

TOXIC TOBACCO TRUTHS

India is the 2nd largest consumer of tobacco (after China) in the world

Nearly 9 lakh Indians die every year due to diseases attributable to the use of tobacco

In India, there are nearly 275 million tobacco users

42.3 million use both smokeless and smokable forms of tobacco



163.7 million use only smokeless tobacco

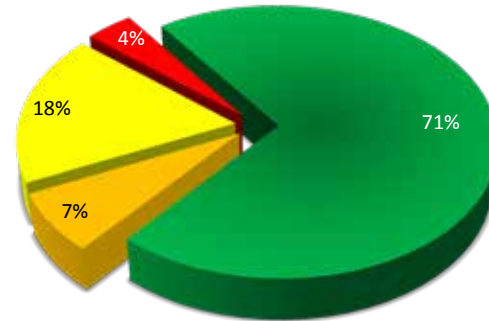


68.9 million use only smokable forms of tobacco

Source: Global Adult Tobacco Survey (GATS 1), 2009-2010

Percentage distribution of adults by tobacco use

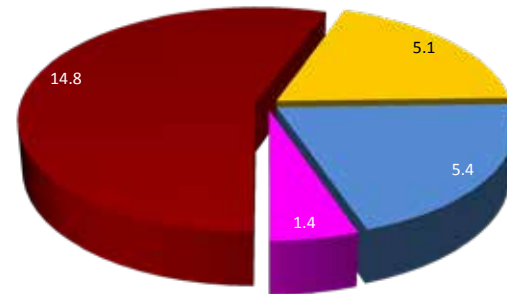
- Every fifth adult (19.9 crore) uses smokeless tobacco (khaini, zarda, pan masala, etc.) and every tenth adult (10.0 crore) smokes tobacco (beedi, cigarette, hookah, chutta, etc.)
- 3.2 crore adults use tobacco in both forms



- Only smoke
- Only use smokeless tobacco
- Use tobacco in both forms
- Non-users

Distribution of tobacco users (in crore) by residence and gender

- 19.9 crore adults in rural areas and 6.8 crore adults in urban areas consume tobacco
- 19.0% of men, 2.0% of women and 10.7% of all adults in India smoke tobacco
- 29.6% of men, 12.8% of women and 21.4% of all adults in India use smokeless tobacco



- Rural men
- Rural women
- Urban men
- Urban women

MOST COMMON TOBACCO PRODUCTS

Khaini (used by 10.4 crore adults)

Beedi (smoked by 7.2 crore adults)

Most commonly used tobacco products among men

Khaini	8.5 cr
Beedi	6.7 cr
Gutka	5.1 cr

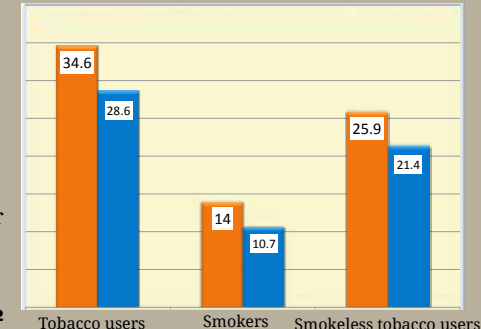
Most commonly used tobacco products among women

Khaini	1.9 cr
Betel quid with tobacco	2.0 cr
Tobacco for oral application	2.0 cr

Source: Global Adult Tobacco Survey (GATS 2), 2016-2017

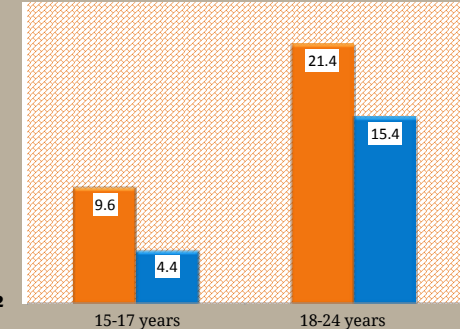
Fall in tobacco use (% of adults > 15 years)

- The number of tobacco users has reduced by about 81 lakh since 2009-10. Global Adults Tobacco Survey 2 (GATS 2) of 2016-17 show a 17% 'relative' reduction in the number of tobacco users since GATS 1 (2009-10)



Youthful change of mind (% of youth)

- Tobacco use among the young (15-24 years) has shown a reduction from 18.4% in GATS 1 (2009-10) to 12.4% in GATS 2 (2016-17). This amounts to a 'relative' reduction of 32%



Source: GATS 2 (2016-17)

What the drop means

WHO's GATS 1 (2009-10) and GATS 2 (2016-17) show a drop of 81 lakh in number of tobacco users. Compared to the nearly 275 million tobacco users (GATS 1), it seems a small number. But anti-tobacco campaigners feel it is a significant change because they have succeeded in preventing youth from starting tobacco use and also weaning people away from the habit. GATS uses relative reduction figures.

Here's how it works. The absolute reduction is from 34.6% to 28.6% (the top table in this box), that is a six percentage points reduction. Relative reduction is calculated as $1 - (\text{prevalence in GATS 2} / \text{prevalence in GATS 1})$, amounting to $1 - 0.83 = 0.17$, that is a 17% reduction.

Source: Economic Burden of Tobacco Related Diseases in India, 2014

Approximate number of new users of tobacco added every year

2 million

Source: National Sample Survey, 1999

Consumer expenditure on tobacco products

The average expenditure incurred on last purchase of cigarettes, beedis and smokeless tobacco is ₹30, ₹12.5 and ₹12.8 respectively.



In GATS 2, the expenditure on cigarette has tripled and that on beedi and smokeless tobacco has doubled since GATS 1.

Source: GATS 2 (2016-17)

Government revenue from tobacco products

Year	Amount of central tax on sale of tobacco products (in crore)
2016-17 (Till Jan)	₹19,293
2015-16	₹19,977
2014-15	₹22,174

Source: Health minister JP Nadda in a written reply in the Rajya Sabha in March 2017

Government spending on tobacco-related healthcare

- The economic cost of all diseases attributable to tobacco use in 2011 for people aged 35-69 years amounted to ₹1,04,500 crore. This is 1.16% of the total GDP and is 12% more than the combined state and central government expenditure on health in 2011-12.

Amount of funds allocated to both centre and states under National Tobacco Control Programme (in crore)

2014-15	₹80.68
2015-16	₹101.30
2016-17	₹134.80

Source: Minister of state Anupriya Patel in a reply in the Lok Sabha in July 2017