

Tobacco fight: Pak scores over India

Kounteya Sinha | TNN

New Delhi: This is one thing that India can take a leaf out of Pakistan's book.

Pakistan has introduced gory pictorial warnings on all tobacco packs from August 30, in a bid to deter consumers from smoking or chewing tobacco.

On the contrary, India, where 2,500 people die daily due to use of tobacco, has put off the introduction of strong and gory pictorial warnings till December 1.

Pakistan has made it mandatory for 40% of all tobacco packs — on both sides — to carry the image of a rotting mouth suffering from cancer along with a health warning. While 30% of the tobacco packs shows a patient stricken with mouth cancer, 10% carries the warning text.

Gradually, the pictorial coverage will be increased to 50% as recommended by the Framework Convention on Tobacco Control (FCTC), an international treaty that was signed



Presently, nine lakh people die in India annually due to tobacco-related diseases

and ratified by Pakistan in 2004.

Earlier, the ministry's public notification had announced that it would be mandatory for all such packs to carry the photograph of a cancer-stricken mouth from June 1.

The present warning, which is considered too soft and counter-productive, will continue till the new one comes into vogue.

Pictorial warnings were enforced on May 31, 2009, after the SC intervened. As per the rules, pictorial warnings should be rotated every 12 months.