

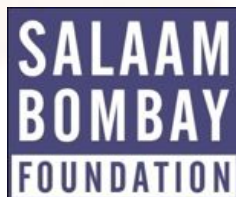


ENFORCING THE LAW ON BAN OF SALE OF TOBACCO PRODUCTS WITHIN 100 YARDS OF EDUCATIONAL INSTITUTIONS

DEVIKA CHADHA

EP376

Track



ENFORCING THE LAW

ON BAN OF SALE OF TOBACCO PRODUCTS WITHIN 100 YARDS OF EDUCATIONAL INSTITUTIONS



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Background

- Tobacco products are sold outside every school in Mumbai sometimes even at their doorstep
- Children are exposed to attractive and cheap tobacco products thus luring them to early initiation
- In 2003, the Cigarettes and Other Tobacco Products Act 2003 (COTPA) introduced Article 6 makes it illegal to sell tobacco to minors and for any tobacco shop to be located within 100 yards of any educational institution



In June 2009, Salaam Bombay Foundation (SBF) took action with the help of the SBF trained children to address the issue of tobacco vendors near educational institutions

Objective

- To assess the enforcement of article 6 of COTPA, banning the sale of tobacco products in and around 100 yards of school premises
- Follow-up with Government authorities to advocate the effective enforcement of law

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Process

December 2008

Children from 58 schools made a list of 63 tobacco shops around their school premises

January 2009

The children discussed the issue within their Children Health Assembly (a group of selected leaders from each school), where they made a demand charter

April 2009

They submitted their charter along with the list of 63 tobacco shops to Municipal Education Committee Chairman violating the law



Students submitting a demand charter to Local Police

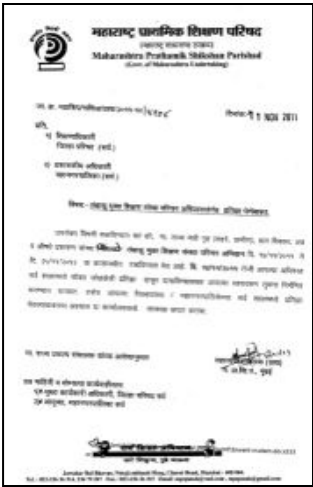
The children explained the existing law to tobacco vendors and asked them to stop selling tobacco to minors

The children also wrote letters and held meetings with the Municipal Corporation and FDA officials

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July 2009

The advocacy project encouraged the license department of the Municipal Corporation in the city of Mumbai to raid 201 tobacco shops and confiscate the tobacco products

Circular issued by the License Department

The youth advocacy efforts also persuaded the Municipal Corporation Education authority to circulate (enact) a rule for all municipal schools stating that tobacco consumption and selling of tobacco by anyone on school premises will be punishable with a fine up to Rupees 1000 (USD 23)

Conclusion

These activities not only support the children to exercise their knowledge and skills in spreading awareness but also support broad civil society advocacy efforts to strengthen the enforcement of India's tobacco control law

