



THE TOBACCO EPIDEMIC

INDIA MUST FIGHT THE SMOKE

Spotlight



Tobacco Cultivation in India: A Growing Threat to Health, Environment, and Social Well-being

Tobacco cultivation in India poses significant health, environmental, and social challenges. CSR initiatives can play a role in promoting sustainable agricultural practices and supporting alternative crop programs, but they should not be a substitute for strong regulation and public health measures.

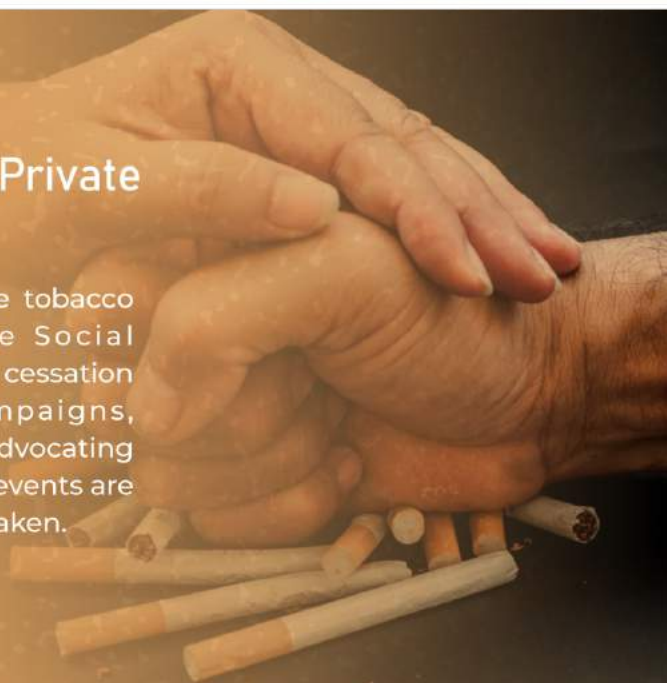
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VANTAGEPOINT

Smoke-Free India: A Public-Private Partnership Solution

Private-public partnerships can eliminate tobacco usage in India through Corporate Social Responsibility (CSR) activities. Sponsoring cessation programs, creating awareness campaigns, supporting research and development, advocating for policy changes, and organizing public events are few of the CSR activities that can be undertaken.

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NEARLY **1.35 MILLION** PEOPLE DIE OF TOBACCO USE EVERY YEAR IN INDIA. THIS MEANS **3,699 DEATHS** A DAY ON AVERAGE, **154 EVERY HOUR.**

- WHO



27% OF ALL CANCER CASES IN INDIA ARE CAUSED BY **TOBACCO USE.**

- THE NATIONAL CANCER REGISTRY PROGRAMME REPORT 2020

Cost Burden Related to Tobacco Use

5.3% OF INDIA'S ANNUAL HEALTHCARE EXPENDITURE IS SPENT ON TOBACCO RELATED AILMENTS.

TOBACCO-RELATED HOSPITALIZATION CAUSES HOUSEHOLDS TO LOSE AN AVERAGE OF **RS 6,181 CRORE** IN INCOME.

- WHO



States with Highest and Lowest % of Tobacco Consumption

The state with the highest usage of tobacco is Mizoram, for both men and women. According to the National Family Health Survey-5, 61.6% women and 72.9% men in the state consume tobacco in some form or another. The state with the lowest tobacco prevalence was Punjab (12.9% men and 0.4% women).

Men

States	% of Tobacco Consumption
Mizoram	72.9%
Manipur	58.1%
Meghalaya	57.7%
Tripura	56.9%
Assam	51.8%
Telangana	22.3%
Tamil Nadu	20.1%
Goa	18.2%
Kerala	16.9%
Punjab	12.9%

Women

States	% of Tobacco Consumption
Mizoram	61.6%
Tripura	50.4%
Manipur	43.1%
Odisha	29%
Meghalaya	28.2%
Goa	2.6%
Haryana	2.5%
Kerala	2.2%
Delhi	2.2%
Punjab	0.4%

From CEO's Desk



Dr Soumitro Chakraborty
Chief Executive Officer

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"In light of the significant challenges posed by tobacco cultivation in India, there is a pressing need for public-private partnerships that involve government, civil society, and the private sector. While CSR initiatives can play a crucial role in promoting sustainable development and supporting alternative crop programs, they must be underpinned by strong regulation and public health measures. Only through increased collaboration and partnerships can we address the negative impacts of tobacco cultivation on farmers, the environment, and public health in India."

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