



# ಮಂತ್ರಾಂಗ 2023 MANTANA-2023

A STATE LEVEL REVIEW OF THE NATIONAL TOBACCO CONTROL PROGRAM



Organized by the  
**State Tobacco Control Cell**  
Directorate of Health and Family Welfare Services,  
Bengaluru



: In collaboration with :

The Union

International Union Against Tuberculosis  
and Lung Disease (The Union)  
South East Asia Office, New Delhi



National Institute Of Mental Health &  
Neuro Sciences (NIMHANS)

**Date: 16th and 17th March 2023**

Venue: **NIMHANS Convention Centre,**  
Hosur Road, Bengaluru,  
Karnataka, India

[www.hfwkarnadu.karnataka.gov.in](http://www.hfwkarnadu.karnataka.gov.in)  
[www.stoptobacco.in](http://www.stoptobacco.in)

## Background:

Tobacco Control Program has been considered as one of the complex and dynamic public health area. There are still many measures that have to be prioritized to bolster the adequacy of tobacco control efforts. Demand-side interventions and supply-side interventions both have to be addressed in order to achieve the tobacco free generation.

The death and disease that tobacco products have inflicted are devastating. Tobacco has been identified as the foremost cause of death and disease that is entirely preventable. Tobacco use will kill more than 8 million people worldwide each year and **more than 13 lakh** people die every year in India due to diseases related to tobacco use and as per the report of Indian Council of Medical Research (ICMR), nearly 50% of cancers in males and 25% cancers in females in India are directly attributed to tobacco use.

Karnataka has been one of the progressive states in implementation of the National Tobacco Control Program in India. It has achieved many milestones to advance tobacco control program by expanding National Tobacco Control Program from two districts to all 31 districts in a span of 3 years. All the districts in the state has a functional District Tobacco Control Cell to actively take forward implementation of NTCP at the grass root level. All the districts are also monitoring the NTCP activities and reporting regular progress through the national monitoring and information system meant for NTCP reporting.

Each District Tobacco Control Cell has its unique contribution to tobacco control program whether implementation of tobacco free educational institutions, tobacco free offices, tobacco free villages, tobacco vendor licensing or implementing the WHO FCTC Article 5.3 policy guidelines. Each district has built its own success story and which needs to be told and shared with others.

With this background, the STCC, Karnataka in collaboration with The Union and NIMHANS is organizing **'Mantana 2023 - A State Level NTCP Review Meeting'** on **16th and 17th March 2023** at **NIMHANS Convention Centre, Hosur Road, Bengaluru.**

## Successful Initiatives By State Tobacco Control Cell & The Union



*STOP TOBACCO app launch*



*Naguvanahalli grama panchayath representative Smt. Shailaja with tobacco free village experience*



*Student participation*



*Awareness through Yakshagana art*

## Objectives of Mantana 2023:

- ◆ Provides an opportunity to explore and understand the emerging trends in tobacco control
- ◆ State level workshop will address the gaps and challenges in implementation of tobacco control initiatives and upgrade the skill and knowledge of the district programme officials and staff.
- ◆ This platform will also provide a clear guideline on the vision of Tobacco Free Generation and its road map for the state of Karnataka.
- ◆ Mantana 2023 will also provide an opportunity to districts which have built their own success stories and are waiting for a platform to showcase their best practices.
- ◆ Mantana 2023 will give an opportunity for learning and reflections to all district tobacco control staff and officials.
- ◆ It is also envisaged to build positive competition and help achieve positive tobacco control goals for the state.

## Day 1: 16th March 2023 from 10.30 am to 4.30 pm

### State level NTCP Exhibition:

- Every district has to identify its core area /strong area and accordingly select one theme and project/display/showcase its work relevant to that particular theme. This activity helps them to identify their positive attributes.
- General themes given by state cell as follows:
  - a) Effective implementation of Tobacco Free Educational Institution guidelines
  - b) Implementation of effective Tobacco Control IEC programs
  - c) Effective Implementation of Tobacco Free Village Initiative
  - d) Exceptional efforts done on motivating Tobacco farmers to encourage for alternative cropping or bidi rolling.
  - e) Effective implementation of WHO FCTC Article 5.3 State protocol
  - f) Tobacco Control Law Enforcement and High COTPA compliance at district/taluk level
  - g) Implementation of National Tobacco Control Program at PHC level
  - h) Tobacco Cessation Service at community level
  - i) Tobacco Free Home Campaign
  - j) Tobacco Free Apartment Campaign
  - k) Effective inter departmental and multi-stakeholder engagement
  - l) Media Engagement in creating public awareness on Tobacco Control Program

District can choose any of the one above topics. Each district will get a 2X2 sq mtrs size stall.

You can take the print of best practice/s in a flex in below given template. Presentation of best practices should be graphical (table, photos, graphs) and text.

**Name of the District:**

**Theme Selected:**

**Brief on selected theme**

**Strategies followed:**

**Result:**

**Learnings:**

**Challenges faced and solutions found:**

**Sustainability and replicability:**

**Acknowledgement:**

**Stall Evaluation Criteria:**

- Presentation style
- Effectiveness of oral presentation
- Content and methods followed for the best practices activities
- Result achieved from best practice
- Sustainability and replication of best practices
- Overall curation of stall

**Who will be evaluating the Stall?**

- National Level experts
- Commissioner – Health
- MD-NHM
- JD (Medical)
- Selected Tobacco Control Coalition Members

Day 2:

## MANTANA-2023 Session Plan

Date: 17th March 2023 | Time: 9.00 am to 4.30 pm

Session Name	Duration	Time	Name of the Facilitator
Registration	30 Minutes	9.00 to 9.30	Ms.Varalaxmi, NTCP & Mrs. Naveena S., BI Project, STCC, Karnataka
<b>Technical Session-1</b>			
<b>Chairs: Dr.Rajani</b> , Deputy Director, National Mental Health Program and <b>Mr.Deepak Mishra</b> , Executive Director, SEEDS Delhi			
Regulation of Bidi Industries and way forward for Karnataka	20 Minutes	9.40 to 10.00	<b>Mr.Pranay Lal</b> , Public Health Expert, New Delhi
Key Provisions of COTPA 2003 with special focus on section 5 and 7 implementation	20 Minutes	10.01 to 10.20	<b>Dr. Amit Yadav</b> , Senior Technical Adviser The Union, New Delhi
Key Provisions of Other Tobacco Control Laws i.e: FSSA, JJ Act, Legal Metrology and its implementation at State and District level	20 Minutes	10.21 to 10.40	<b>Mr. Ranjit Singh</b> , Advocate Supreme Court, New Delhi
Bharatha Natya performance	10 Minutes	10.40 to 10.50	<b>Ms. Darshini Manjunath</b> – A Professional Artists from Nriya Disha Team, Bengaluru
<b>Inaugural Program</b>			
Welcome and Introductory Speech	05 Minutes	10.55 to 11.00	<b>Dr. Kiran Kumar</b> , Joint Director(Medical) and Member Secretary, STCC, Karnataka.
Inauguration and Inaugural Speech	15 Minutes	11.01 to 11.15	<b>Sri. Anil Kumar T.K.</b> , IAS, Principal Secretary to Government, Department of Health and Family Welfare.
Addressing Gathering	10 Minutes	11.16 to 11.25	<b>Sri D.Randeep</b> , IAS Commissioner, Health and Family Welfare Services, GoK
	10 Minutes	11.26 to 11.35	<b>Dr. Naveen Bhat Y.</b> , IAS, MD-NHM, Dept of HFW, GoK
	5 Minutes	11.36 to 11.40	<b>Dr. M. Indumathi</b> , Director, Directorate of Health and Family Welfare Services, GoK
Guest Speech	5 Minutes	11.40 to 11.45	<b>Dr. Pratimamurthy</b> , Director, NIMHANS, Bengaluru
Release of Bloomberg Initiative Project report 2020 to 2022 and joint study report on 'Prevalence of Covid-19 Infection among Tobacco Users' in Karnataka, distribution of awards to winners of NTCP best practices expo	05 Minutes	11.46 to 11.50	<b>By all delegates and Guests.</b>
Conclusion Remarks	5 Minutes	11.51 to 11.55	<b>Dr. M. Selvarajan</b> , Joint Director (Planning) and State Program Officer - NTCP, Karnataka
Group Photo	10 Minutes	11.55 to 12.00	
<b>Tea Break: 12.00 to 12.15</b>			
<b>12.15 to 1.30   Technical Session -2</b>			
<b>Chairs: D Randeep and Dr Vishal Rao</b>			
Implementation of Article 5.3 Policy Guidelines	20 Minutes	12.16 to 12.40	<b>Dr Muralidhar Kulkarni</b> HoD, Department of Community Medicine, MAHE, Manipal
Enforcement of Tobacco Control Laws in India – A Case Study	20 Minutes	12.41 to 1.00	<b>Dr Pragati Hebbar</b> Faculty at the Institute of Public Health Bengaluru.
Advancing SLT control and Tobacco Vendor Licensing in Jharkhand	25 Minutes	1.01 to 1.25	<b>Mr. Deepak Mishra</b> Executive Director, SEEDS
Discussion and Q&A	10 Minutes	1.26 to 1.35	
<b>1.36 to 2.15 Lunch</b>			
<b>2.16 to 3.00   Technical Session -3</b>			
<b>Chairs: Dr Pratima Murthy and Dr Muralidharan</b>			
Implementation of ban on Hookah Bar and ENDS	25 Minutes	2.16 to 2.40	<b>Mr Ranjit Singh</b> Advocate Supreme Court, New Delhi
Tobacco Cessation Services and Treatment from Tobacco and Nicotine Dependence	25 Minutes	2.41 to 3.05	<b>Dr. Prabhat Kumar Chand</b> Professor Psychiatry, Centre for addiction Medicine and Principal Investigator, National Tobacco Quitline services, NIMHANS
Vision for Tobacco Free Generation	20 Minutes	3.06 to 3.25	<b>Mr.Prabhakara</b> , Project Manager, The Union
Vote of Thanks	10 Minutes	3.26 to 3.35	<b>Dr.Sridevi Deshpande</b> State Consultant, NTCP, Karnataka

## Welcome note from the organiser

It gives us great pleasure to invite you for the NTCP review meeting –‘Mantana 2023’ and State Level Workshop on Emerging Issues of Tobacco Control’ being hosted by State Tobacco Control Cell, Directorate of Health and Family Welfare Services and The Union from **16th to 17th March 2023** at **NIMHANS Convention Centre**, Hosur Road, Bengaluru. This review meeting will give an opportunity to share, learn and act by providing space to exhibit the best practices of National Tobacco Control Program implementation since 2013-14 in the state.

## About National Tobacco Control Program (NTCP)

National Tobacco Control Program has been expanded from 2 districts to all 31 districts in 2017-18 under the National Health Mission. Key objective of NTCP is to create public awareness on ill effects of tobacco consumption and the effective implementation of National Tobacco Control Law (COTPA 2003) in the state.

## About Bloomberg Initiative Project

State Tobacco Control Cell is implementing Bloomberg Initiative project with the support from The Union, New Delhi since 2013 to complement the efforts of National Tobacco Control Program to reduce prevalence of tobacco consumption in the state. The Union is one of the official technical partner organizations for the State Tobacco Control Cell, Department of Health and Family Welfare Services, GoK. STCC, Karnataka has completed four successful phases of Bloomberg Initiative Project Implementation and moving towards the fifth phase of the project to assist the government to create tobacco free generation.

## For More Details

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## Successful Initiatives



*Honouring to farmers - Who shifted from tobacco to alternative crops*



*Social Media Campaign launch*