt.Sec.School, Bhajeet Alwar
Govt.Sec.School, Kalsara Alwar
Govt.Sec.School, Burja Alwar
Govt.Sec.School, Alawara Alwar
Perfect Public School, Alwar Alwar
Govt.Sr.Middle. School, Malakhera gate, Alwar Alwar
Govt.U.P.SSchool, Roopbas Alwar

Govt.Sr.Sec.School Mubarikpur Alwar
Govt.Sr.Sec.School Barkhera Alwar
Govt.Middle. School
Central School
Central School No.1
Sent Ansalam School
Govt.Girls Sr.Sec. School
Govt.Sec.School
Govt.Sec.School
Happy Sr.Sec. School
Govt.Girls Sec. School
Govt.Sr.Middle School
Govt. Middle School, Kasba Khairthal Kishangarh bas
Govt.Sr.Sec.School Jodiya Kishangarh bas
Govt. Middle School, Peelwa KishangarhBas
Govt.Sr.Sec.School, Khoh Kishangarhbas
Govt.Sr.Sec.School,Ajabpura Thanagazi
Govt.Sr.Sec.SchoolKishori Thanagazi
Govt.Sr.Sec.School, Thanagazi Thanagazi
Govt.Sr.Sec.School, Narayanpur Thanagazi
Govt.Sr.Sec.School, Angari Thanagazi
Govt.Sr.Sec.School, Thanagazi Thanagazi
Govt.Sr.Sec.School, Pratapgarh Thanagazi
Govt.Sr.Sec.SchoolBasai Jogiyan Thanagazi
Govt.Sec.School, Ajabgarh Thanagazi
Govt.Sec.School, Aagar Thanagazi
Govt.Gilrs Sec. School. Narayanpur Thanagazi
Sr.Sec.School
Govt.Sr.Middle School
Govt.Girls Middle School
Govt.Sec.School
Rama Nand Sec. School
Govt.Middle School
Alwar Public School
Army School
Central academy Sen Sec School
DVM Public School
Happy Public School

Jawahar Navodaya Vidhyala
Kendriya Vidhyala
Kendriya Vidhyala No 1
Modern Public Scholl
Mohan Lala dayal Vinay Mandir
National Acadmy day boarding eng
Presidency the international school
Raath International School
Raffles International School
Rajasthan Public School
Rajdhani Public school
Sachet Convent
Sanskar Bharti Public School
Sri Guru Harkishan Public School
St Anslems School
St Xaviers School
St Xaviers School
Star public school
Sunhill Acadamy
Step by Step Public School
Surai Public School
Vijay Laxmi memorial
Dps Alwar
Sunhill Academy
National Academy Day Boarding Eng
Vrindavan International Public School
Rajasthan Public School
St. Xavier's School
Utopia Col Satsangi's Kiran Memorial
St. Anselm's School
Presidency The International School
Happy Public School
Adinath Public School
Dvm Public School
Dps Alwar
Sanskar Bharti Public School
Silver Oak School
National Academy English Medium Sen Sec School

Seth Gopal DAS Memorial School
City Public Senior Secondary School
Irada Public School
JS public School
Mishra Prince Modern School
Morning Glory School
Spring Dales Sec School
Sunrays public school
The Montesry Public school
Tulip Public School
Govt.Girls primary school
Gandhi Mamorial Sec.School
Arya Kanya Sen.sec.School,Alwar
Happy Sen.Sec.School,Alwar
Bal.Bihar Sec.School,Alwar
Govt.Primary School,Alwar
Royal Acadmy,Alwar
Sentral School No1 Alwar
Point Institute,Alwar
Vasundra Collage,Alwar
Raj Rishi College
Govt.Upper Primary School Kalsara
Govt.sen.sec.school, Kalsara
Hi.Q.International Sen.Sec.School,Sumer Pur
Govt.primary School Buda Bas ,Bhugore
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Govt.sec.School Umren
Burja Govt.Sec.School,Burja
Royal acadmy Burja
Raj Vidya mandir,Burja
Govt.sec.SchoolMahawa
Govt.Girls primary school
Gandhi Mamorial Sec.School
Arya Kanya Sen.sec.School,Alwar
Happy Sen.Sec.School,Alwar
Aganwadi Kendra
Gov Upper Primary School
Hummalal Gov School

Gov Sec School
Gov Upper Primary School
Shiv Omkar Sec School
Bharti Sr Sec School
N .Intenational School
SHM Collage
Anganwadi Kendra
Vinayak Public Sr. Sec School
BM Acadmy
Prince Sr Sec School
K.L Acadmy
Sudha pubic school
IIT institute
Paras Sr Sec School
Mahaveer school
Govt.Sr.Sec.School Mubarikpur Alwar
Govt.Sr.Sec.School Barkhera Alwar
Govt. Middle School, Kasba Khairthal Thanagaji
Govt.Sr.Sec.School Jodiya Thanagaji
Govt. Middle School, Peelwa Thanagaji
Govt.Sr.Sec.School, Khoh Thanagaji
Govt. Middle School, Kasba Khairthal Thanagaji
Govt.Sr.Sec.School Jodiya Thanagaji
Seth Gopal DAS Memorial School
City Public Senior Secondary School
Irada Public School
JS public School
Mishra Prince Modern School
Morning Glory School
Spring Dales Sec School
Sanskrit Sec School
Bajrang Sec School
Modern Public School
Govt.ups (g)alawada
Govt. Ps mohammda ka bas
Govt.ps alawda
Govt.ps nangali alawada

Govt.ps sulaman bas
Govt. Ss choma
Govt. Ups gurjar pur khurd
Govt. Ps jadoli ka bas
Govt. Ps manmglashpur
Govt. Ups maanki
Govt. Ups balvandaka
Govt. Ps chiprada
Govt. Ps golata
Govt. Ups(g) bamaoli
Govt. Ps(g) bamboli
Govt. Ups pipli ka was
Govt. Ups bamani kheda
Govt. Ps jadoli
Govt. Ps laadpur
Govt. Ps ladpur pahara colony
Govt. Ups sainthali bas
Govt. Ss santhali
Govt. Ps bagala wadi
Govt. Ps narwala ka bas
Govt. Ups bandholi
Govt. Ps bag singh ki dhanni
Govt. Ups khoe
Govt. Ps nangal nangli
Govt. Ps rasulpur
Govt. Ps tismar
Govt. Ps warishpur
Govt. Ups baramada
Govt. Ps podipur
Govt. Ps ranveer bas
Govt. Ps shekpur
Govt. Ups bhuwaka
Govt. Ss kankarli meov
Govt. Ps kankarli meov
Govt. Ups mozdika
Govt. Ps mozidaka bas
Govt. Ps lalawandi
Govt. Ps mandala kalan

Court. Do mandala libuurd
Govt. Ps mandala khurd
Govt. Ps manglaspur
Govt. Shss milkpur
Govt. Ps milkpur
Govt. Ps pudhi ka bas
Govt. Ups puthi ka bas
Govt. Ups vilaspur
Govt.ps adddinaka
Govt. Ups chandigarh
Govt. Kgbv chandigarh
Govt. Ss khilora
Govt. Ps harizan basti
Govt. Ps yadav nagar
Govt. Ups khijaka
Govt. Ps niwali
Govt. Ups sona garh
Govt.ps alwalpur
Govt. Ps bahir pur
Govt. Ups chidwaa
Govt. Ps bakyanaka
Govt. Ps golaki
Govt. Ps karoli jagir
Govt. Ps kherthalaq
Govt. Ups khushpuri
Govt. Ps banjaro ki dhani
Govt. Ps mansheerpur
Govt. Ps mohar singh ka bas
Govt. Ps naharpur khurd
Govt. Ps almpur
Govt. Ps rabbaka
Govt. Ps sukka ka bas ward 9

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Field Investigator Name:

8. Name of Field Investigator

Place:						
Checklist I for Survey on Section	Checklist I for Survey on Section 4					
PART- I: INFORMATION ABOUT	LOCATION/PUBLIC PLACE					
1. Name of the District:						
2. Name of the Block:						
3. Name of the Public place:						
4. Address :						
 Type of Public place (Please Mark √) 	☐ Category 1: Accommodation facilities such as lodge/hotel/rest house/sarai					
	☐ Category 2: Eateries such as Restaurant/bars/dhaba/ tea stall/Ahata					
	□ Category 3: Educational establishments					
	□ Category 4: Offices (Government/office)					
	□ Category 5: Health care facility (Govt./Pvt.)					
	□ Category 6: Bus stand/taxi stand/ rain					
	shelter/mall/market/cinema ghar/amusement					
	park/museum/water parks					
	□ Category 7: Public transport: bus/taxi/maxi cab/three wheeler					
6. Date of visit:	/ /2014					
7. Time of visiting the Public pl	ace (Please Markv)					
	□ 9:00 am-1:00 pm					

□ 1:00 pm-3:00 pm
 □ 3:00 pm-5:00 pm
 □ 5:00 pm-7:00 pm
 □ 7:00 pm-9:00 pm

2.....

Date:

PART-II: OBSERVATION INFORMATION

1. Whether "No smoking signage" is displayed?	□ YES	□ NO
1.1 If yes, whether signages are displayed at entrance and other conspicuous places?	□ YES □ NO	□ NA
1.2 If yes, whether signages are as per the specification of	☐ YES ☐ NO	□ NA
COTPA-2003 in size, text and design?		
1.3 If yes, whether contact details of reporting person written?	□ YES □ NO	□ NA
2. Whether someone is found smoking at the time of visit?	□ YES	□ NO
3. Whether the smoking aids such as ashtrays, matchboxes and lighters etc. are visible?	□ YES	□ NO
4. Whether someone has done smoking recently in this	□ YES	□ NO
public place- as evident from the smell?		
5. Whether some cigarettes butts or bidi stubs/ash are	□ YES	□ NO
found?		
Next questions only applicable to three categories 1. Accommo	odation facility 2. Eateries	3. Airport
	,	
6. Whether any Smoking zone/space/area is	□ YES □ NO	□ NA
designated for the smokers in the hotel/		
restaurant/airport?		
6.1 If yes, what is the sitting/accommodation capacity of a restaurar	nt/hotel	
6.2 If yes, whether smoking area/zone/ space is as per	□ YES □ NO	□ NA
specification of the act (location/built/exhaust to		
outside/automatic closing door etc.)?		
6.3 If yes, whether this smoking area/space/zone is used	□ YES □ NO	□ NA
only for the purposes of smoking and no service(s) are		
allowed therein.		
Next question only applicable to one category (Accommodation	n facility)	
7. Whether designated smoking rooms are	YES	NO
available in an accommodation facility.		
7.1 If yes, what is total number of rooms in an accommodation facility	ity	

Annexure 3

Checklist II for Survey on Section 6 (b) Part I: Background Checklist

State/ District Name		
Name and address of an educational institute		
Whether institute is in government or private sector (Please tick $$)	☐ Government sector ☐ Private sector	
Category of educational institute (Please tick√) Total no. of students studying in the institute	□ Primary school (Up to 5 th) □ Middle school (Up to 8 th) □ High school (Up to 10 th) □ Senior secondary school (Up to 12 th) □ Degree college □ University	 □ University study centers □ Medical college □ Engineering college □ Education college □ Computer education center □ Others (Please specify)
Total no. of staff (both teaching and non-teaching) working in the institute Time of visit		
Time of visit		

Part II: Observation checklist

SI. No	Indicators	Observation Yes / No Please mark (√)
1.	Display of signage as mandated in the law-section 6 (b) of COTPA	□ Yes □ No
	If yes, whether it is as per the specification mandated by law	
	1.1 Text is as per law	☐ Yes ☐ No ☐ NA
	1.2 Background colour of the board is White	☐ Yes ☐ No ☐ NA
2.	Sale of tobacco products inside the campus	☐ Yes ☐ No
	2.1 If yes, please mention the total no. of PoS	
	2.2 If yes, please mention the type and number of PoS	□ No of permanent shop/kiosk:□ Temporary/movable kiosk:□ NA
3.	Sale of tobacco products within 100 yards of radial distance from the institute's main gate or boundary	□ Yes □ No
	3.1 If Yes, please mention the total no. of PoS	
	3.2 If yes, please mention the type and number of PoS	□ No of Permanent shop:□ Temporary/movable kiosk:□ NA

Annexure 4

Checklist III for Survey on Section 6(a), Section 5, and Section 7, 8 & 9

Part 1: Background Information

District/ Block Name				
Complete address				
Type of the shop	☐ Temporary /mova	☐ Temporary /movable kiosk		Permanent/fixed shop
(Please tick √)				
Type of the shop	☐ Exclusive tobacco shop	☐ Mainly tobacco shop but also		Tobacco sale is not a major business
(Bussiness)	·	sells other things		·
(Please tick √)				
Date of observation	DD/MM/YYYY			
Name of the investigator				

Part-2 Observation Information for Section 6 (a)

SI. No	Indicator	Observation (Yes / No/NA) Please mark ($\sqrt{\ }$)				١		
1	Display of signage as mandated in law - 6 (a) of COTPA		Yes					No
1.1	If yes, whether placed at prominent place/clearly visible		Yes		No		NA	
1.2	If yes, whether as per specification of law							
	i. Size i.e. 30cms x 60cms ii. Indian Language iii. Size of picture area (50% of the board) iv. Size of text Size (50% of the board) v. Text as per law		Yes Yes Yes Yes Yes		No No No No	0		NA NA NA NA
2	Sale of tobacco products by a minor		Yes					No
3	Sale of tobacco products to the minors		Yes					No
4	Whether vendors enquire or see age-proof in under-age/youth (borderline case)		Yes					No
5	Tobacco products are prominently displayed and visible		Yes					No

6	Tobacco products are easily accessible to minors	Yes	No	,
7	Tobacco products are sold through vending machines	Yes	No	,

Part 3: Observational Information for Section 5 (PoS)

Sr. No.	Parameter of evaluation	Observation (Yes / No/NA)	
			Please mark (√)
1.	Whether tobacco products advertisements are pro-	esent at the PoS?	□ Yes □ No
1.1	If yes, what kind of advertisements		,
	1.1.1 Boards	□ Yes	□ No □ NA
	1.1.2 Posters	□ Yes	□ No □ NA
	1.1.3.Banners	□ Yes	□ No □ NA
	1.1.4 Stickers	□ Yes	□ No □ NA
	1.1.5 LCD/video screening	□ Yes	□ No □ NA
	1.1.6 Dangles	□ Yes	□ No □ NA
	1.1.7 Promotional gifts/offers	□ Yes	□ No □ NA
	1.1.8 Products showcases	□ Yes	□ No □ NA
	1.1.9 Any others (please describe)		
2.1	If an advertisement board is displayed, whether	□ Yes	□ No □ NA
	its size exceeds 60X45 cm		
2.2	Number of advertisement boards at the PoS	please write	
2.3	Whether advertisement board is illuminated or back lit	□ Yes	□ No □ NA
2.4	Whether advertisement board displays brand packshot or brand name of tobacco products	□ Yes	□ No □ NA
2.5	Whether advertisement board shows any promotional message or picture	□ Yes	□ No □ NA
2.6	Whether the perticular colour and layout and or presentation is used in an advertisement board that is associated to perticular tobacco products		□ No □ NA
2.7	Whether, besides the boards, advertisements	□ Yes	□ No □ NA

	are extended to full body of PoS			
3.1	Whether advertisement board displays a health warning	□ Yes	□ No	□ NA
3.2	Whether health warning is in white background with black letters	□ Yes	□ No	□ NA
3.3	Whether size of health warning is more than 20 X 15 cm	□ Yes	□ No	□ NA
3.4	Whether health warning is on uppermost portion of a board	□ Yes	□ No	□ NA
3.5	Whether health warning is written in any local Indian language (as applicable)	□ Yes	□ No	□ NA
4.	Whether tobacco products are sold by a vending machines	□ Yes	□ No	□ NA
5.	Whether display of tobacco products is visible to minors	□ Yes	□ No	□ NA
6.	Tobacco products are sold by minors	□ Yes	□ No	□ NA

Annexure 5 PHOTOGRAPHS

























