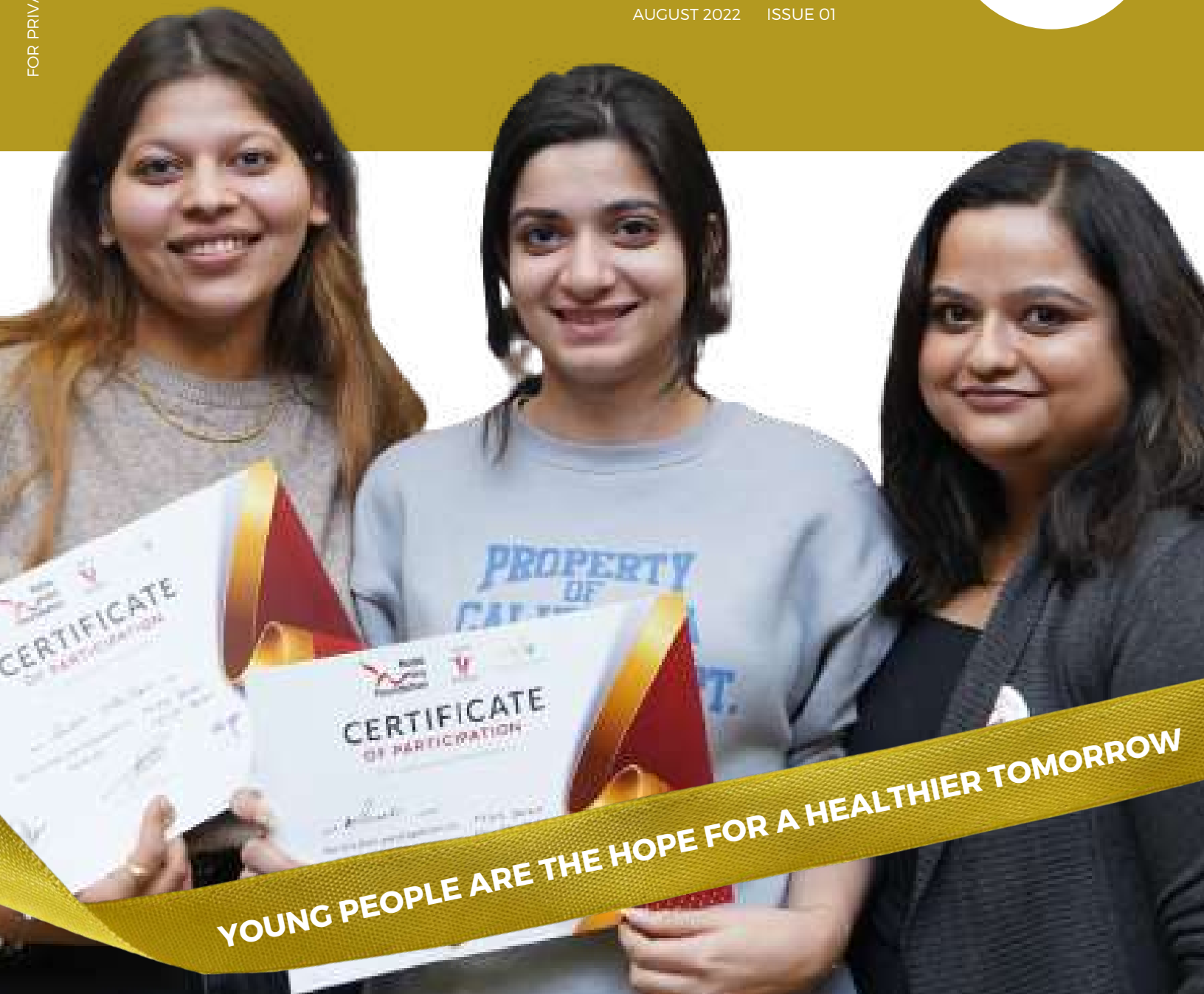


# YOUTH FOR GOOD HEALTH

NADA YOUNG INDIA NETWORK (NYIN)

AUGUST 2022 ISSUE 01



YOUNG PEOPLE ARE THE HOPE FOR A HEALTHIER TOMORROW

## YOUTH CONCLAVE

Nada India Foundation holds regular conclaves to engage and voice the message of the young people in National and International forums

## VOLUNTEER TRAINING

The V Lead Academy initiative of the Nada India Foundation is a premier for youth training and capacity building

## MEDIA FELLOWSHIPS

We engage with media entities and budding writers with fellowship and international study opportunities on substance abuse and its remedies



Read Nada Newsletter



**NURTURING YOUNG FOR WELL BEING**

[WWW.NADAINDIA.INFO](http://WWW.NADAINDIA.INFO)

Founded in 1999, Nada India Foundation has been creating the spaces and nurturing diverse networks of community-based initiatives amongst the marginal and most at risk populations across India.

Through its advocacy and capacity building work Nada India has enabled the vulnerable youth, male and female and the adolescents as well to make choices for healthy ways of living. Through Youth Networks, trained and facilitated by Nada India Foundation, young people today are playing a pivotal role in policy and media advocacy on issues concerning the health of future generations.



[WWW.YOUTHFORWELLBEING.ORG](http://WWW.YOUTHFORWELLBEING.ORG)

Nada India Foundation works under the framework of the Convention of the Rights of Children, CRC, with male and female children and adolescents through the Young India Network for Good Health also called the NYIN. This network of young volunteers works for the prevention and control of NCDs and their associated risk factors.

The NYIN is a membership-based network that strives to foster a healthy community for all by and for the youth. It aims to amplify youth voices on good health issues and take big actions to resolve them.





## YOUTH VOLUNTEERISM IN ACTION IS THE BEST BET FOR A HEALTHY FUTURE FOR THE NATION

SUNEEL VATSYAYAN, CHAIRPERSON, NADA INDIA FOUNDATION



### About Suneel Vatsyayan, Chairperson

Experienced social work practitioner and health advocate with a demonstrated history of working in the non-profit organization management industry. Skilled in Nonprofit Organizations, Public Speaking, Management, Leadership, and Project Management. Strong business development professional with a Master of Social Work - MSW focused in Criminology & Correctional Administration from Jamia Millia Islamia. Life Coach, Social Entrepreneur and Karmaveer Chakra Awardee

In a nation brimming with opportunities and a society braced against time with a considerable young population dividend, what should be the biggest worry? The physical and mental health of its youth and children. Volunteering for a better tomorrow is about owning the responsibility of the future. Working with the inspired and talented youngsters in Nada India Foundation from across India is a lesson in volunteerism which each of us should learn. Asking the right question to the right people, reaching out to the masses and working for solutions in their own limited capacities is hope for us. We have a better future with our youngsters taking charge.



## TOBACCO MENACE

### An avoidable catastrophe

■ By Suneel Vatsyayan

INDIA is reported to have lost half a million of its people to the pandemic over the past two years. This is despite the fact that the situation had complete societal attention and everyone worked towards minimising it. However, there is something equally serious and catastrophic that we are dealing with right now. The menace of tobacco use. It kills an estimated 1.35 million Indians every year. Scientific studies estimate that the consumption of tobacco results in the death of more than 3,500 Indians every single day. According to the Global Youth Tobacco

right intention to act resolutely against tobacco use. One of the most notable and prompt steps toward tobacco control is the Prohibition of Electronic Cigarettes Ordinance, 2019 which prohibits production, manufacture, import, export, transport, sale, distribution, storage and advertisement of e-cigarettes. A few other notable steps by the government in this direction are the launch of the National Tobacco Quitline Services (NTQLS) which has the sole objective to provide telephone-based information, advice, support, and

narratives that will pre-empt any kind of tax increases on tobacco products.

The taxation scenario in India is not so encouraging in terms of tobacco control. Ever since the introduction of the Goods and Services Tax (GST) in 2017, there has been no significant tax increase on any tobacco products in India. No significant tax increase on any tobacco product for four years in a row has made all tobacco products increasingly more affordable. This has undoubtedly attracted new users to tobacco, especially the youth.

■ By Shubhendra Thakur

IN ONE'S daily life, it is not uncommon to spot images warning one of oral cancer -- on cigarette packets, precautionary adverts ahead of movies, and even on television. This major global public health problem in India, however, has a high incidence and is only growing. In India, over five people die every hour due to oral cancer. As shocking as the statistic may be, oral cancer remains a major cause of

At the individual level, oral cancer can be caused by a variety of factors, such as family history, risk of cancer. Research shows that globally, about four out of five people with oral cancer use tobacco, and about 70 percent are heavy drinkers. There are a



Historically, the death rate associated with oral cancer has been particularly high due to late-stage diagnosis and intervention. According to the World Health Organisation (WHO), however, some of the most common cancer types, such as breast cancer, cervical cancer, oral cancer, and colorectal cancer, including cigarettes, pipes, cigars, and smokeless tobacco, tobacco quid inside mouth, paan with betel nut/areca nut (supari).

● Periodic oral check-ups and other regular tests by a doctor can help catch oral cancer early, making treatment easier. Make appointments with your dentist. These days, early detection kits such as by early self-help assess a low mo

## YOUTH AS CHANGEMAKERS WORKING ACTIVELY WITH POLICY MAKERS AND OTHER STAKEHOLDERS



### Haryana NYIN report

The state team reached out to MPs from Bhiwani, Shri Dharamveer Singh and Mrs Sunita Duggal from Sirsa as well as to Mrs Sunita Dugaal MP. Meeting with Shri. Ratan Lal Kataria, MP from Ambala and Shri Inderjeet Rao MP from Gurgaon was very fruitful. Youngsters held a follow-up meeting in the office of the State Tax and Excise Department. There was a poster-making competition on the occasion of World Environment Day. NSS and the Red Cross Society of PG College of Panchkula led a bicycle marathon in support of COTPA Amendment 2020 in favour of a healthy future.. Pilot survey by NYIN members on Point of Sale advertisement of Tobacco products in districts of Bhiwani, Panchkula and Gurgaon was also conducted.

**Haryana State Coordinator Ms Deepshikha Kumari with a senior Member of Parliament Shri Ramesh Chander Kaushik recently. Deepshikha is a testimony of a young leader growing in activism with hardworking. A postgraduate in Social Work, she joined NYIN as a young volunteer and rose to become an asst. engagement officer and now is leading a complete state team at a young age**

### Punjab NYIN report

With the recent change in baton in the political realm, Punjab youngsters interested in policy advocacy are working steadfastly to reach out to the elected leadership to convey their concerns on the health situation. They could meet Shri Anmol Gagan Mann MLA from Khara and Shri Kuljit Singh Randhawa MLA from Dera Bassi to gather support for COTPA amendment 2020 and tobacco tax increase. They had meeting with Advisor to CM Shri RN Batta and State Tobacco Control Officer. Meeting with MP Amritsar Shri Gurpreet Singh to garner support letter was fruitful with the public representatives giving time to listen to the youth priorities. Team visited GNDU Campus to meet officials of campus for youth engagement in tobacco control and orientation programme was held at Jeevan Sandesh Foundation- drug treatment centre, Kharar Punjab and with students of Punjab University

### Himachal Pradesh NYIN report

The Nada Young India Network members of Himachal Pradesh had a very challenging yet fruitful time during the Monsoon time. The last two months of policy advocacy activity included a visit the Commissioner of State Taxes and Excise department and interaction and meeting with Shri. JP Nadda, MP Nahan and president of ruling BJP as well as Shri. Sikander Kumar, MP Shimla. The youngsters also met senior parliamentarian Smt. Indu Goswami to express their concern over the urgent need to control tobacco use in the hill state. The young team procured letter of support from Shri Manohar Dhiman, Vice Chairman General Industry department for COTPA Amendment 2020. NYIN teams continued with its campus awareness in Himachal Pradesh University and video production work to support COTPA amendment 2020.



## AKSHAY SHARMA, MEDIA HEAD

The answer is in harnessing the talent of the young minds to reach out to the mainstream media and policymakers innovatively and impactfully. NYIN is proud to have hundreds of new media experts and volunteer media interns who map, analyse and interact with the editors and correspondents of national and vernacular newspapers and television channels on a regular basis. Our graphic experts and new media influencers are our strengths. They play a pivotal role in putting the message across to the masses.



यंग इंडिया नेटवर्क फॉर गुड  
हैल्थ ने तंबाकू उत्पादों पर  
टैक्स बढ़ाने का किया आह्वान

**चंडीगढ़/टीम एक्शन इंडिया**  
नाडा यूंग इंडिया नेटवर्क फॉर युथ हेल्थ की अगुवाई में समूचे देश के युवा संगठनों ने प्रधानमंत्री और वित्त मंत्री से 2022-23 के आगामी बजट से सभी

चंडीगढ़ में जीएसटी काउंसिल  
की बैठक 28-29 जून को

चंडीगढ़, 26 जून (ब्यूरो)

2022 पर आयोजित शेयर ड्रॉस फेक्न्स टू सेव लाइव्स नामक येबिनार में नशे के खिलाफ जुटे संगठनों ने इस आह्वान के माध्यम से सरकार से गृहार लगाते हुए तर्क दिया है कि तंबाकू और इससे संबंधित उत्पादों पर अतिरिक्त कर लगाकर दूर हो सकते हैं। नाइ ईंडिया फाउंडेशन के चेयरमैन सुनील बालसावन के अनुसार ट्रेंड्स इन एफोर्डेबिलिटी ऑफ टोबैको प्रोडक्न्स बीनोर् एंड आम्पट्रि ट्रांजिशन टू जीएसटी ईन ईंडिया पर हाल ही के शोध से पता चला है कि गत पांच सालों में सिगरेट, बीड़ी और स्मोकलैस टोबैको कीफायती हुए हैं।

इंडिया फाउंडेशन और पीपु के सेंटर फॉर पब्लिक हेल्थ एवं सोशल चर्च विभाग के सैन्यन से आयोजित वर्कशॉप में कही। उन्होंने कहा कि तंबाकू से संस से जुड़ी बीमारियाँ के साथ फेफड़ों और मुँह का कैंसर के अलावा हाइड्रोजन और इथेन ग्रेट हो गते हैं। शौक या फन के लिये पीने से शुरू करने वाले स्मूली बच्चों को कब इसकी लत पड़ जाती है किसी को पता ही नहीं चलता। उन्होंने कहा कि मिमारेड-बीबी का नशा आमतौर पर 13-15 की आयु में शुरू होता है। जो सेहत और जेव दोनों की हानि बुरा असर डालता है। उन्होंने कहा कि

मिने वालों में 10 फीसदी इराबे आहूँ है जबकि 90 फीसदी काँकी फलन करते वक़्त, दोस्तों का महफ़िल या फिर सोसायटी में बैठक के दौरान नशे का इस्तेमाल करते हैं।

कार्यक्रम में पीपू के डीपीआर एंव सोशल वर्क विभाग के प्रो गैवर गौड़ ने कहा कि सेमिनार/व्याख्यान जैसे बाहर कार्यक्रमों के अलावा भीतर कार्यक्रम भी आवश्यक हैं जिसमें ऐसे विषय पाठ्यक्रम में जोड़े जायें उन्होंने जोर दिया कि स्कूली बच्चों के व्यवहार को समझना आवश्यक है। नाडा इंडिया काउन्सेलर ने

मनाया जा रहा है। एनवाईआईएन के सदस्यों के अनुसार सरकार द्वारा राजस्व जीतने की जरूरत को पूरा करने के हितों तत्काल उपयोधि पर चुक दानिया और पछोड़ी निजीकरण उपाय हो सकता है। इस तरह से तबका से लेने वाली बीमारियाँ और पछोड़ी 19 रोगों को कम करने में बत मिलेगा। एनवाईआईएन की हरियाणा इकाई के डिजाइन एक्जिक्यूटिव और लीडर अग्रसर करने में बताया कि तबका को संगठन बनाया जाना चाहिए जिससे की इसकी पहचान होकर अलग तबका जा सके। कारी में केन्द्र का अर्थ है कि राज्य के हितों फायदा जबकि तबका को कम खर्च का मतलब जीवन को बचाना है। उन्होंने दलील दी कि जब तबका की पहिचान हो गई है तो सुधारण और अन्य तबका का उपयोग कम हो जायेगा और शिथिल रूप से कमजोर समूह जैसे की युवा, गर्भवती महिलाएँ और

Finance Minister to the upcoming budget on the eve of National Day and 'Saksham Yojana' (Empowering Youth) calls for a new growing ecosystem to move the nation away

नाडा यंग इंडिया नेटवर्क ने चंडीगढ़ में 28 और 29 जून को आयोजित होने वाली जीएसटी कॉउंसिल की बैठक से पूर्व तंबाकू और संबंधित उत्पादों पर कापेनेरोशन सेस में ईजाफा करने की मांग की है। इस पहल से सरकार को अतिरिक्त राजस्व प्राप्त होगा जो कि वैश्विक कोरोना महामारी से उत्पन्न संकट में हुए नुकसान की भरपाई को पूरा करने के साथ देश के हेल्थ इन्फ्रास्ट्रक्चर में सुधार कर युवाओं के लिए एक सुरक्षित और हेल्थी वातावरण बना सके। इंटरनेशनल-डे एगेंस्ट ट्रांस एब्जुज एंड एलीसीटी ट्रेफिक

**एवि कवि** for tax increase on tobacco  
lucts: NYIN for good health

आज के समय देश में काफी गंदागर्ह की दृष्टि मिलने से कानून का काम बड़ा ज़ोर है। पालन करने हुए मनुष्यो को सही नीति और व्यवस्था सही अवसरों पर देख कर कानून तैयार करना अनुरोध किया है। इसी कारण ही संविधान निश्चित हो चुका है जो प्रेरणा देने वाली

bandigarh, Youth under the banner of Nada Yuva India Network for Good Health (NYIN) have urged the Prime Minister and Finance Minister to impose taxes on all tobacco products in the upcoming of 2022-23. The appeal came on the eve of I Youth Day 2022 which is themed around m Yuva, Sashakth Yuva (Capable Youth, Strong calls for enabling a healthy and tobacco-free ecosystem for the young people of the country. A away from addictions is possible by making products unaffordable and out of reach from people in the country. According to NYIN member excise on all tobacco products can be a very



- **Prohibit DSA (Designated smoking Area)**
- **Ban Point of Sale (POS) Tobacco Display**
- **Increase the legal age for Tobacco use from 18 to 21 years**
- **Increase public smoking penalties**
- **Ban sale of Single Cigarettes**



**SCAN ME** 

## ਤੰਬਾਕੂ ਉਤਪਾਦਾਂ 'ਤੇ ਟੈਕਸ ਵਾਧੇ ਦੀ ਮੰਗ

**ਪੱਤਰ ਪ੍ਰੇਰਕ, ਚੰਡੀਗੜ੍ਹ :**  
ਨਾਡਾ ਜੰਗ ਇੰਡੀਆ ਨੈਟਵਰਕ  
(ਐਨਵਾਈਆਈਐਨ) ਫਾਰ ਗੁਡ  
ਹੈਲਥ ਦੀ ਅਗਵਾਈ ਅਧੀਨ ਦੇਸ਼  
ਦੀਆਂ ਨੌਜਵਾਨ ਜਥੇਬੰਦੀਆਂ ਨੇ ਪ੍ਰਧਾਨ  
ਮੰਤਰੀ ਤੇ ਵਿੱਤ ਮੰਤਰੀ ਨੂੰ 2022-23  
ਦੇ ਅਗਾਮੀ ਬਜਟ ਤੋਂ ਸਾਰੇ ਤੰਬਾਕੂ  
ਉਤਪਾਦਾਂ 'ਤੇ ਟੈਕਸ ਵਧਾਉਣ ਦੀ  
ਅਪੀਲ ਕੀਤੀ ਹੈ। ਇਹ ਅਪੀਲ ਗਾਣੇਸ਼  
ਯੁਵ ਵਿਦਾਲ-2022 ਸੰਮੇਲਨ ਕੀਤੀ ਗਈ  
ਸੀ ਜੋ 'ਸਕਸਸ ਯੁਵ-ਮਸ਼ਹੂਰ ਯੁਵ'  
ਦੇ ਨਾਂ ਅਧੀਨ ਦੇਸ਼ 'ਚ ਮਨਾਇਆ  
ਜਾ ਰਿਹਾ ਹੈ। ਐਨਵਾਈਐਨ ਨੇ

ਕਿਹਾ ਕਿ ਤੰਬੜਾ ਦੇ ਉਤਪਾਦਾਂ ਨੂੰ ਹੋਰ ਮਹਿੰਗਾ ਕੀਤਾ ਜਾਣਾ ਚਾਹੀਦਾ ਹੈ ਤਾਂ ਜੋ ਇਸ ਦੇ ਸੇਵਨ ਨੂੰ ਲੋਕਾਂ ਦੀ ਪਹੁੰਚ ਤੋਂ ਦੂਰ ਕੀਤਾ ਜਾ ਸਕੇ। ਇਸ ਸਮੇਂ ਸਾਰਾ ਮਕਸਦ ਤੰਬੜਾ 'ਤੇ ਟੈਕਸ 'ਚ ਵਾਧੇ ਦਾ ਅਰਥ ਮੁਨਾਫ਼ਾ ਨਹੀਂ ਹੈ ਜਦਕਿ ਤੰਬੜਾ ਉਤਪਾਦਾਂ ਦੀ ਖਪਤ ਘੱਟ ਕਰਕੇ ਆਬਾਦੀ 'ਚ ਰਹੀਐ ਮਨੁੱਖੀ ਸਮੱਰਥਾ ਬਦਾਉਣਾ ਸੀ। ਉਨ੍ਹਾਂ ਨੇ ਦੇਸ਼ੀਲ ਦਿੱਤੀ ਕਿ ਜਦੋਂ ਤੰਬੜਾ ਦੀਆਂ ਕੀਮਤਾਂ ਵਾਧਦੀਆਂ ਹਨ, ਤੰਬੜੂਨਈ ਅਤੇ ਹੋਰ ਤੰਬੜਾ ਦੀ ਵਰਤੋਂ ਘੱਟਦੀ। ਅਤੇ ਤੰਬੜਾ ਸਮੱਰਥਾ ਵਿਚੋਂ ਨਿਕਲਦੀ ਹੈ।

ਸਿੱਖ ਸੰਗਠਨਾਂ ਵੀ ਸਿੱਧਾਫ਼ਜ਼ ਕਰਦਾ ਹੈ ਕਿ ਤੰਬਾਕੂ ਉਤਪਾਦ 'ਤੇ ਆਬਕਾਰੀ ਟੈਕਸ ਦਾ ਹਿੱਸਾ 75 ਪ੍ਰਤੀਸ਼ਤ ਤਕ ਹੋਰ ਵਧਾ ਦਿੱਤਾ ਜਾਣਾ ਚਾਹੀਦਾ ਹੈ। ਹਿਮਾਚਲ ਪ੍ਰਦੇਸ਼ ਇੱਕ ਧਾਤੀ ਰਾਜ ਹੈ, ਜਿਸ 'ਚ ਐੱਨਵਾਈਆਈਐੱਨ ਦੇ ਯੂਥ ਆਗੂ ਪਰਮੀਸ਼ ਨੇ ਕਿਹਾ ਕਿ ਤੰਬਾਕੂ ਉਤਪਾਦ ਦੀ ਵਰਤੋਂ ਨੂੰ ਰੋਕਣ ਲਈ ਕਈ ਉਪਰਾਲੇ ਕੀਤੇ ਗਏ ਹਨ। ਭਾਰਤ 'ਚ ਤੰਬਾਕੂ ਦੀ ਵਰਤੋਂ ਕਰਨ ਵਾਲਿਆਂ ਦੀ ਵਿਵਸਥ 'ਚ ਦੂਜੀ ਸਭ ਤੋਂ ਵੱਡੀ ਹਿੱਸੇਦਾਰ 208 ਮਿਲੀਅਨ ਤੋਂ ਵੀ ਵੱਧ ਹੈ। ਸਾਰੇ ਦੇਸ਼ 'ਚ ਤੰਬਾਕੂ 2011

ता तम्बकू डपटो को फिलोसफ़ नुकाओं से पू  
कार में कुछ महत्त्वपूर्ण पाल को ज सके।  
को भी जड़ उड़िया घाटलान जैसी  
अनेक यथार्थिक संसार इस विश्व में संतो  
को, समझने को, साझा को इस विश्व में  
तलाश जलान करके का काम कर रही है।  
मुवाओं से यहाँ पाल करते हुए, मनमन  
प्रधानमंत्री जी, फिल मंत्री जी और स्वच्छा मंत्री  
जी को तम्बकू डपटो पर टैक्स बढ़ा दी है।  
अबका फिले जिला कर अनुभव किया है।  
लेना फिले जिला कर अनुभव किया है।  
पूक प्रभावी और दूसरों को प्रेरणा देने वाली  
पाल भी है।

**Products: NYIN f**  
handigarh, Youth under  
India Network for Good  
the Prime Minister and  
the taxes on all tobacco p  
of 2022-23. The appeal  
I Youth Day 2022 which  
m Yuva, Sashakth Yu  
calls for enabling a hea  
ecosystem for the yo

for the banner of Nada Youth and Health (NYNH) have urged Finance Minister to ban tobacco products in the upcoming budget. The announcement came on the eve of the 10th anniversary of the 1994 law which is themed around the 100th anniversary of the Yama (Capable Youth, Strong Nation) movement. The movement is for a healthy and tobacco-free society for the benefit of all young people of the country.

- Increase tobacco taxes
- Increase penalties for illegal sales
- Ban sale of tobacco in public places

the legal age for  
use from 18 to 21  
public smoking  
of Single Cigare

ettes

संजीव: पंचकाला, मोहाली का पहला सबसे अधिक लोकप्रिय सांध्य दैनिक

राजगिर, पंचकुला, मोहाली का जहाल सबसे अधिक लोकप्रिय सांध्य दैनिक

# हिमाप्रभा





# ADVOCATES FOR A TOBACCO FREE INDIA

## MANGAL SINGH, STATE COORDINATOR

From the snow filled hills of the Himalayas in Himachal Pradesh to the deserts of Rajasthan and the beach hugging Tamil Nadu, the young volunteers of Nada India Foundation and its various networks for Good Health work tirelessly to champion a tomorrow free from tobacco and related abuse. In the colleges, schools and in the workplaces, the young inspired souls work in small groups to envisage and execute ways and means to reach out to our policy makers and other stakeholders in the society to convince them to work for a healthier tomorrow.

The NYIN and Nada volunteers come from various backgrounds. There are medical professionals, researchers and even youngsters who have successfully defeated tobacco and alcohol habits.



The young advocates work in various capacities. We have in our extended network students who love to write to their leaders and express their concerns. The mass letter campaigns of NYIN has caught national media attention and Members of Parliament have extended support to the efforts of the young people.

From organising awareness sessions to field tours, Nada India Foundation and its arms of engagement with young people have done it all successfully. The V Lead Academy has grown to become one of the foremost places to discuss and train on issues of drug treatment and good health. If you wish to grow up as advocates for the right cause, NYIN is your place.



**INDU BALA GOSWAMI**  
Member of Parliament  
(Rajya Sabha)

December 16, 2021  
Hon'ble Minister,

I am in receipt of letter from Nada India Foundation regarding the COTPA Act Amendment Act, 2020, the copy of the said letter is enclosed for your kind perusal.

Mr. Mangal Singh - State Coordinator (Himachal Pradesh) has requested to the Government of India to consider the COTPA Act Amendment Act, 2020. Nada India Foundation has been working for the reduction of consumption of tobacco & tobacco products are harmful to the health of our country.

Member :  
Parliamentary Standing Committee  
Health & Family Welfare  
& Tourism

**RAMESH CHANDER KAUSHIK**  
Member of Parliament (Lok Sabha)  
Sonapat, Haryana

Member :  
• Standing Committee on Energy  
• Committee on Government Assurances  
• Consultative Committee on Petroleum and Natural Gas



30, Pt Ravi Shankar Shukla Lane  
New Delhi-110 001  
Phone 011-23782735  
E-mail mp\_sonapat@gmail.com

Date-27-04-2022

Respected,

**Shri Mansukh Mandaviya Ji**

Subject: Regarding tobacco tax increase and COTPA Act Amendment 2020

Respected Sir,

As the country grapples with overwhelming death, disease and despair as a result of the second wave of COVID-19, we want to draw your attention to some critical facts that makes it more important than ever before to keep tobacco products out of the hands of vulnerable populations like youth and the elderly. The citizens of my constituency are suffering. The citizens of my constituency are suffering. The citizens of my constituency are suffering.

# A TOBACCO TAX INCREASE IS HELPFUL IN MANY WAYS

DR. ANANDAJIT GOSWAMI



**NYIN Media volunteers talked to Dr Anandajit Goswami, Professor, MRIIRS (Manav Rachna International Institute of Research and Studies) to underline some thought-provoking views on the tobacco tax increase and to clear some popular myths surrounding it.**

**Question:** Does tax increase in tobacco products and its consumption have any correlation? Why is there a myth that strict tobacco control measures will damage the country's economy?

**Answer:** Taxes represent transfers of money from citizens to their governments. They do not represent economic activity in the sense of actual consumption of valuable resources. In fact, reducing tobacco consumption by raising tobacco taxes will increase government revenues as it diminishes the disease burden associated with tobacco use. There is research evidence which proves that aggressive tobacco control campaigns can proceed full speed ahead without fear of damaging a country's economy.

**Question:** There are many opinions, especially the ones supported by the Tobacco Industry (TI) that tobacco is crucial to a nation's economy. What's your view on this?

**Answer:** I must deal with this question by telling you the findings of a case study. The economies of the six-state "tobacco bloc" in the southeastern United States are perceived by many Americans to be heavily economically reliant on tobacco growing and manufacturing. However, the reality is, that only 1.6% of jobs in these six states are associated with the core tobacco sectors of the economy. Almost half of the tobacco countries in the US derive less than 1% of their income from tobacco farming, and the vast majority of tobacco farmers work off their farms, most holding full-time jobs elsewhere.

**Question:** Do you have a similar argument around the myth of an expenditure-induced economy diminishing by the drop in sales of tobacco products?

**Answer:** The reality is very different from this argument. If a person ceases to smoke, for example, the money that individual would have spent on cigarettes does not evaporate. Rather, the person spends it on something else. The new spending will generate employment in other industries, just as the spending on cigarettes generated employment in the tobacco industry. Studies by non-industry economists in several countries have confirmed that reallocation of spending by consumers quitting smoking would not reduce employment or otherwise significantly damage the country's economy.



Messaging Engage Advocacy  
Strengthen Identify Capacitating Mobilise  
Visibility Support  
Analyse





## GOOD HEALTH AS NATIONAL PRIORITY JOIN NYIN TO PARTAKE IN THIS NATIONAL CAMPAIGN

YOUR TEAM FOR A BETTER TOMORROW IS JUST A CALL AWAY - DIAL 9810594544

Nada Young India Network believes in "Good Health as National Priority" to create a healthy and safe space for all fellow Indians and individuals around the globe. The theme echoes the concerns of youth to be the change-makers and create smoke and drug-abuse-free India. Good Health as a National priority shares a concern for the well-being of the young and hence stands to support and build Tobacco Free India.



Involving

**#YOUTH4TOBACCOFREEINDIA**  
**Young** for Wellbeing

<https://www.nadaindia.info/>

+91 9810594544

<https://youthforwellbeing.org>

Published by: Suneel Vatsayan, Chairperson, Nada India Foundation.  
Concept and design by: First Medium, Delhi, [firstmedium@gmail.com](mailto:firstmedium@gmail.com)

Youth For Well-Being Nada India 25, Jyoti Building, II Floor Near Govt. Dispensary  
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