

# Nada Young India Network Chandigarh Declaration 21

NYIN MEET 2021  
CHANDIGARH

## CALL TO ACT ON

Availability, accessibility  
and acceptability of  
tobacco be reduced

## COTPA AMENDMENT 2020 TO BE PASSED FROM BOTH HOUSES

Tobacco tax burden to be  
increased on cigarettes to  
75%, bidis to 28% and  
smokeless tobacco to 110%.

## OPPORTUNITIES FOR YOUTH TO PARTICIPATE IN TOBACCO CONTROL POLICIES

Non-negotiable Asks are to  
ban tobacco product display at  
POS, DSA and marketing to  
children.



Tobacco has become one of the major risk factors for NCDs among young people between the age group of 15-27 years. It has become an integral part in the Indian socio-cultural context making India the 2nd largest consumer of tobacco. Among youth (13-15 years), 30% use tobacco and its related products while 37% are exposed to second-hand smoking in public spaces and 22% are exposed to it at home (WHO 2018, Tobacco-Free Kids 2018).

Youth are one of the ardent consumers of the tobacco industry who are the most vulnerable and easy targets for them due to ample misinformation, ease of availability and societal frameworks.

The young tobacco control leadership is ready to take action against tobacco with the aim of improving youth wellbeing, the NYIN (Nada Young India Network) identifies tobacco promotion and availability, accessibility and acceptability as a threat to young people from being exposed to tobacco use. According to GYTS-4, 73.08% bought tobacco products from point of sale vendors, 60.6% saw tobacco advertisements online and offline.

### NYIN Urges:

NYIN urges youth to meaningfully engage in building their personal and community's wellbeing as they have so much potential to actively build a tobacco-free nation. The 2030 SDGs agenda also focuses on supporting young people as critical agents of change in various areas of development.

Youth need to be empowered so that they are able to address their specific needs like tobacco use and be vocal about their concerns on tobacco industry tactics in making young people addicted. NYIN also urges the government to protect the people who are not using tobacco (passive smokers).

## The NYIN way forward

**Volunteerism:** The self-advocacy process motivates young people to take an initiative to change.

**Affirmation:** We affirm that It is necessary to build an enabling and safe environment for youth to learn and reflect on their values. This space should not be manipulated by the tobacco industry.

**Responsibility:** The NYIN has the responsibility of prioritising youth needs and meaningful youth engagement in building their wellbeing and enriching their potential to take action to meet the challenges posed by tobacco industries.