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**TOBACCO : NATIONAL AND
INTERNATIONAL PERSPECTIVE**

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Tobacco: National and International Perspectives (Based on Press reports) 1995-99*

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Introduction:

People generally knew that tobacco was bad for health. But they did not realise that it could cause a severe damage to human organs in the long run. The statements made by health experts that smoking caused cancer and other diseases made the states to put restriction on smoking and advertisements. Whereas the notion of passive smoking led to imposing ban on smoking in public areas.

The public awareness which initiated in U.S spread through media to the other parts of the World. Though till today there is no evidence to link consumption of tobacco directly to a disease or establishing smoking to be a single cause for cancer, different studies, surveys and hospital records have shown that the incidence of cancer and other identified diseases were higher among active/passive smokers than non-smokers. As a result complete ban on tobacco in a phased manner is on the agenda of many countries. But most of the countries are reluctant or are unable to impose ban due to their dependence on revenue from sale and export of tobacco

and also due to the fact that it is source of living to millions of farmers and employees of cigarettes/beedi industry and other forms of tobacco. The State experts are finding ways to tackle this problem.

The Tobacco issue has gained more importance with WHO's Ex-Director General Dr.Hiroshi Nakajima, describing tobacco epidemic as a fire in the global village at the tenth World Conference on Tobacco and Health held at Beijing in September 1997.And, the new WHO Director General Gro Harlem has said that malaria and tobacco would be the prime areas of WHO focus.

Media has helped in spread of information of tobacco menace throughout the World. More than television and radio, it is the press that has played a major role in communicating the findings and the developments World over.

It is in this background that information was gathered from the press reports on tobacco matters published in prominent daily News papers.

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- * This report is presented as a part of Research Work for the project "Economics of Shifting from Tobacco" sponsored by IDRC, Canada. Based on the analysis of the problems and prospects involved in shifting from tobacco to other crops as revealed from the survey covering 2250 households in the 3 tobacco growing talukas of Belgaum District in Karnataka, the study focused on 100 (75- tobacco growing and 25 - non tobacco) Households in Sidhnal Village to understand the impact of shifting.

Objectives:

1. The main objective of this analysis is to discuss the recent developments with regard to tobacco consumption, litigations, damages caused to health, its marketing, taxation and revenue.
2. Record the public move against the use of tobacco.
3. Present the impact of this movement.

Reference Period:

The references for the analysis are mainly the reports or contents of news papers namely, Times of India, The Hindu, Business Line, The Economic Times and Sunday Times. The news papers referred to are for the period November 1995 to June 1999.

Since Tobacco is directly linked to health public are more concerned about its consumption and its indirect effects. Whereas the market value of tobacco has made the government, farmers, traders and the manufacturers to pay attention towards its production and sale. However, nowadays the Governments in many countries are compelled to look into adverse effects of tobacco and formulate relevant policies to curtail its consumption.

To understand the importance attached to tobacco because of its commercial value and due to adverse effects of its use the Press matters have been

grouped under different aspect relating to consumption and health, extent of death, movement against tobacco, law suits, its impact and its production and sale with reference to India.

Environmental Impact Of Production and Processing

Anti-tobacco movement till today has been pointed towards health consequences but environmental issue has not yet caught greater attention and as such very little information is available on the hazards. As reported, to cure 1kg of tobacco an average of 7.8 kg of wood will be required. Increased tobacco production and curing will result in increased denudation of forests and consequent soil erosion, land degradation and threat to food production. Tobacco is said deplete soil nutrients much faster than many other crops and more chemical fertilizer need to be applied.

Tobacco and Health:

The public awareness that tobacco consumption is bad for health was lightened up when U. S. Surgeon General issued his first report linking smoking and lung cancer. This had implications elsewhere and since then world wide restrictions on smoking began to appear though at a very insignificant extent.

Number of studies which have examined the association of consumption of tobacco and diseases are quoted by the press in India and abroad.

The National Organisation for Tobacco Eradication (NOTE) has cautioned that incidents of smoking related diseases would surpass the AIDs disease if the current trend of promoting cigarette smoking was not curbed.

WHO Report and studies by others all over the world have brought into light the association of smoking to many diseases, the cancer being on the front. WHO says that smoking is responsible for 30% of all cancers in the developed countries and in developing countries it is responsible for half of the total incidence of cancer among men and 1/5 of the total among women. WHO Says that biggest and sharpest increase in tobacco correlated disease burden are expected in China and India, where the use of tobacco has grown more steeply. In a U.S. study by Dr. Johana Seddon, Dr. William and G. Christian on 31843 women for 12 years at the Massachusetts in Boston, in the age group of 50-59 in 1980, it is brought out that, smoking affects blood flow to the eye causing damage to the retina through oxidation. Another team of researchers from Brigham and women's hospital and Harrald Medical School examined 21157 male physicians aged above 40, and found the same result. This article which is said to have appeared in Journal of American Medical Association says that as people smoke more and longer they smoke, the higher their risk of developing macular degeneration which affects one of every 14 people aged 75 or older causing a circular area of blindness that grows gradually. In 215 cases, 1/3 rd of the

cases were attributed to smoking.

In U.S. the American scientists belonging to the M.D. Andersons Centre, Chouston have conducted a study continuously for 3 decades which shows that tobacco smoking is a cause for cancer. Tata Institute of Fundamental Research conducted a study and says that India is in the grip of a silent epidemic of oral mucous fibrosis triggered by the raising use of ghutka. This disease would lead to mouth cancer. In addition to the cancer of lungs, bladder, pancreas, and oral cancer, other diseases associated with tobacco consumption are heart, circulatory and respiratory diseases. The Tata Memorial Hospital in Mumbai, India diagnosed 1,40,175 cancer cases during 1984 to 1993, of which majority were tobacco induced and occurred at sites like oral cavity, throat, voice box and lung. Smoking in pregnant ladies may lead to birth of pre-mature and low birth weight babies.

The occupational health risks in tobacco firm and industry have not received much attention. According to Dr. S.K. Ghosh of the National Institute of Occupational Health, Ahmedabad, the hands of workers engaged in harvesting and processing get affected by the chemicals in tobacco and sickness is caused when nicotine gets absorbed into the body through the skin. The symptoms are head-ache, nausea, vomiting etc. The prevalence of 'green symptoms' as these are called, is as high as 86% among the workers harvesting non-virginia tobacco

and 53% among those handling virginia tobacco.

It is reported that in 1990-91, patients with tobacco related diseases spent Rs.2,830/- crs. on treatment and, revenue generated was only Rs.2,353/- crs.

Tobacco Deaths:

Report by Alan Lopez and Neil Collishaw (WHO) states that 50% of the people who start smoking at an early age will die from effect of tobacco. Half of these deaths would be in the middle age between 45-69 years and therefore they lose an average of 25 years from their life expectancy. WHO data for 87 countries reveals that currently about 3 million people in the world were dying each year due to cigarette smoking, which is equivalent to one death every 10 seconds.

Richard Peto an expert of the field, at Oxford University says that, 30 years from now there would be 10 million deaths per year as against 3 million at the present. National Cancer Registry Programme (NCRP) of the ICMR estimates that out of 3 million deaths due to tobacco India accounts for about 0.8 million deaths. According to WHO, deaths due to tobacco are expected to rise to 10 million a year by 2020 A.D of which 7 million would be in developing countries. Perin Notini, Epidemiologist at the Tata Memorial Hospital, Mumbai says that tobacco related diseases are accountable for 13-20% of all

mortalities in India. Smoking tobacco would lead to 6% of all deaths, 90% of lung cancer deaths and 25% of deaths due to heart diseases in the world. WHO warns that unless smoking behaviour changes 3 decades from now, prematured deaths caused by tobacco in the developing world will exceed the expected deaths from aids and tuberculosis.

According to a World Report released in May 1999, by 2030, tobacco is expected to be the single biggest cause of death worldwide, accounting for about 10 million deaths per year.

Tobacco Consumption:

WHO study says that the age of smoking initiation is decreasing and the medium age of smoking is under 15 in many countries. In the world today (1996) about 1100 million persons, i.e one-third of total global population aged 15 and above were regular smokers and that cigarette consumption was nearly 1650 cigarettes per adult between the period 1980-82 to 1990-92. And it is said that every year 6000 billion cigarettes are smoked. Smoking incidence was increasing among women. According to WHO data, about one-fourth of women in developed World smoke, compared to 42% of men. The countries with highest percentage of women smokers in the 15 years and above age group are Denmark (37%) followed by Norway (35.5%) and Czech Republic (31%) and Fiji (30.6%). In developing countries 48% of men and 7%

of women smoke and in developed countries 42% of men and 24% of women smoke. The number of smokers in China is 300 mln. or one fourth of China's population.

In India, survey conducted by the Regional Cancer Centre, Kerala brought out that some 12% of college going students were becoming addicted to pan masala. Times of India, July 10, quotes Babu Mathew, chief of the Kerala Regional Cancer Centre (RCC) saying that between 40 to 50% of Kerala men suffer from tobacco related cancer and in women it was found to be 16%. This is a dangerous and warning example for other states also where use of tobacco is on rise. In India it is estimated that there is 2.1% rise in smokers every year and it is reported that 46.5 lakh children below age of 15 were addicted to tobacco. Every day 5500 persons are initiated to smoking in the country. In 1952, only 32% of all tobacco use was in smoking form. In 1994-95 it had gone up to 72% of this 19% was cigarettes and the rest bidis. Smoking is prevalent among 53% of adult males and 3% of adult females.

In U.S.A. Beedis are drawing youngsters to smoking more than Joe Camel because of the price, and teens are finding them cute, trendy, less bitter and more natural than domestic cigarettes. A survey conducted in 1998 found that 58 per cent of students at four San Francisco high schools had tried bidis.

Tobacco and Law Suits:

The findings that smoking is associated with diseases particularly cancer and, that second hand smoke is also a major health risk alerted public in 1990's. And moreover the incidence of lung cancer and other diseases among passive and active smokers made the individual sufferers to file cases in the court for compensation in U.S.A. States also joined the group as they had to spend to treat the diseases due to smoking which was a financial loss.

The first second hand smoke law suit was filed in 1991 by Norma Broin on behalf of an ailing flight attendant in Florida, represented by 60000 flight attendants. They claimed that second hand smoke from passenger's cigarettes made them sick. In 1994 the first lawsuit was filed by Mississippi Attorney General against tobacco companies. Law suits against these Companies were also filed by individuals seeking compensation for the cost of treatment of diseases due to tobacco smoking. This became a major issue all over the world and Tobacco industry was hit hard by these measures. Manipulation of Nicotine content in cigarettes and the production of Nicotine content in cigarettes and the production of 4-1, a genetically engineered high nicotine tobacco plant were the issues for discussion before the government in the same period.

In August 1996, 14 Attorney Generals in U.S.A. sued the tobacco companies demanding a compensation of \$ 150 billions to be given during a 15 year period. This compensation would cover 200 individual law suits also. And within a year period many other states filed the law suits against tobacco companies. In November 1996, BAT industries chief considering the large number of law suits and anti-tobacco movement said that legislative settlement of US tobacco liability claims would be a common sense way to end uncertainty for the cigarette industry. As a result of movement in US, Lung Cancer victims in France, filed suit against National French cigarette manufacturer in December 1996. This was the first case filed outside US. In 1997 February, US cigarette companies held talk with anti-tobacco lawyers and state officials to settle all health related law suits. Tobacco Companies wanted the settlement as the long standing cases had affect on company shares and led to uncertainty in production and policy measures. They were spending \$ 600 million a year on cases but not on damages. In March 1997, public case was strengthened when Liggett Company admitted that smoking was addictive and in May they entered into a settlement and agreed to pay 25% of their pre tax profits into a settlement fund. As a part of its settlement with 22 States Liggett was asked to hand over damaging documents to court. But Liggett paying to the settlement Fund was thought to be illusory as the company was at the step of bankrupts. In April 1997,

US Tobacco industry was under pressure to work toward an agreement because of upcoming trials and sensitivity of stock market to possible anti-tobacco verdicts. While the negotiations were underway Alaska joined other states in suing tobacco makers charging companies that they created more than \$ 100 million medical costs for Alaska and engaged in consumer fraud and conspiracy to conceal their addictive nature. In May 1997, the news that tobacco companies were negotiating to settle the litigation, sparked new life into tobacco shares despite weak performance by bonds. Companies said that they would pay \$ 300 billion (\$ 12 billion annually) for 25 years and all 60 states would be compensated. In June, U.S attorney generals fixed the compensation package to be \$ 368.5 billion. During the same period the documents of the Brown and Williamson's which were leaked out exposed the industry's public posturing that link between tobacco and adverse health effects is yet unknown. This was an additional positive point for Attorney generals to fight for compensation. Oregon and Idaho also sued the tobacco industry bringing to 36 the number of states seeking compensation for health care spending related to illness allegedly caused by smoking.

In USA on 22nd June 1997, Tobacco companies agreed to pay \$ 368.5 billion and submit to Federal regulation. It was presented before the Clinton administration. The points in the settlement proposal were as follows:

1. \$ 300.5 billion to settle law suits and \$ 60 billion to compensate damages.
2. Tobacco industry to recognise the regulatory power of FDA.
3. After 3 years the FDA may have power to ban nicotine entirely.
4. Restriction, on advertisement that appealed to children (remove cartoon character).
5. Companies fund for public anti-smoking education.
6. Revision of warning labels.
7. Subject to penalties if under age smoking does not fall by 42% (5 years), 58 % (7 years) and 67% in (10 years).
8. Protect employees of cigarette companies who provide evidence against companies.
9. No guarantee against future litigations.

Round two of the tobacco talks were underway on June 30, 1997. Top economists were studying the implication of the accord. They were examining the details like who will pay the price, how much it will hurt the industry, price of cigarettes, their consumption and the cost to US Government as the payments were to be tax deductible.

But within a few days Clinton abandoned the proposed national tobacco settlement of \$ 368.5 billion. He wanted the congress to pass broad legislation on tobacco mainly to reduce smoking by young. He insisted on sweep changes in the accord including industry penalties that could raise cigarette prices by \$ 1.50 per pack over 10 years. This was thought to increase the value of compensation package to more than \$ 500 billion. And congress had not given final word on the accord. Tobacco industry still pushed for the deal it negotiated in June, 1997.

According to a survey by common cause in US, which is critical of the tobacco industry, 314 of the 435 current House members and 78 of the 100 senators have accepted tobacco money over the past 10 years. As a result it was doubted whether a settlement which is more public concern could be formulated.

In July 1997, U.S justice department granted immunity to a scientist who helped Brown and Williamson Corporation develop high nicotine plant. Even before the U.S settlement was finalised tobacco companies were still negotiating with other law suits. In September 1997, the Government of Florida signed a U.S \$ 11.3 billion settlement with U.S cigarette manufacturers to recover costs of medical treatment. And in October 1997, U.S tobacco industry agreed to pay \$ 300 millions to settle a lawsuit filed by flight

attendants claiming that second hand smoke from passenger's cigarette made them sick, which was filed in 1991.

The tobacco industry has settled Minnesota suit in May 1998, and would pay \$ 6 billion and submit to Cigarette Marketing and Advertising Curbs to reimburse Minnesota for health damage to its citizens over the years. But they had not settled the claims i.e., a \$ 14 billion Medicaid lawsuit filed against the industry by Texas. The industry settled the suits with Florida for \$ 11.3 billion and Mississippi for \$ 3.36 billion but has pledged to take a stand in Texas case.

In January, 1998 the Lorillard Tobacco Companies paid more than \$ 1.5 million to the family of a California smoker who died of cancer. This was the first time that a U.S cigarette maker paid a smoking related personal injury claim. The person had died in 1996 from a lung cancer attributed to the asbestos found in the filters of the Kent cigarettes which Lorillard manufactured in 1950s.

The recent development in US is that the Health Insurers have filed lawsuits against major tobacco companies seeking billions of dollars in compensation for treating smoking related illnesses which cost the economy \$ 60 billion a year in direct health care costs.

In November, 1998 tobacco companies in US agreed to pay \$ 206 billion

to 46 States and submit to advertising and marketing restrictions in a broad deal that is thought to be the largest settlement of civil lawsuits in history. In addition they would pay \$ 1.5 billion over next 5 years to fund anti-smoking education programme, pay \$ 300 million every year after that to maintain the programmes, pay \$ 250 million over the next 10 years to create a public health foundation. In addition to all this, tobacco companies will offer farmers \$ 5 billion over next 10 years to compensate for lower leaf demand resulting from \$ 206 billion national settlement.

The Justice department of US government is planning a lawsuit against tobacco companies to recover the costs to federal government of smoking related illness, as said by President Clinton. This suit against tobacco companies was considered after the collapse of \$ 516 billion anti-smoking bill in 1998 June in the Senate.

Tobacco Ban:
International Scenario

The first restriction on tobacco use or the first step to curtail consumption in the world came when the Federal Act in U.S came into effect and made it statutory to print warning labels on cigarette packs. And later cigarette advertisement was banned on major media channels on TV and Radio in U.S in 1971. In 1975, the ban was imposed in Norway, Finland, Canada and NewZealand to a limited extent. In 1990's

smoking was banned in public areas of Government office buildings in U.S. This step was taken as the Environmentalists claimed that second hand smoke or passive smoking was a major health hazard and it may cause respiratory diseases and lung cancer. The public and the House of Representative in U.S proposed that FDA should regulate tobacco industry.

Restrictions on smoking in Federal buildings, ban on workplace smoking by postal services, Association of non-smokers to fight for their right to healthy living and the entry of FDA to control tobacco products were the developments during the period 1990 to 1994.

White House approved FDA regulation of cigarettes in August 1996, in an effort to keep cigarettes away from children. In October 1996, members of the Teachers Insurance Annuity Associations and college Retirement Equity Fund (CREF) called on its 1.4 million share holders to approve a resolution for directing its tobacco investments. CREF is the largest institutional investor in Phillip Morris with more than \$ 1.2 billion stock in 21 other tobacco companies and has more than 75 billion in stock investments. Though the group does not appear to succeed immediately, they add to growing movement to divert tobacco stocks. The group is backed by the American Medical Association and, the other groups that have decided to shed tobacco investment include the Mary Land

Retirement and Pension System and Neo-State Teachers Retirement System.

The settlement by U.S tobacco companies awaiting congress assent if passed would no longer permit the companies to have absolute control over their product or sell it with total freedom. Retail Prices would rise up due to settlement cost and U.S cigarette industry now would belong equally to FDA, White House and medical and health communities.

The law suits filed against tobacco companies and the anti-tobacco movements in U.S have influenced the tobacco movement in other countries. In Britain Government Ministers and Health officials held a “smoking summit” in May 1997, to discuss on banning tobacco advertising and sponsorship of sport. Teachers in Malasia are banned from smoking in school premises, from 1997 in an effort to make them good models for children. Those who smoke three times would be asked to leave the job. This could really help to reduce smoking among children. Anti-smoking drive is also said to be growing in China. Due to anti-smoking movement factories here been closed and enterprises or individuals are encouraged to start non-tobacco business. China government recognising the effect of smoking has banned smoking in public places, and the regulation on advertisement in electronic and print media and health warnings on cigarette packs are the main restrictions imposed by the government. The

China, State monopoly administration would close or merge 70 small factories with annual production of less than 5 billion cigarettes in 3-5 years. The billion dollar tobacco industry has been China's largest single source of state revenue for a decade. However, it is said that this action was taken from the view point of profits. The ban imposed on smoking in public in 7 cities is often said to be ignored. In Canada, which had highest per capita tobacco consumption between 1980-82, it is reported that campaign on advertising, strong health warnings, public education and higher tobacco taxes has resulted in Canada dropping to 13th place in tobacco consumption between 1990-92.

Pakistan's Prime Minister Nawaz Sharif in his first address to the nation in 1997 announced a complete ban on smoking in all government offices, trains and domestic flights. Cigarettes ads are banned in Australia, except at point of sale and it has world's toughest pack warnings.

The Belgium Parliament is likely to ban all tobacco and cigarette advertisements from 1999 except in areas where they are traditionally sold. The proposed ban would include sponsorship also. And in Feb 1998, Europe's Health Ministers have agreed to gradually introduce restrictions on advertising which would be among the world's toughest. But these are to be implemented within a period of 8 years within the 15 nation bloc and tobacco companies would be allowed to sponsor

automobile races and other world wide events until 2006. Four European countries - France, Finland, Sweden and Italy already have comprehensive bans on tobacco advertising.

Russia is reported to have strict advertising laws on the books but there is no legal or monitoring system to enforce them. Television tobacco advertisements are banned in 1995. But direct marketing and billboard advertising has increased.

In California, on December 31, 1997 anti-smoking laws were enforced in all 35,596 bars in the state. It is the only state in U.S.A to have smoke free bars and casinos. It is said that, though 82% of the Californians do not smoke the bartenders and waitresses have lung cancer rates that are higher than the fire fighters and miners. Thailand has in 1998 passed laws forcing declaration of cigarette ingredients, including nicotine levels on the packs. It has laws banning advertising, preventing sale to minors and a ban on smoking in public areas. In Singapore there is ban on advertisements, smoking in certain public areas and increased taxes to curb tobacco consumption. Singapore government is holding a campaign to use family and social pressure to stop the smokers from increased consumption.

Sri Lanka will enforce ban on alcohol and tobacco advertisements in newspapers, radio and television from January, 1999. Contrary to the developments

in other countries, Anti-smoking law is rejected in Iran. Though parliament had passed the law despite opposition from members who smoked, the constitutional council, which reviews all the laws, rejected as it would reduce tax revenue. In Switzerland also ban on advertisement was voted against.

Nepal has banned alcohol and tobacco advertisements on electronic media both State-owned and Private- on 19 Feb., 1999. Tobacco and alcohol constitute nearly 50% of the revenue for television and radio stations in Nepal. (This is due to social activists movement and WHO concern).

The latest movement to control tobacco menace is WHO's initiation to work out an international framework convention on tobacco control. This step was taken following a resolution adopted by the 49th World Health Assembly in 1996, calling upon the Director General of WHO to develop an international instrument on tobacco control, which could be adopted by U.N, taking into account the present trade and the conventions. The World No-Tobacco Day is observed every year on May 31. The convention would be a legal instrument in the form of an international treaty to which signatory states would agree to pursue broadly stated goals. Dr.Rafei, South East Asia Regional Director, WHO in a press release has stated that countries should take measures to promote cultivation of other crops and he has cited the example

of Bangladesh, wherein, the country through the Bangladesh Cancer Society launched a crop substitution project as an integral part of health education programme. And it is also reported that farmers now are earning four times more than before.

With reference to India:

The anti-tobacco movement in the west and the increased consumption of cigarettes and gutkha in India have led to movement against tobacco consumption by the anti-tobacco activists, health experts and the reformists in India. The public and recently the politicians also have demanded the government to put restrictions on tobacco use. Health experts are worried about the increased incidence of Head and neck cancer and the use of tobacco by children. The Indian Government is looking into the possibility of imposing ban on tobacco and, gutkha is on the major front of this ban.

In India warning labels on cigarette packs were made statutory under the cigarettes (regulation of production supply and distribution) Act, 1975. Ban on smoking in Public Conveyances like bus and train was enforced in India long back, but it was not taken serious and was often violated. Now the Central Government and many of the State Governments are imposing restrictions on smoking. The Delhi Prohibition of Smoking and Non Smokers Health Protection act, 1996 has been enforced in

the state since January, 1997. Smoking is prohibited in public places and vehicles and advertising of tobacco products is not allowed in public places and vehicles. The violators would be penalised. Andhra Pradesh government has also imposed similar restrictions and the government of Goa has initiated a move to ban smoking.

In June, 1997 the ITC and the BAT came into agreement for marketing BAT's famous brands in India. This was viewed with concern by public health activists who have been campaigning for a drastic reduction in smoking.

In November, 1997 the Corporation of Kochi took a decision to ban the sale of pan masala within its jurisdiction. In Kerala there is increased use of pan masala and gutkha among men, women and children. And the number of patients suffering from cancer due to tobacco is also on the rise. The dealers in pan masala have challenged the corporation's decision to stop the sale, in the court. Recently in June 1998 the Health and Family Welfare Minister of India said that the government is likely to impose legislation to reduce tobacco use in the country. However, there is little hope in this regard because the recent widely discussed gutkha ban could not be imposed by the government. And whatever restrictions are imposed at present are largely violated or not practiced at all.

The social organisations and NGOs are motivating the public in the country to stop tobacco consumption. The Prominent measures include the celebration of 'World No Tobacco Day' on 31st May which is done every year world-wide, awareness campaign by the Tata Memorial hospital, Bombay and the campaign by cancer patients Aid Association.

The entire Rohilkhand University campus has been declared as 'no smoking' zone by M.D.Tiwari (V.C) in May, 1997. Those who violated had to pay Rs.500/- as fine. This was to have likely impact on other universities but no developments are reported so far. In June 1997, Mayor of Pune started social ban on gutkha industry operating within Pune Corporation' limits. She called meeting of pan vendors and cigarette stall owners appealing them to stop selling tobacco products. She was backed by medical community and NGO's. It was reported that response from public and vendors was very little. Indian Medical Association also launched anti-smoking campaign and urged the government to levy taxes on tobacco products.

Health experts and advertising industry members feel that the movement in west may not have impact on India as the tobacco lobby is powerful in the country. World Bank study titled "The economic costs and benefits of investing in tobacco"

has revealed that India ranks 14th in tobacco use and 86.5 billion cigarettes were purchased in 1994. In India there are 16 different ways of consuming tobacco and therefore ad ban will not influence much.

With the anti-movement getting stronger on the one side and the tobacco lobby and the revenue on the other side we should wait to see what steps are taken by the government. Any government efforts in the direction has not taken final shape till now as for instance, a move to ban tobacco by Health Ministry in April-May 1998, was shot down by the Ministries of economic affairs and agriculture. The Parliamentary Committee on Subordinate Legislation has made certain recommendations for being incorporated into the legislation. But there is inordinate delay in its enactment. The programmes planned for the anti-tobacco day which is celebrated only on May 31st of every year needs to be chalked out for the whole year to increase the public awareness.

Impact of the anti-tobacco movement:

Tobacco firms in US are entering into manufacture of alternate products. It is reported that this was the basic reason behind the merge of RJ Reynolds a tobacco firm with Nabisco- a food firm. Investors in tobacco companies are forcing the companies to diversify their production. Firms which are manufacturing products that help smokers to give up are making business in US. The main products are Nicotine

patches to be applied on skin, chewing gums and motivation tapes. With US tobacco companies agreeing to settle \$ 206 billion compensation, the interference of FDA, White House and Medical health communities in tobacco policies would increase. Millions of volunteers are ready to help the FDA enforce tobacco regulations and retailers have to check Photo Identity if any one buying tobacco seems to be below 27.

RJR Nabisco Holdings Corporation has made a deal in 1999 with Japan Tobacco Inc. for \$ 8 billions to sell its tobacco unit. This could be because RJR shares have lost more than half their value since peaking at \$65 in 1991 due to legal judgements against tobacco.

US government has cut farmers quota for flue cured tobacco by 18% and it is likely that US tobacco production will fall by 12 to 10%.

In 1999 it is expected that the World tobacco production may come down. China has announced plans to decrease stocks over 3 years and discourage expansion by decreasing prices. Production in China is expected to decrease by 3%. In Argentina Flue cured area is projected to decrease by nearly 4% and production is estimated to drop by nearly 6% in 1999. In 1998 US tobacco exports was valued at \$ 1.3 billion amounting to 187,288 tonnes. This represents 7% decline in quantity and nearly 8% decrease in value as compared to 1997.

This drop is primarily due to competitive prices on the World market for flue-cured and burley tobacco and uncertainty from the tobacco settlement.

The US Tobacco Company Philip Morris has introduced the Digital smoking system to Japanese market which helps to smoke without creating a flame.

It is opined that the compensation settlement accepted by congress in US, the companies would make go bankrupt and it is likely that it would cost more than 7 lakh jobs and \$ 55.3 billion in GDP. In USA 1 million cigarettes are consumed daily. Campaign on ban on advertisement, higher taxes, educational improvement and health warnings have made Canada which had highest per capita cigarette consumption in 1980-82, to drop to 13th place in 1990-92. The tobacco deal would lead the companies to increase the cost off cigarettes by 35 to 40 cents over the next 5 years. The growing anti-tobacco campaign in the west has forced Malawi to diversify its agrobased economy in an effort to compensate an expected fall in demand for its tobacco. Government of Malawi is assessing the economics of alternate cash crops. But the General Manager of the States Tobacco commission has said that tobacco would continue to be a major crop for the country because there was no substitute in terms of low volumes and high value.

Due to restriction on advertisements, it is reported that tobacco companies are promoting their cigarette brand names in new ranges of coffee products. The scheme is said to be tested in Asia by BAT, one of the largest tobacco companies under Benson and Hedges name. This move follows research by Bates Dorland, a London advertising agency, which suggests that coffee and cigarettes both stimulants are closely associated in the public mind.

With more restrictions on smoking in US the cigarette manufacturers have found an attractive market in Russia where 50 to 80% of people are smokers. It is reported that the consumers are hungry for all things western and tobacco taxes are low in the country with non-existent controls on advertising.

Tobacco companies are arguing against the ban on advertisements. They say that there is no convincing evidence that advertising or sponsorship causes anyone to start smoking. It only makes smokers to change the brands.

The tobacco movement has been a source of information material to write on. Two books, *Big Tobacco at the Bar of Justice* by Peter Pringle and *The People Vs Big Tobacco* by Mollenkamp, Levy, Menn and Rothefer giving account of forces that brought tobacco to table and the talks leading to landmark settlement are published in 1998.

As agreed in tobacco settlement Anti-smoking advertisement will target television networks favoured by teenagers and tobacco bill boards will be replaced by anti-tobacco messages in California.

Nineteen developing countries including India have opposed the Law settlement in US saying that there are no rules laid down in the accord to restrict the increased use, consumption or export to developing countries or other countries. In China, cigarette factories are being closed to start non-tobacco business and in Bangladesh farmers were initiated to cultivate alternate crops and it is reported that the returns are 3 - 4 times more.

In India the scientists and experts are urging the government to ban tobacco use or encourage better quality tobacco and also use tobacco for other purposes. As reported scientists of the ICAR have indentified a number of equally remunerative alternative cash crops which can be taken up by farmers. And ITC, which is major tobacco company is extending its activities in other sectors. The ban on tobacco in west has other side effects also. It is reported that the tobacco giants are entering Indian market. They intend to target young men and women because cigarette consumption is 16% in India whereas bidi is 29% and snuff and chewing is 55%. This means there is lot scope to increase the cigarette consumption. They are making advertisements to attract

the young Indians. Unless government takes any measure to restrict advertisements and also consumption in India, the addiction to smoking and chewing tobacco may raise to its highest level in a short period leading to increased incidence of cancer and other diseases. The developments in some States indicate that tobacco consumption can be discouraged. In september 1997, the Chief Minister of Delhi did not allow the international athletic meet to be named after ITC. He forced the Government to rename the the event as ITC anti-smoking International meet. Pressurised by the Indian anti-tobacco movement the tobacco manufacturers have decided to frame a code for advertising of tobacco related products. The industry has approached ASCI to draft a code for the industry, which would come into force from October 1998. Meanwhile the Maharashtra legislative council members agreed to the suggestion that ministers should not precede the functions organised by Tobacco Companies.

On the other side, CAMPCO and Arecanut growers were opposed to the the proposed gutkha ban and also pan masala ban in India because if imposed would affect the economy of 50 lakh families in Kerala and Karnataka. Arecanut Prices have dropped to Rs.90/- as against Rs.200/- per kg as reported. The total cost would be enormous if we include the dependants of pan masala and gutkha industry in the country.

The supreme court in 1997 upheld the notification by the Central Government prohibiting the use of tobacco in the manufacture and sale of all Ayurvedic drugs including tooth powder and tooth paste.

Pro Tobacco:

Smokers' Club for Tolerance has been formed in Spain in 1996 to defend smokers against world wide campaign by non-smokers. The club's 23000 members say that if smoking is done in a right way it can help live longer by easing tensions. They advocate moderate and non-addictive smoking for pleasure. It is reported that such associations are there in Netherlands, Norway, Sweden, Britain, Denmark, France, Germany and Greece. Cigarette manufacturers say that ban on advertisement will not stop/reduce smoking because the advertisement mainly shift the consumers from one brand to another. Gutkha manufactureres in India say that, gutkha is harmless for by-standers and one pack of Rs.4 gives the same kick and lasts for hours as compared to only one cigarette costing Rs.1.5 to 2.5 which lasts less than 2 minutes. The chief of Philip Morris says that cigarette smoking could be psychologically habit forming but was not physically addictive.

The Pro Tobacco Lobby says that when the people can decide whom to elect as their representations, and how many children they can have why can't they be allowed to decide to use tobacco or not.

Tobacco problem comes next in importance to alcohol, hard drugs and child abuse.

Advertising executives and tobacco manufacturers in London have condemned the call by WHO chief for a global ban on tobacco advertising saying that it is violation of a company's right to freedom of commercial speech.

Alternatives to Tobacco:

Considering the adverse effects of tobacco consumption, many countries are trying to find alternate cash crop to this golden leaf as it is generally called. Since, there is very little effort made in this regard and the experiment are in the initial stages full reports have not come out. Governments in China, USA, Bangladesh and many other countries are encouraging alternative crops to tobacco. In Bangladesh alternative crops grown as reported have given three to four times higher yield than tobacco. To diversify its agro-based economy alternative cash crops like Paprika are being assessed by government in Malawi.

Due to growing awareness of health hazards associated with use of tobacco in various forms combined with restrictions imposed on tobacco cultivation and erratic prices, the Central Tobacco Research Institute (CTRI) at Rajamundry in India is conducting research program to identify remunerative alternate crops. Growing soyabean with pigeon-pea in a 4:1 proportion gave additional returns of Rs.4,362/- per

hectare over solo crop of FCV Tobacco in black cotton soil. Combination of maize with Bengalgram, Soybean with Blackgram and Soybean with Redgram or cotton gave higher returns. In southern red soils redgram under long duration crops, mustard among rabi and chillies under irrigation were found to be promising alternatives to tobacco.

Experiments at Pusa, Bihar indicated that garlic, rajma and potato have proved to be best inter crop components. Maize with potato inter cropping is reported to be the best alternative to tobacco, giving a net profit of Rs.57,160/- per hectare.

At Dhinata in West Bengal all the alternative cropping system tried during the rabi season seemed to be more profitable than the solo crop of tobacco with the combination of potato and garlic being most promising.

But in Southern light soil region, tobacco is said to be more profitable under normal conditions with high value and drought tolerance.

In black and red clay soil in Bidi tobacco growing areas of Karnataka, Centre for Multi-Disciplinary Development Research (CMDR), working on "Impact of Shifting from Tobacco" under the sponsorship of IDRC, Canada has cited report prepared by Agriculture Research Centre (ARC) Nippani, where in the results (1992-95) show that sole crops like chilly,

cotton and combination of soyabean and rabi jowar, groundnut and rabi jowar on an average gave more returns than a sole crop of bidi tobacco.

In Karnataka light soil FCV tobacco alone gave higher returns. In Vedalur (Tamil Nadu) also chillies, groundnut and redgram yielded less compared to tobacco. In Gujarath also beedi tobacco gave higher net returns compared to other crops. Presently no alternative crop tested under mono cropping system gave returns comparable to tobacco (CTRI). Inter cropping or two crops net returns were equal to sole crop of tobacco.

Alternative Uses of Tobacco:

With growing agitation against tobacco companies in the world experts have experimented on using tobacco for other purposes such as fertilisers, protein, pesticides, oil etc. In addition the recent reports in the press reveal that tobacco which is the main cause for lung cancer is being used to produce an anti-cancer drug for treating cancer of the female reproductive system. The plants are genetically engineered to produce a variety of other medical treatments, like anti-tooth decay drug and for treating a nervous disorder. It is reported that scientists have started the genetic manipulation of crops to produce human antibodies to diseases. Using tobacco plant Dr.Cramer, from Virginia and her team have provided a human enzyme that shows

potential in the treatment of Gaucher's disease, a genetic defect where the patients are unable to produce protein naturally.

Tobacco prices, tax, excise and exports in India:

The excise policy for tobacco in India is on the perception that the demand for [C1]cigarettes is inelastic to prices and income. Prior to 1979, a tobacco tax was levied on the production of tobacco at the farm level. This tax was borne partly by bidi smokers and partly by cigarette smokers. After 1979, there has been only an excise tax on manufactured tobacco products. Cigarette smokers contribute majority share to exchequer. Bidi's which are hand made, non-uniform produced in small scale sector therefore are said to be cost inefficient to collect excise. Cigarettes which are machine made, uniform and produced in large scale by few are said to be cost efficient to collect excise. This has left large part of tobacco sector untaxed. Cigarettes contribute nearly 10% of total excise to the exchequer. The duty on cigarettes at present is 155% of the price net of excise, on bidi and others it is 3 and 6%(1998). As a result there is stagnation in cigarette industry growth, whereas there is 4.3% growth in bidi industry where it is reported that costs are economised by using child labour. Moreover, the wages paid in bidi industry are only Rs.36.47 per 1000 excluding dearness allowances whereas government order is for Rs.42. In 1997 budget duty was increased

by 20% on mini cigarettes, 11% to 16% on next slabs and on an average the increase was 15.3%. In 1998 budget duty was increased by 9% and cigarette industry is demanding cut in excise duty to 6%. The different rates are 20% on minis, 16% on popular filter cigarettes and 2.5% on higher priced premium filter brands. In 95-96 a 7% increase in weighted average duty rate resulted in 11.4% in annual excise revenue and cigarette sale increased by 12.6%. In 1996, Tobacco Institute of India urged government to include non-smoking tobacco in the tax net as they comprise more than 80% of tobacco industry. More than five times as much tobacco is consumed as bidis or gutkha as cigarettes. The tendu leaf wrapper of bidis is also a significant source of tar. Cigarette consumption was only 18% but revenue gained was 88%. And the Tobacco Board in 1996 recommended to the finance ministry to levy excise duty on the basis of both length and retail prices of cigarette. The present system (on length) was beneficial to manufacturers as duty remains same inspite of price increase. It is felt by many experts that revenue potential of the tobacco sector has not been fully realised.

It is said that price of tobacco particularly FCV depends on international market as 50 to 60% of the produce is exported. Some of the major manufacturers of cigarette have scaled down their production following marginal fall in sales. The prices for FCV tobacco in October 1997 ranged per kg from Rs.14/- to Rs.55/

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In India the production and sale of FCV tobacco is regulated. But in August, 1997 farmers in A.P agitated over government's move to de-regulate tobacco trade. They said that already in India prices were low at \$ 1 per kg while in US it was \$ 4, Canada and Zimbabwe \$ 3 and Brazil \$ 2. The move was taken by government on farmers own complaint against tobacco board's inefficiency. It is said that even if the government does not take step, the illegal sales may lead to automatic deregulation.

In Karnataka FCV tobacco prices in 1997 were good at 53.54 per kg due to poor production in Zimbabwe and Argentina and the consequent shift of global purchase to India particularly Europe. But, due to these good prices cultivation in 1997 increased and prices were low due to increased production. Farmers increased cultivation inspite of Tobacco Board's advise to restrict cultivation.

In January 1998, 30% of the FCV tobacco in Andhra Pradesh damaged due to diseases. Andhra Pradesh farmers urged the Tobacco Board to get bank loans waived and the Tobacco traders in the state has asked the government to buy low grades at reasonable rates and offer support to farmers.

The main purchases of Indian tobacco are Belgium, Russia, Germany,

U.K, Romania, Nepal, Egypt, US, Bangladesh, Ukraine and Jordan. In 1997 due to crop damage in Argentina and Brazil there was great demand to Indian tobacco. The export earnings were Rs.917.02 crores in 1997.

Russians are addicted to Indian tobacco for 49 years. In 1996, 15000 tonnes were exported. After a glut in 91-92 and following years, there was increased demand for tobacco in 1996. From 1996, Tobacco Board is increasing its export base in new markets in Libya, Bulgaria, Tunisia, Iran, South Africa and Yemen. Due to increased markets and regain of lost ground in China, there was increased demand due to lower prices, low nicotine and high filling value. In China consumption has increased over production. But the tobacco Scenerio in 1998-99 is not good for the growers and traders in India. In Karnataka, Andhra Pradesh, Maharashtra and Orissa the area in tobacco exceeded the Board's stipulated limit. Tobacco board was reluctant to auction the unauthorised crop. And the auctions which were to begin in October 1998 and end in January 1999 in Karnataka were continued to May 1999. This affected auctions in Andhra Pradesh which were to begin in February and end in July. It was felt that Political interventions and Tobacco Board's delayed auctions in Karnataka would be damaging the credibility of the auction system. Foreign buyers would lose faith in all the auctions as they will be unable to plan their sales. It is said that big buyers purchase from the Karnataka auctions

between October and January and then plan their requirements from Brazil where the auctions begin in February. But with auctions going till May they would be unhappy over the unprofessional scheduling of the auctions. Every year, it is said that pressure is brought by growers from political representatives to permit auction of unauthorised portion. In 1999 Union Commerce Ministry permitted auction of unauthorised crop in Karnataka. This favourable solution is said to have come because the Minister represented Karnataka. But Minister himself said in one of his addresses to farmers that they have to look at alternative crops to earn profit as almost every alternative year tobacco farming faced crisis due to unplanned cultivation of the crop and also as the demand and market for tobacco is limited. In 1998, as a result of bumper crop there was change in the cess payable to Tobacco Board for conducting the auctions for the 12 million kg in excess of 40 million kg. The norm is that both traders and growers should pay one percent each on the realisation for each bale, but now growers were notified to pay 5% for the unauthorised crop. Moreover the unauthorised crop may lead to illegal sale. With 4.5 million kg reaching export market the remaining 1.5 million kg will be used for cigarette sale in domestic market. With one kg of tobacco providing raw material for roughly 1,000 cigarettes, 1.5 million kg of tobacco could be processed into 1.5 billion cigarette sticks which could be sold illegally through many number of paan shops throughout the country, resulting

in an estimated loss of excise revenue of Rs.50 crore.

In January, 1999 the FCV tobacco prices had gone down at Rs.5 kg for low grade and Rs.55 for the high grade, as a result there was panic among growers as they were not getting even the cost of production. International market is also was not favourable to Indian tobacco. Government had announced a minimum support price ranging between Rs.9 and Rs.28 a kg depending on the grades. In March, 1999 the FCV tobacco prices were on an average Rs.43 in Andhra Pradesh and Rs.31.70 in Karnataka. With Rs.15,000/- cost per acre and average yield of Rs.4 to 5 quintals per acre Karnataka farmers would not be getting any net returns from tobacco crop. Moreover due to additional crop of 15 to 20 million kg in Karnataka the prices fell down. International market is also not attractive. Due to fall in rouble rate and Russian economic crisis there is lower demand from it. Bulgaria and Romania have increased their home production. Zimbabwe as reported is selling tobacco at reduced rates in World Market due to fall in their currency value by 60%. China has slashed its prices to clear unsold stocks. There is reduction in exports in India due to hiked prices of tobacco products in US. All this indicates that there is a bleak future for tobacco in India and abroad.

The Central Tobacco Research Institute (CTRI) has said that to survive in

international market India needs to grow flavourful tobacco which is at present used mainly as filler tobacco. There is high export value for Virginia and burley tobacco but, in India only 33% is of these varieties. Out of 520 million kgs of tobacco grown, these two account only 170 million kgs. TII report says that Burley tobacco yields Rs.15,000/- net profit per hectare as compared to Rs.6000/- from other tobacco.

Conclusion:

Tobacco news printed in news papers within these five years period (95-99) shows that any item concerned to tobacco whether it is positive or negative gains importance in the light of the damage caused by it to human health on one side and the economic value of it to a country on the other side. Tobacco companies sponsoring sports, giving aid to other purposes etc, were not opposed by the governments because of the long lasting influence that the companies had on the economy. But the developments in USA have shown that tobacco especially smoking can be restricted. More than revenue it is the health which has received greater attention. And whatever happens in the west will have influence on other developing countries though the seriousness is felt gradually.

Today, it is the press which gives latest information to the public about the dangers of tobacco use, reasons behind litigations and the victory of public over the

tobacco lobby. Though complete ban is not possible there would be reduction in tobacco consumption and research work on low nicotine, tobacco and, on alternative uses of tobacco would strengthen in the coming days. So instead of banning tobacco, the way it is being used can be restricted. Once the restrictions are imposed on advertisement, level of nicotine content and compulsory health warning labels on tobacco products pack, then the individual would be sole responsible for the damage that tobacco causes to his health because they cannot sue the companies for manipulation. That way, most of the medicines do have side effects which are normally mentioned on the packs. For instance, the warning that "Dimethylnitrosamine has shown to form carcinogenic lumps in rats and therefore frequent use should be avoided" is written on packs of medicines used for treating certain form of dysentery in children, is recommended by doctors and used by thousands of mothers. People cannot sue the pharmacist company in case, the frequent use of this medicine leads to cancer in the long run. So public also have major responsibility in preserving their health. Therefore the public awareness is the most important thing that combats the damages due to addiction to smoking, liquor and drugs and it is the media which can educate the public in this regard. The results of the studies would reach public late through texts and reports but the main findings are immediately transferred to the public by the press media.

Growing agitation over tobacco use particularly cigarettes in the west has compelled many countries to formulate policies to restrict tobacco production and curtail consumption by banning tobacco advertisement and by imposing high duties. As a result the tobacco trade has been suffering due to uncertainty in prices, lack of demand and support. Therefore, it is now the right time for the countries to encourage alternatives crops to tobacco and also alternate products to tobacco depending industries to avoid thousands of farmers and employees to suffer because of uncertainties attached to tobacco.

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