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Clearing up the smoke

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Clearing up the smoke

By A Staff Reporter

Remember Boman Irani playing the character of a manic receptionist who couldn't stand smoking in the movie Darna Mana Hai? You may find the manager of the hotel in your vicinity behaving likewise, though politely. All thanks to the awareness created by The Smoke Free Mumbai (SFM) campaign in collaboration with the Brihanmumbai Municipal Corporation (BMC) and The Association of Hotels and Restaurants, Mumbai (AHAR). According to a survey conducted by the SFM between March 2009 and June 2010, of the 35 South and Central Mumbai restaurants included in the survey, only 12 per cent of the managers and 18 per cent of the clientele

ment, Dr. Surendra Shastri, HOD, Preventive Oncology, Tata Memorial Hospital and Chairperson, SFM campaign, said, "Smoking is on the rise in the developing nations. There are 128 million smokers in India, which accounts for 11 per cent of the world. We are doing our bit to make this city smoke-free. The initiative would not have been this successful if not for the co-operation of AHAR, the BMC and all the others who have supported us."

The SFM has already roped in the Ganesh mandals for furthering the cause. A ten day contest for these mandals has been organised and the winners will receive cash prizes of Rs.25,000, Rs. 15,000 and Rs.10,000 for the first, second and third places, respectively. Till date, 20 mandals have registered them-



(LtoR) Dr. Surendra Shastri (HoD Preventive Oncology, Tata Memorial Hospital and Chairperson, Smokefree Mumbai Campaign), Dr. P. C. Gupta (President), 2nd NCTOH Adv. N. Dahibhawkar (President, Brihanmumbai Sarvajanik Ganeshutsav Coordination Committee) at the press conference.

knew about the new anti-smoking law that was introduced on October 2, 2008 and none of the restaurants had any signage prohibiting customers from smoking in the restaurant.

However, in the second survey conducted between May and July, 2010, 96 of the 100 restaurants and bars had put up tobacco control signs. Besides, 91 per cent of the managers were aware of the laws and 86 per cent were able to talk about the laws in detail and explain it. Moreover, 83 per cent had boards having information about where to report if there is violation of the law and 63 per cent had their workers being aware of the laws.

Speaking about this achieve-

ment, N. Dahibhawkar said, "I myself for the competition and the last date for registration is September 10.

N. Dahibhawkar, President, Brihanmumbai Sarvajanik Ganeshutsav Coordination Committee said, "We will extend all the possible help to take this cause ahead. Our mandals will put up anti-tobacco slogans. We will see to it that there are no direct or surrogate advertisements of gutkha or tobacco companies at the mandals and there is no consumption or sale of these goods either in and around 500 metres of the mandaps. If any mandap is caught flouting this rule, then next year, we'll make sure that they are not allowed to have any advertisements on their mandaps."