Post Event Report for

Healis - Sekhsaria Institute for Public Health, Mumbai

Press Conference launch of the Tobacco Use and Control Policies in India: Findings from TCP India Wave 1 survey

As on 27th November, 2013

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## I N D E X

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Headers</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Profile</td>
<td>03</td>
</tr>
<tr>
<td>02</td>
<td>Media Invite - Copy</td>
<td>04</td>
</tr>
<tr>
<td>03</td>
<td>Flow of Event - Copy</td>
<td>05</td>
</tr>
<tr>
<td>04</td>
<td>Post-Event Activities</td>
<td>06</td>
</tr>
<tr>
<td>05</td>
<td>Pre-Event Activities</td>
<td>06</td>
</tr>
<tr>
<td>06</td>
<td>Event Activities</td>
<td>07</td>
</tr>
<tr>
<td>07</td>
<td>Media Attendance At The Event / Interaction</td>
<td>08</td>
</tr>
<tr>
<td>08</td>
<td>Press Release - Copy</td>
<td>10</td>
</tr>
<tr>
<td>09</td>
<td>Media Talk-Points</td>
<td>13</td>
</tr>
<tr>
<td>10</td>
<td>Glimpses of the Press Conference</td>
<td>14</td>
</tr>
<tr>
<td>11</td>
<td>Event Media Coverage – Electronic (Television)</td>
<td>18</td>
</tr>
<tr>
<td>12</td>
<td>Event Media Coverage – Online</td>
<td>25</td>
</tr>
<tr>
<td>13</td>
<td>Event Media Coverage - Print</td>
<td>40</td>
</tr>
</tbody>
</table>
# Profile

<table>
<thead>
<tr>
<th>Client Name:</th>
<th>Healis-Sekhsaria Institute for Public Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event:</td>
<td>Tobacco Control Policy in India</td>
</tr>
<tr>
<td>Date:</td>
<td>20th November, 2013 (Wednesday)</td>
</tr>
<tr>
<td>Time:</td>
<td>02.00 pm-05:00pm</td>
</tr>
<tr>
<td>Venue:</td>
<td>The Press Club, Mumbai</td>
</tr>
<tr>
<td></td>
<td>Glass House, Azad Maidan,</td>
</tr>
<tr>
<td></td>
<td>Mahapalika Marg, Fort,</td>
</tr>
<tr>
<td></td>
<td>Mumbai, Maharashtra – 400001</td>
</tr>
<tr>
<td>Media format:</td>
<td>Press Conference</td>
</tr>
<tr>
<td>Prepared on:</td>
<td>21st November, 2013 (Thursday)</td>
</tr>
</tbody>
</table>

**Brix Media represented by:**
1. Anil Agre, Sr. Media Executive  
2. Paul Rosario, West Region Head

**Client represented by:**
1. **Dr. Prakash C. Gupta** : Director (Managing)  
2. **Dr. Mangesh S. Pednekar** : Director (Development & Research)  
3. **Dr. Lalit Raute** : Press Conference Co-ordinator
Healis - Sekhsaria Institute for Public Health
Cordially invites esteemed media delegates to a Press Conference which will be on the Tobacco Use and Control Policies in India: Findings from TCP India Wave 1 survey

Key Highlights:

- Results of the survey covers: Maharashtra, Madhya Pradesh, Bihar, and West Bengal
- Prospective cohort study of adults (Aged 15 years and older) tobacco users and non-users
- Impact of tobacco control policies of the WHO - FCTC (Framework Convention on Tobacco Control) as they are implemented in India
- People want stronger tobacco control policies and their more effective implementation.

The press conference will be addressed by:

Dr. Prakash C. Gupta : Director (Managing), Healis Sekhsaria Institute for Public Health
Dr. Mangesh S. Pednekar : Director (Development & Research), Healis Sekhsaria Institute for Public Health
Dr. Surendra S. Shastri : Tata Memorial Hospital

Venue Details:

Day & Date : Wednesday, 20th November 2013
Time : 2.00 p.m.
Venue : The Press Club, Mumbai
          Glass House, Azad Maidan,
          Mahapalika Marg, Fort,
          Mumbai, Maharashtra - 400001

Blue Lotus Communications Pvt. Ltd.  Healis Sekhsaria Institute for Public Health
Anil Agre : 9820521150     Dr. Mangesh Pednekar : 022-2757 5487
Paul Rosario : 9833110723
FLOW OF EVENT - COPY

The press conference will be addressed by:

Dr Prakash C Gupta - Director (Managing), Healis Sekhsaria Institute for Public Health
Dr Mangesh S Pednekar - Director (R & D), Healis Sekhsaria Institute for Public Health
Dr. S.S. Shastri - Tata Memorial Hospital

Venue Details:

Day & Date : Wednesday, 20th November 2013
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<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>02:30 pm</td>
<td>Welcome by Mr. Paul Rosario on behalf of Healis Sekhsaria Institute for Public Health</td>
<td>05:00 minutes</td>
</tr>
<tr>
<td>02:35 pm</td>
<td>Media address by Mr. Paul Rosario</td>
<td>05:00 minutes</td>
</tr>
<tr>
<td>02:40 pm</td>
<td>Presentation by Dr. Pednekar- Director, R &amp; D, Healis Sekhsaria Institute for Public Health</td>
<td>45:00 minutes</td>
</tr>
<tr>
<td>03:25 pm</td>
<td>Q and A session (open for all)</td>
<td>15:00 minutes</td>
</tr>
<tr>
<td>03:40 pm</td>
<td>Vote of thanks by Dr. Lalit Raute</td>
<td>05:00 minutes</td>
</tr>
<tr>
<td>03:45 pm</td>
<td>Refreshments</td>
<td>15:00 minutes</td>
</tr>
<tr>
<td>04:00 pm</td>
<td>One on one session(with select media)</td>
<td>15:00 minutes (each)</td>
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</tbody>
</table>
**PRE-EVENT ACTIVITIES:**

1. Co-ordinate & liaison with Client with reference to seamless logistics of approvals relating to Commercial documents of the project.

2. Co-ordinate & confirm booking of venue + multimedia projector/Sound System + snacks for Press Conference.


5. Co-ordinate with Client with reference to Press Kit Content, Backdrop Banner, Standee, Photographer, etc.

6. Press Kit Content put together in readiness for Press Conference dissemination.

**EVENT ACTIVITIES:**

1. 8x4 ft Backdrop Banner & Standee installed at Press Conference.

2. Names Tags for name plates arranged for Press Conference Spokespeople.

3. Media Registration Desk was setup where Media Registration and Press Kit dissemination took place.

4. Healis-Sekhsaria Spokespeople arrived at the venue between 12:30 & 1:00 pm.

5. Prior to beginning of the Press Conference, Dr. Prakash C. Gupta & Dr. Mangesh S. Pednekar, Director R&D had One-on-One interactions with Sahara Samay, Saam TV & TV9 (time between 1:15 to 2:00 pm)

6. Mr. Paul Rosario, Blue Lotus PR – started the Press Conference at 2:00 pm introducing Dr. Prakash C. Gupta, (Managing Director, Healis-Sekhsaria) to the media.
7. Dr. Prakash, welcomed the media and handed over the presentation to Dr. Mangesh S. Pednekar. There was a power point presentation which lasted for 45 minutes along with Q&A’s.

8. Refreshments were served to all the people present at the Press Conference.

9. During the Q&A session - Dr. Prakash C. Gupta introduced a few cancer patients to the public.

10. The cancer patients then shared their personal experiences. TV9 took one-on-one interaction with one of the Cancer patients.

11. Press Conference ended with the vote of thanks by Dr. Lalit Raute & Dr. Mangesh S. Pednekar.

12. Post Press Conference – the below mentioned media met with Dr. Prakash Gupta & Dr. Mangesh Pednekar in a one-on-one interaction.

**POST EVENT ACTIVITIES:**

1. Post event release disseminated via email to all media who attended the Press Conference along with calls to check on receipt of mail on 20th November, 2013.

2. Follow up with Press on following day - 21st November, 2013 i.e. Thursday to optimize coverage.
Media Attendance at the Event/Interaction

<table>
<thead>
<tr>
<th>SR. NO</th>
<th>Journalist Name</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sarojini</td>
<td>Sahara Samay</td>
</tr>
<tr>
<td>2</td>
<td>Mahesh Bagal</td>
<td>Saam TV</td>
</tr>
<tr>
<td>3</td>
<td>Vrushali Purandare</td>
<td>TV9</td>
</tr>
<tr>
<td>4</td>
<td>C M Thakker</td>
<td>Yug Vandana</td>
</tr>
<tr>
<td>5</td>
<td>Shailesh Gaile</td>
<td>Mumbai 24</td>
</tr>
<tr>
<td>6</td>
<td>Harsheel Gorkhe</td>
<td>DD News</td>
</tr>
<tr>
<td>7</td>
<td>Sujit Gupta</td>
<td>Hindi Saamna</td>
</tr>
<tr>
<td>8</td>
<td>Devendra Bhogale</td>
<td>Samana Dainik</td>
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<tr>
<td>9</td>
<td>S A Hande</td>
<td>Punya Nagri</td>
</tr>
<tr>
<td>10</td>
<td>Sumit A B</td>
<td>DD News</td>
</tr>
<tr>
<td>11</td>
<td>Ramesh Awatade</td>
<td>Punya Nagri</td>
</tr>
<tr>
<td>12</td>
<td>Vijay Yaravkar</td>
<td>Jandesh</td>
</tr>
<tr>
<td>13</td>
<td>Heli Majmudar</td>
<td>CNBC Awaaz</td>
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<td>14</td>
<td>Vasudha Dhumak</td>
<td>Mumbai 24</td>
</tr>
<tr>
<td>15</td>
<td>Deepika</td>
<td>Navbharat Times</td>
</tr>
<tr>
<td>16</td>
<td>Jak Chanawala</td>
<td>Tahelka</td>
</tr>
<tr>
<td>No</td>
<td>Name</td>
<td>Organization</td>
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<tr>
<td>17</td>
<td>Vijay Dhate</td>
<td>Freelancer</td>
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<tr>
<td>18</td>
<td>Chetan Nanaware</td>
<td>Lokmat</td>
</tr>
<tr>
<td>19</td>
<td>Ajay Kumar Jadhav</td>
<td>Mahanayak</td>
</tr>
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<td>20</td>
<td>A V Mhatre</td>
<td>Mumbai Mitra</td>
</tr>
<tr>
<td>21</td>
<td>Mahesh Poul</td>
<td>Hamara Mahanagar</td>
</tr>
<tr>
<td>22</td>
<td>Vijay Kalax</td>
<td>Saffrons</td>
</tr>
<tr>
<td>23</td>
<td>Kalpana Brahmania</td>
<td>News 9</td>
</tr>
<tr>
<td>24</td>
<td>Rajendra Shah</td>
<td>Tahelka</td>
</tr>
<tr>
<td>25</td>
<td>Ravindra Zende</td>
<td>The Matrubhumi</td>
</tr>
<tr>
<td>26</td>
<td>S M Pherke</td>
<td>Mumbai Dakshta</td>
</tr>
<tr>
<td>27</td>
<td>Mangesh Saundalkar</td>
<td>Prahar</td>
</tr>
<tr>
<td>28</td>
<td>Aditi Kadam</td>
<td>Pudhari</td>
</tr>
<tr>
<td>29</td>
<td>Kaviraj Chavan</td>
<td>Tarun Bharat</td>
</tr>
<tr>
<td>30</td>
<td>A K Tiwari</td>
<td>Saburi Times</td>
</tr>
<tr>
<td>31</td>
<td>Milind Awatade</td>
<td>Sakaal Daily</td>
</tr>
<tr>
<td>32</td>
<td>Pooja Shah</td>
<td>Mumbai Samachar</td>
</tr>
<tr>
<td>33</td>
<td>Zak</td>
<td>Mahasatta Maharashtra</td>
</tr>
</tbody>
</table>
Post event report for Healis - Sekhsaria Institute for Public Health

PRESS RELEASE DISSEMINATED TO THE MEDIA:

Tobacco Control Policy Report calls for greater awareness and sustained campaigns against tobacco use

- Over 80% Tobacco users in Maharashtra expressed regret for starting to use tobacco -

Mumbai, 20th November, 2013: The findings of the Tobacco Control Policy (TCP) India Wave 1 survey, released here today revealed some alarming facts about tobacco control policies in our country which is home to approximately 275 million tobacco users. This Report which is a collaborative effort of researchers at the Healis Sekhsaria Institute for Public Health, India and the University of Waterloo, Canada was based on the result of a survey of adult tobacco users and tobacco non-users in Maharashtra (MH), Bihar (BR), West Bengal (WB) and Madhya Pradesh (MP). Current tobacco use among adults aged 15 years and older in Maharashtra was 28% (23% in MP, 47% in BR; 33% in WB).

In Maharashtra, more than 80% of tobacco users expressed regret for starting to use tobacco; (>60% in other three states) and in Maharashtra itself more than 91% of tobacco users and non-users believed that the use of smoked and/or smokeless tobacco products was ‘bad’ or ‘very bad’. In all the four states, tobacco use was higher among less educated males from low income group.

Despite growing awareness in both urban and rural India combined with a complete ban on the advertising of tobacco products, a fairly large section of Indian population is still exposed to the advertising and promotion of tobacco products. This is a clear indication of the fact that there is a need for more effective implementation of the laws on ban on advertisement of all tobacco products in all media. In Maharashtra, approximately three years after implementation of the 2008 National smoke-free law, level of awareness of smoke-free laws was only 35% (ranged from 18% MP to 59% in WB, 54% in Bihar) clearly indicating a need for wider dissemination and awareness about smoke-free laws.

Dr. Prakash C. Gupta, Managing Director, Healis-Sekhsaria Institute for Public Health said that “the study findings clearly emphasize that stronger tobacco control policies and their effective implementation would be supported by people of Maharashtra. There is still a considerable exposure to advertising of tobacco products but the high degree of support for complete ban on advertising and smoking in enclosed workplaces as other public places. It is amazing that over 80% of tobacco users in Maharashtra regret starting their tobacco use. Government policies need to be stronger to discourage children and young adults in Maharashtra towards starting any tobacco use”.

Dr. Mangesh S. Pednekar, Director (Development & Research), Healis-Sekhsaria Institute for Public Health said that “Current regulations on tobacco advertising in India still allow for exemptions which had created loopholes for tobacco industries to focus its marketing efforts in unregulated venues such as point of sale. Globally strong price and taxation policies have consistently been shown to be the most effective tobacco control measure, mainly because the product became unaffordable. Therefore, it is urgent need for Indian central and state governments to take strong measure to close open loopholes and to act swiftly to reduce affordability of all tobacco products.”
“Tobacco use accounts for nearly half of all cancers among males and a one-quarter of all cancers among females and is also a major cause of cardiovascular and respiratory disease. Users who are addicted to this deadly substance are often unaware of the serious health risks of tobacco. Educating them about the health hazards of tobacco use and effective pictorial warnings on tobacco products can help people to quit and may also dissuade others from embracing this deadly habit.”, said Dr. Surendra S. Shastri, Tata Memorial Hospital.

### Facts About Maharashtra

- Around 30% of tobacco users in Maharashtra had a low degree of readiness to quit;
- 34% who visited a doctor or health professional in the previous six months received advice to quit;
- 59% of tobacco users who received help or advice made them think about quitting;
- Approximately three years after implementation of the 2008 National smoke-free law, level of awareness of smoke-free laws was 35% (ranged from 18% MP to 59% in WB, 54% in Bihar);
- 29% of smokers, 17 percent of smokeless only users, and 9 percent of non-users observed people smoking in indoor areas at their workplaces;
- 75% of smokers, 85% of smokeless only users, and 82% of non-users observed people smoking in indoor areas at their workplaces;
- 36% of smokers, 34% of smokeless users and 27% of non-users noticed smoking in restaurants at their last visit (Across the four states, 34 to 71% of smokers, 32 to 53% of smokeless only users, and 22 to 41% of non-users);
- There was very strong support for comprehensive indoor smoking bans in workplaces, restaurants, and public transportation; (>95% at workplaces, > 69% at restaurants and > 99% at public transportation);
- Highest percentage of tobacco users who noticed warning labels on the packages of their respective products (75% of smokers and 77% of smokeless users);
- Highest exposure to tobacco advertising, where more than half (55%) of smokers and non-users noticed advertising and pictures of tobacco use.

### About The TCP India Project

The International Tobacco Control Policy Evaluation Project is an international comparative study that examines the effects of tobacco control policy measures in 22 countries by following large cohorts of smokers over time in each country. The TCP India Survey was conducted in four Indian states, centered on a major city and its surrounding rural district in each state, by researchers from the Healis-Sekhsaria Institute for Public Health in India in partnership with the International Tobacco Control Policy Evaluation Project at the University of Waterloo. The TCP India Survey was conducted among a representative random sample of adult (aged 15 years and older) tobacco users (smokers and smokeless tobacco users) and non-tobacco users residing in Bihar (Patna), Madhya Pradesh (Indore), Maharashtra (Mumbai), and West Bengal (Kolkata). All interviews were conducted face-to-face between August 2010 and December 2011.

### About Healis-Sekhsaria Institute of Public Health
Healis-Sekhsaria Institute of Public Health has committed itself to advancing public health through innovative science and evidence-based policy. It conducts quality research in public health domain and carries forward its outcome for the benefit of the society.

**Key Study Findings**

- Smokeless tobacco was the most common form of tobacco used in all four states with at least 2 out of 5 adults addicted to it. Khaini was the smokeless product used most often in Bihar, West Bengal and Maharashtra while plain chewing tobacco was used in Madhya Pradesh.

<table>
<thead>
<tr>
<th>Knowledge of Health Effects of Smoking</th>
<th>Knowledge of Health Effects of Smokeless Tobacco Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Throat cancer: 92% in Maharashtra (75% – 94% in three states)</td>
<td>1. Throat cancer: 87% in Maharashtra (66% – 77% in three states)</td>
</tr>
<tr>
<td>2. Mouth cancer: 92% in Maharashtra, (76% – 91% in three states)</td>
<td>2. Mouth cancer: 87% in Maharashtra, (78% – 86% in three states)</td>
</tr>
<tr>
<td>3. Tuberculosis: 67% in Maharashtra (51% – 95% in three states)</td>
<td>3. Gum disease: 77% in Maharashtra, (74% – 72% in three states)</td>
</tr>
<tr>
<td>4. Heart disease in smokers: 63% in Maharashtra (49% – 87% in three states)</td>
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</table>

- Around 30% of tobacco users in Maharashtra had a low degree of readiness to quit;

<table>
<thead>
<tr>
<th>Important reasons lead them to think about Quit the Use of Smoked Tobacco</th>
<th>Important reasons lead them to think about Quit the Use of Smokeless Tobacco</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Concern for personal health: 98% in Maharashtra, (72% – 99% in three states)</td>
<td>1. Concern for personal health (94% in Maharashtra, (86% – 91% in three states)</td>
</tr>
<tr>
<td>2. Wanting to set an example for children: 68% in Maharashtra (43% – 97% in three states)</td>
<td>2. Wanting to set an example for children: 57% in Maharashtra (32% – 97% in three states)</td>
</tr>
</tbody>
</table>

- There was very high support for complete bans on tobacco advertising in shops and stores, and displays of all tobacco products among smokers, smokeless only users, and non-users in all four states.
- Tobacco packages, television and public transportation were the most common source of anti-tobacco information for smokers in all four states
- Local stores/shops, street vendors, and tobacco shops were the most common sources for the purchase of tobacco products
MEDIA TALK POINTS

The press release pertains to the 1st International research program for systematic evaluation of key policies of WHO Framework Convention on Tobacco Control (FCTC) at population level. This is a longitudinal cohort survey to assess the impact and identify the determinants of effective Tobacco control policies in the following areas:

- Health Warnings
- Pricing & Taxation
- Advertising/Promotion
- Smoke-free laws
- Education & Support for Cessation
GLIMPSES OF THE PRESS CONFERENCE CONDUCTED AT THE PRESS CLUB, MUMBAI ON THE 20TH OF NOVEMBER 2013

Esteemed delegates from the media during the press conference
Mr. Mahesh Bagal from Saam TV in conversation with Dr. Prakash C Gupta
The team from Healis – Sekhsaria Institute for Public Welfare
Dr. Mangesh Pednekar & Dr. Prakash Gupta unveil the summary of the Tobacco Use and Control Policies in India: Findings from TCP India Wave 1 survey report
Event Media Coverage

Electronic (Television)
Media: CNBC Awaaz

Description:

CNBC AWAAZ, India's largest business and consumer channel! CNBC AWAAZ is brought to you by Network18 and the people who gave you India's leading business network, CNBC-TV18.

CNBC Awaaz reaches out to India’s Hindi speaking consumers and is a source for information on intelligent investing, saving, spending decisions, as well as the latest career opportunities. The CNBC AWAAZ editorial team brings with them more than 15 years of experience each and a nationwide network spanning more than 45 cities. The reporting team is backed by a strong research set up, the first of its kind in India that specializes in research including consumer research, commodity markets, small business related information and stock markets.

CNBC AWAAZ has created a new category of television viewing quite distinct from general news. In fact the category has become one of the most sought after by marketers as well as a cross section of affluent, Hindi speaking audiences across the country. CNBC AWAAZ brings viewers a mélange of programming that is not available on any other television channel in India.

Date: Wednesday, November 20, 2013

Broadcast Time: 09:47 pm

Duration: 2 minutes 11 seconds
Post event report for Healis - Sekhsaria Institute for Public Health
Media: Doordharshan Sahyadri

Description:

DD Sahyadri is the Marathi-language channel, launched in 1994. Supported by Doordarshan studios in Mumbai, Pune and Nagpur, DD Sahyadri holds its own with acclaimed serials, informative programmes, public debates and film-based programmes. Old and new Marathi films shown on this channel are a favorite among the regular viewers.

DD Sahyadri is mostly viewed in present time for News (BATMYA). Sahyadri is also considered as the best regional TV channel in comparison to other regional TV channels of Doordarshan Network such DD Bangla, DD Punjabi, DD Kashmir.

Date: Wednesday, November 20, 2013

Broadcast Time: 07:08 pm

Duration: 47 seconds
Post event report for Healis - Sekhsaria Institute for Public Health
Media: Saam Marathi

Description:

Saam TV, a Marathi entertainment channel, brings to light the vibrant attitude of the young generation through its interesting stories.

Saam is founded by Pune based Sakal Media Group and programming primarily consists of family dramas, Cookery shows, News and Movies.

Date: Wednesday, November 20, 2013

Broadcast Time: 06:11 pm

Duration: 2 minutes 28 seconds
Event Media Coverage

Online
Date: Thursday, November 21, 2013

Media: India Infoline

Edition: Online

Description:

The IIFL Group is a leading financial services company in India, promoted by first generation entrepreneurs. We have a diversified business model that includes credit and finance, wealth management, financial product distribution, asset management, capital market advisory and investment banking.
Tobacco Control Policy Report calls sustained campaigns against tobacco use

India Infoline News Services 14:19, Nov 23, 2013

Over 86% Tobacco users in Maharashtra expressed regret for starting to use tobacco

The findings of the Tobacco Control Policy (TCP) India Wave 1 survey, released here today revealed some alarming facts about tobacco control policies in our country, which is home to approximately 275 million tobacco users. This report, which is a collaborative effort of researchers at the Heals Sekhsaria Institute for Public Health, India and the University of Waterloo, Canada was based on the result of a survey of adult tobacco users and tobacco non-users in Maharashtra (MH), Bihar (Bihar), West Bengal (WB) and Madhya Pradesh (MP). Current tobacco use among adults aged 15 years and older in Maharashtra was 29% (23% in MP, 47% in WB, 33% in MH).

In Maharashtra, more than 80% of tobacco users expressed regret for starting to use tobacco. (80% in other three states) and in Maharashtra itself more than 91% of tobacco users and non-users believed that the use of tobacco and/or smokeless tobacco products was harmful or very harmful. In all the four states, tobacco use was higher among less educated males from low income group. Despite growing awareness in both urban and rural India combined with a complete ban on the

Date: Thursday, November 21, 2013

Publication: Web Newswire

Edition: Online

Description:

This online web portal offers business, education, finance news. Contains free subscription, news search and blogs.
Tobacco Control Policy Report calls for greater awareness and sustained campaigns against tobacco use

The findings of the Tobacco Control Policy (TCP) India Wave 1 survey, released here today revealed some alarming facts about tobacco control policies in our country which is home to approximately 275 million tobacco users. This report is a collaborative effort of researchers of the Healis Sekhsaria Institute for Public Health, India and the University of Waterloo, Canada. The study was based on the results of a survey of adult tobacco users and non-users in Maharashtra (Mh), Uttar Pradesh (UP), West Bengal (WB) and Madhya Pradesh (MP). Current tobacco use among adults aged 18 years and older in Maharashtra was 28% (23% in MP, 47% in UP, 53% in WB).

In Maharashtra, more than 80% of tobacco users expressed regret for starting to use tobacco; (~85% in other three states) and in Maharashtra itself more than 91% of tobacco users and non-users believed that the use of smoked and/or smokeless tobacco products was 'bad' or 'very bad'. In all the four states, tobacco use was higher among less educated males from low income group.
Date: Thursday, November 21, 2013

Publication: Indian News and Times

Edition: Online

Description:

This news portal covers various verticals namely Banking, Business, Education, Entertainment, Finance, Lifestyle, Industry, New Products, Books Art/Culture, Health/Pharma, News & Views, Aviation, Real Estate, Sports, Computer & Technology, Tourism
Date: Thursday, November 21, 2013

Publication: APN News

Edition: Online

Description:

APNNEWS owned by AUTHENTIC PRESS NETWORK PVT. LTD is a 24 X 7 news portal spearheaded by veteran journalist Suresh Kumar. Driven by some of the best people in the field, the APNNEWS vehicle has for its wheels the four most valuable assets of a news organization—professionalism, reliability, objectivity and public accountability.
Post event report for Healis - Sekhsaria Institute for Public Health

**Tobacco Control Policy Report calls for greater awareness and sustained campaigns against tobacco use**
Nov 20, 2013

Ahmedabad: The findings of the Tobacco Control Policy (TCP) India Wave 1 survey released here today revealed some alarming trends about tobacco control policies in our country which is home to approximately 275 million tobacco users. This report which is a collaborative effort of researchers at the Healis Sekhsaria Institute for Public Health, India and the University of Waterloo, Canada was based on the results of a survey of adult tobacco users and tobacco non-users in Maharashtra (MH), Bihar (B), West Bengal (WB) and Madhya Pradesh (MP). Current tobacco use among adults aged 15 years and older in Maharashtra was 28% (23% in MP, 47% in WB, 33% in WB)

In Maharashtra, more than 80% of tobacco users expressed regret for starting to use tobacco, (~85% in other three states) and in Maharashtra itself more than 90% of tobacco users and non-users believed that the use of smoked and/or smokeless tobacco products was 'bad' or 'very bad'. In all the four states, tobacco use was higher among less educated males from low income group.

Despite growing awareness in both urban and rural India combined with a complete ban on the advertising of tobacco products, a fairly large section of Indian population is still exposed to the advertising and promotion of tobacco products. This is a clear indication of the fact that there is a need for more effective implementation of the laws on tobacco advertisement at all tobacco products in all media. In Maharashtra, approximately three years after implementation of the 2003 National smoke-free law, level of awareness of smoke-free laws was only 35% (ranged from 18% in BP to 59% in WB, 54% in WB) clearly indicating a need for wider dissemination and awareness about smoke-free laws.

Date: Thursday, November 21, 2013

Publication: News Superfast

Edition: Online

Description:

This news portal covers Business, Education, Entertainment, Event, Fashion, Health, Sport and Technology
Tobacco Control Policy Report calls for greater awareness and sustained campaigns against tobacco use

Post event report for Healis - Sekhsaria Institute for Public Health

The findings of the Tobacco Control Policy (TCP) India Wave 1 survey, released here today revealed some alarming facts about tobacco control policies in our country which is home to approximately 275 million tobacco users. This Report which is a collaborative effort of researchers at the Healis Sekhsaria Institute for Public Health, India and the University of Waterloo, Canada was based on the result of a survey of adult tobacco users and tobacco non-users in Maharashtra (MH), Bihar (BR), West Bengal (WB) and Madhya Pradesh (MP). Current tobacco use among adults aged 15 years and older in Maharashtra was 20% (20% in MP, 47% in BR, 33% in WB).

In Maharashtra, more than 80% of tobacco users expressed regret for starting to use tobacco. (>90% in other three states) and in Maharashtra itself more than 91% of tobacco users and non-users believed that the use of smoked and/or smokeless tobacco products was "bad" or "very bad". In all the four states, tobacco

Post event report for Healis - Sekhsaria Institute for Public Health

Date: Thursday, November 21, 2013

Publication: Instant Publish

Edition: Online

Description:
This is a upcoming news portal- where corporate, industry experts share their knowledge, industry updates which is then posted on the world wide web.
http://instantpublish.blogspot.in/2013/11/tobacco-control-policy-report-calls-for.html
Date: Thursday, November 21, 2013

Publication: news.lotsbuzz.com

Edition: Online

Description:

- This is a portal offering breaking news on verticals namely:
  - Business
  - Education
  - Entertainment
  - General
  - Health
  - Lifestyle
  - Real Estate
  - Technology
Over 80% Tobacco users in Maharashtra expressed regret for starting to use tobacco

Mumbai: The findings of the Tobacco Control Policy (TCP) India Wave 1 survey, released here today revealed some alarming facts about tobacco control policies in our country which is home to approximately 275 million tobacco users. This report which is a collaborative effort of researchers at the Healis Sekhsaria Institute for Public Health, India and the University of Waterloo, Canada was based on the result of a survey of adult tobacco users and
EVENT MEDIA COVERAGE

PRINT
**Publication:** Navbharat Times

**Date:** Thursday, November 21, 2013

**Edition:** Mumbai

**Page No:** 2

**Location:** Top-Right

**Size(sq.cms):** 240

*Navbharat Times* (NBT) is one of the largest circulated as well as largest read Hindi newspaper of Delhi and Mumbai and Lucknow. It is from the stable of Bennett Coleman & Co. Ltd, which also publishes other dailies including *The Times of India, The Economic Times, Maharashtra Times* and also magazines such as *Filmfare* and *Femina*. NBT is one of the oldest products of the group.
शहरों के मुकाबले गांवों में हो रहा है तंबाकू का ज्यादा सेवन

महाराष्ट्र के 75 प्रतिशत लोग ऐसे हैं जिनकी नजर दिग्गज या तंबाकू खरीदने वाले उन पर छपी खानांगें पर जाती है, लेकिन केवल 3 प्रतिशत लोग ही ऐसे हैं जिन्हें लगता है कि इस खानांग से उनके तंबाकू के उपयोग की जानकारी मिलती है। इसके साथ ही शहर से ज्यादा सामान्य इलाकों में तंबाकू सेवन की आदत देखने में आई है। शहरों में 25 प्रतिशत, जबकि गांवों में 34.6 प्रतिशत लोग तंबाकू का सेवन कर रहे हैं। यह चीज़ें बताते आंकहें तंबाकू कंट्रोल पॉलिसी (टॉकिपी) इंडिया नामक सर्वे में सामने आए हैं। इंडिया में तंबाकू कंट्रोल के लिए लाइफ बून्डेल्स और अन्य फर्मों की जानकारी की जांच के लिए महाराष्ट्र, मध्यप्रदेश, वेस्ट बंगाल और बिहार के 10 हजार से ज्यादा लोग पर ये सर्वे किए गए।
Pudhari is a popular Marathi daily published from Kolhapur. It is the fourth-largest Marathi newspaper daily. Its editor is Pratap Sinh Jadhav. Pudhari has different editions for major districts of Maharashtra namely Mumbai, Pune, Kolhapur, Sangli, Satara, Solapur, Ahmadnagar, Ratnagiri, Sindhudurg, Belgaum & an edition for Goa state.
राज्यात ८० तके लोकांना तंबाखूसेवनाचा पश्चाताप
सन्हेक्षणातून माहिती आली समोर

मुख्य: सन्हेक्षणातून माहिती आली समोर

सन्हेक्षणातून माहिती आली समोर

भारतात ८० तके लोकांना तंबाखूसेवनाचा पश्चाताप

मुख्य: सन्हेक्षणातून माहिती आली समोर

सन्हेक्षणातून माहिती आली समोर

भारतात ८० तके लोकांना तंबाखूसेवनाचा पश्चाताप

मुख्य: सन्हेक्षणातून माहिती आली समोर

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भारतात ८० तके लोकांना तंबाखूसेवनाचा पश्चाताप

मुख्य: सन्हेक्षणातून माहिती आली समोर

सन्हेक्षणातून माहिती आली समोर

भारतात ८० तके लोकांना तंबाखूसेवनाचा पश्चाताप

मुख्य: सन्हेक्षणातून माहिती आली समोर
Publication: Vishweshwar

Date: Monday, November 25, 2013

Edition: Pune

Page No: 3

Location: Middle-Right

Size(sq.cms): 144
तंबाकू नियंत्रण योजनांचा प्राचीनतेसाठी अधिक प्रचार आणि वीर्यकालीन मोहिमांची गरज

पुढे : टॉव्हर्कों कंट्रोल पॉलिसी (टीसीपी) इंडिया लेख १ सर्वेक्षणातील नियंत्रणबूळन जवळपास २७५ दराता तंबाकू वापरकऱ्यांना लागू होणार्‍या आमंत्रणाचे देशातील तंबाकू नियंत्रण पॉलिसीची विषयी काही थोकदायक माहिती समोर आली. हा आहे की इंडियात सेक्सचारिया इन्स्टांट फॉर पेनसिल हेल्थ आणि कॅडार्डार्ड गूणवाचली अफऱ्वर्टलू मध्ये संगठनोंच्या संयुक्त प्रयासाने तयार केलेल्या कराण्याला आला. महाराष्ट्र (एमएच), बिहार (बीआर), पश्चिम बंगाल (डब्ल्यूबीएल) आणि गोवा (एमपी) मध्ये तंबाकू वापरकर्त्या आणि तंबाकूतंत्र वापर न करण्याचा प्रोत्साहन सर्वेक्षणातील निबंधांनी हे अद्यावलीत आहे. महाराष्ट्रातील १५ वर्षांच्या त्यादूर तंबाकू मोठ्या व्यावसायिक तंबाकूतंत्राचा वापर २८ टक्के इतका आहे. (मध्य प्रदेश २३ टक्के), बिहारमध्ये ४७ टक्के, आणि पश्चिम बंगालमध्ये ३३ टक्के) महाराष्ट्रातील ८० टक्के रुपयांनून अधिक तंबाकू वापरकर्त्यांनी तंबाकूतंत्राचा वापर सुरु केलेल्याच्या दिल्लीच्या व्यवहार केलेले. (अन्य तीन राज्यांमध्ये ६० टक्के) महाराष्ट्रातील ८४ टक्के अधिक तंबाकू वापरकर्त्यांनी तंबाकूतंत्राचा वापर आणि न वापर करण्याचं असेच अनुसार आहे. कश्मीर (फिरोजाबाद) अनुसार तंबाकूतंत्राचा वापर तंबाकूतंत्राच्या संबंधात असलेल्या प्रमाणांसारखा दिल्ली राज्यातील व्यवहाराचा अरुणाचल गृहस्थान यांनी तंबाकूतंत्राचा वापर आणि असलेल्या दिल्ली वापराचा असेच अनुसार आहे. (मध्य प्रदेश १८ टक्के), पश्चिम बंगालमध्ये ५९ टक्के, आणि बिहारमध्ये ५४ टक्के) यादूरुप प्रमाण-प्राप्त स्थानांनी तंबाकूतंत्राचा वापर तंबाकूतंत्राच्या संबंधात असलेल्या प्रमाणांसारखा दिल्ली वापराचा असेच अनुसार आहे.
Publication: Jan Manthan
Date: Monday, November 25, 2013
Edition: Pune
Page No: 3
Location: Top - center
Size (sq.cms): 216
पुणे: टॉर्सेन्कों कंट्रोल पालिसी (टीसीपी) इंडिया ने दिनबारे १ सर्वेक्षणतील मिश्रित वर्तमान अंतर्गत पारंपरिक वाघात एकादश। लागू होणारी आम्ही प्रदेशातील तंबाकू नियंत्रण पालिकेची कार्य करू शकती समोर आली. हा अहवाल हैलिस सेवकांसाठी इन्स्ट्रूक्शन्स फॉर पारंपरिक हेल्थ आपण वंडणार्डशील युनिकॅर्डिंग आफ्नोमवर्ती मधील संशोधनकांच्या संध्याकाळीन प्रमाणातून तयार करण्यात आला. महाराष्ट्र (एमएच), बिहार (बीआर), राजस्थान (डेल्टा) आणि पश्चिम बंगाल (इंडिया) प्रदेशातील मधील तंबाकू बापक्की आणि तंबाकूच्या बापर न करण्यात मिळाली होती. तंबाकूच्या बापर २८ टक्के इतका आहे. (या प्रदेशात २५ टक्के, इथियोपिया ४७ टक्के, आणि पश्चिम बंगाल ३३ टक्के) महाराष्ट्रात ६० टक्के प्रदेशातील अंतर्गत तंबाकू बापरच्या तंबाकूच्या बापर बुद्धी केल्यावर. दिल्लीतील व्यक्ती केली. (अन्य तीन प्रदेशात ६० टक्के प्रदेशात इटली) एकूण महाराष्ट्रात इटली ९१ टक्के प्रदेशात अंतर्गत तंबाकू बापरकर्ता आणि न बापर करण्याचा असा विवास आहे की, धरू निर्माणात किंवा धूरीत तंबाकू उत्पादनचा बापर ‘वाईट’ किंवा ‘खूपच वाईट’ असतो. चार्क्स राजस्थानच्या अरण उपनगर गटातील कमी विस्तरल्या पुण्यात तंबाकूच्या बापर अंतर्गत असावी. दिल्लीत ३६ टक्के इतक्याच उत्पादन आहे. महाराष्ट्रात २००८ च्या नवंबर वस्मेंट सयोंफ कायदा अंतर्गत वास्तविकेच्या केवळ ३५ टक्के इतकीच वास्तविक आहे.(मध्यप्रदेश १८ टक्के, राजस्थान ६० टक्के, पश्चिम बंगाल ५९ टक्के आणि इथियोपिया ४७ टक्के) या तुम्हाला सयोंने कायदा अंतर्गत वस्तूच्या अंतर्गत परस्पराच्या गरज आहे.
भव्य : टोर्बेंक कॉन्त्रोल पॉलिसी (डीसीपी) इंडिया डेा १ सर्वेक्षणातील 
निवडकाळातील जवळडापस २७५ दाशडात 
तंबाकू वापरक्तव्याना लागू होणाऱ्या 
आमच्या देशातील तंबाकू नियंत्रण 
पॉलिसीविषयी काही भोकावयक माहिती 
समोर आली. हा अहमदाबाद हेलिस 
सेवेसारिया इंस्टिट्यूट फॉर पिक्टर 
हेल्थ आणि केंड्रामशील पुनिकिसक्टी 
एफ्वॉटरलू म्हणजेच संसर्गधारकांचा 
संदर्भाच्या प्रमाणातून तपास करण्यात 
आला. महाराष्ट्र (एमएच), बिहार 
(बीआर), पश्चिम बंगाल (डक्कूटी) 
आणि अरुणाचल प्रदेश (एमएच) म्हणजेच तंबाकू 
वापरकर्त्या आणि तंबाकूचा वापर 
न करण्याच्या पौराणिक देशातील 
नियंत्रणाचे हे आधार रूपांतरित आहे. महाराष्ट्रातील १६ वर्षांतील तंबाकूचा वापर २८ 
टक्कें इतका आहे. (मध्य प्रदेशात ३२ 
टक्कें, बिहारमध्ये ४७ टक्कें आणि 
पश्चिम बंगालमध्ये ३३ टक्कें) महाराष्ट्रात टॉर्क 
फॅमिली ८० टक्केच्याच्या अधिकतम तंबाकू 
वापरकर्त्या तंबाकूचा वापर दुरु केल्याच्या दिल्लीमध्ये व्यक्त 
केली. (अन्य तीन राज्यांमध्ये ६० 
टक्केच्या पत्त्यापेशा कमी) एकट्या महाराष्ट्रात टॉर्क 
फॅमिली ११ टक्केकापेशा अधिकतम तंबाकू 
वापरकर्त्या आणि न वापर करण्याच्या 
अंसा विविधानात आहे की, धृत निषेधान्या 
किंवा धृत रूपाङ्ग संडीमाफीत 
वापरीतच तंबाकूचा वापर 
‘वाइट’ किंवा ‘वाइट वाइट’ असो. 
चार्ची रुझानांसोून अल्प उत्पत्ती 
पदरातील कमी शिकलेश्वरी पुलिसमध्ये तंबाकूचा 
वापर अधिक असल्याचे दिसून आले. 
शहरी आणि ग्रामीणांच्या भव्यतातील 
वापराच्या पृथ्वी पाठ्यपत्रांचे पर्यायी 
पंढरपत्रांचे गरजेचे आहे. भारतातील तंबाकू 
चिकित्साच्या ग्रामीणकेंद्रातील तंबाकू 
उत्पादनांच्या जाहीरातीवर वापरकर्त्या 
वापराच्या असल्याचे विवेचन दिसून आले. 
महाराष्ट्रात टॉर्क २००८ व्यवस्थापन 
स्मारक-प्रिय कार्यक्रमाचा अन्तराळात 
वापराच्या अशी प्रामाण्यता अन्वेषणात 
वर्तनी स्मारक-प्रिय कार्यक्रमाच्या 
अधिकारांनी आयोजित केलेल्या ३५ 
टक्कें इतकीच जागरूकता 
आहे.(मध्यप्रदेशात १८ टक्कें, 
पश्चिम बंगालमध्ये ५९ टक्कें आणि 
बिहारमध्ये ५४ टक्कें) वापराच्या 
स्मारक-प्रिय कार्यक्रमाच्या आयोजनात 
प्रकाशप्रदाता गरजेचे आहे.
Publication: Mumbai Mitra

Date: Thursday, November 21, 2013

Edition: Mumbai

Page No: 3

Location: Bottom-Left

Size(sq.cms): 84

Mumbai Mitra is a daily newspaper reflecting the views of the Marathi speaking people of Maharashtra. It covers the areas of Mumbai, Navi Mumbai, Thane, Raigad, Ratnagiri, Sindhudurg, Pune, Nashik, Kolhapur, Sanghli, Satara, Ahmednagar, Dhule, Jalgaon, and Parbhani.
‘तंबाखू निर्मूलनासाठी शासनाचे प्रयत्न आवश्यक’

मुंबई, दि. २० (प्रतिनिधी)

महाराष्ट्रमध्ये ९५ वर्षे
आणि त्यांना मोठ्या व्यस्तीमध्ये
तंबाखूचा वापर इतर सच्चाचा
तुलनेत २८ टके आहे.
राज्यातील मुलांचा आणि पौढ
व्यस्ती तंबाखूचा वापर ठासणा
यांनी सरकारी विशेष प्रमाण
कायद्याची गरज असल्याचे मत
हेल्स सेंसरिया इंस्टीट्यूट
पार पब्लिक हेल्थचे संचालक
हृ. प्रकाश गुप्ता यांनी आज
पत्रकार परिषदेत व्यक्त केले.
महाराष्ट्रमध्ये २००८
मध्ये स्मृत क्री कायदाचा
अंमलकाळाची तीन वर्षी
केवल ३५ टके लोकांमध्ये
जागरूकता झाली आहे. यामध्ये
स्मृत क्री कायदाची जागरूकता
अधिक प्रमाणित पत्रकारी
गरज आहे असे यांची डॉ.
मंगेश पेड्गेकर यांनी वाचले.
संगितले. तंबाखू निर्यंत्रण कायदे
आणि त्यांची परिषमाणी
अंमलवाणी यास
महाराष्ट्रमध्ये लोकांनी पाठवू
अभू महाराष्ट्रमध्ये ८० टके
लोकांना तंबाखू वापरावर विधे
दिल्लीतील व्यक्त केली आहे.
भारतातील तंबाखूचा
जाहिरातीलसंबंधी समाधान
कायदामध्ये नुस्ती आहेत. यामध्ये
तंबाखू उद्योगांना लपवळ
तयार झाले आहेत.
हे लपवळ बंद
कायदाची ठोस उपाय
कोणती करणे केळ, आणि राज्य
संहाराच्या पत्रकारी प्रमुख गरज
आहे. टुकावत मध्ये तंबाखू
उत्पादनाच्या जाहिरातीवर
संपूर्ण 'बंद' ठाणा करणारे, असेचे
पेड्गेकर यांनी संगितले.

Mumbai Delhi Chennai Kolkata Bangalore Hyderabad Ahmedabad Pune Chandigarh Jaipur
Publication: Saamana

Date: Monday, November 21, 2013

Edition: Mumbai

Page No: 3

Location: Bottom center

Size (sq.cms): 60

Saamana is a Marathi-language newspaper owned by the Shiv Sena, a political party in Maharashtra, India. The paper was launched on 23 January 1988 by Bal Thackeray. A Hindi version of the paper Dopahar Ka Saamana was launched on 23 February 1993.
विड्ड्या, सिगारेट
फुंकणाय्यांना
ना मृत्यूवर भय ना चिंता
विड्ड्या, सिगारेट फुंकणाय्यांना,
tंबाखूजन्य पदार्थांचे सेवन.
करणाय्यांना मृत्यूवर भीती वाढत नाही.
tंबाखूमुळे कर्करोगासारखे जीवणे आंजार होतात याची चिंताही त्यांना
नसते. हेलीस सेक्सियोरिया इन्स्टिट्यूट
फॉर पब्लिक हेल्थ आणि कॅन्नैडातिल
युनिकर्सिटी ऑफ वॉटरलू यांनी
संयुक्ताणि केलेल्या सर्वेक्षणातून हे
उघडत झाले आहे. महाराष्ट्र, बिहार,
पश्चिम बंगाल आणि मध्य प्रदेश या
चार राज्यांमध्ये हे सर्वेक्षण करण्यात
आले. १५ वर्ष व्यावरील १०५,०००
लोकांचा या सर्वेक्षणात समावेश होता.
प्रत्येक राज्यातील २ हजार व्यसनी
आणि ६०० निर्वसनी लोकांची मते
जागून घेण्यात आली. महाराष्ट्रात १५
वर्षांनील २८ तके लोक तंबाखूवरे
व्यसन करतात असे दिसून आले.