

सिगरेट पीने से कम होती है उम्र : गोस्वामी

चंडीगढ़, 5 अप्रैल (हेमा): सिगरेट भले ही शीक अथवा स्टेटस सिगल को कायम करने के लिए आरंभ की गई हो किंतु यह जिंदगी का क्षण-क्षण कम करते हुए 14 वर्ष तक की आयु कम कर देती है।

यह कहना है हेमंत रामतीर्थ गोस्वामी का, जो आज चंडीगढ़ कालेज आफ इंजीनियरिंग में आयोजित एक सैमीनार में मुख्य अतिथि के रूप में बोल रहे थे। बर्निंग ब्रेन सोसायटी द्वारा आयोजित इस एकदिवसीय सैमीनार में कालेज के लगभग 125 छात्रों ने भाग लिया।

बी.बी.एस. के अध्यक्ष गोस्वामी ने अपने विचार व्यक्त करते हुए कहा कि मोहिवा के बढ़ते चलन से तथा जवांमर्दी की चाहत से किशोर एवं युवा तम्बाकू अथवा सिगरेट की तरफ आकर्षित तो अवश्य हो जाते हैं और एक आध सिगरेट की तरफ आकर्षित तो अवश्य हो जाते हैं और एक-आध सिगरेट से शुरू हो वह लोग चैन स्मोकर तक बन जाते हैं।

इस अवसर पर गोस्वामी ने युवाओं को जागरूक करते हुए बताया कि तम्बाकू और सिगरेट से दिल की बीमारियां, फेफड़े का कैंसर, दमा और अन्य घातक बीमारियां भी हो सकती हैं।

उन्होंने बताया कि यह एक मिस है कि जर्दा और तम्बाकू से बीमारी कम हो जाएगी अथवा कभी-कभी सिगरेट पीने से नुकसान कम होगा, जबकि कम या ज्यादा सिगरेट पीने का शरीर पर असर उस अनुपात से पड़ता रहता है।

इस अवसर पर गायक अक्षर सिंह ने अपने गीतों के माध्यम से छात्रों को कहा कि यदि लंबी उम्र जीना है तो तम्बाकू, सिगरेट से दूर रहें।

Vivek honours Chandigarh NGO's plea

Filmstar Vivek Oberoi has returned the bravery award recently given to him by a cigarette manufacturing company for his help rendered to tsunami victims of Tamil Nadu, after a Chandigarh-based organisation wrote to him that he could not accept the award being 'No Tobacco Ambassador' of World Health Organisation (WHO). Burning Brains Society, which had sometime ago filed a PIL in Punjab and Haryana High Court to restrain the cigarette manufacturing firm from making surrogate advertising through sponsorship of the awards, disclosed that Vivek Oberoi had been given this award by the company on March 21 and the same was returned on March 28.



विवेक ओबराय ने लौटाया 'रेड एंड व्हाइट' बहादुरी पुरस्कार



चंडीगढ़, 30 मार्च (पीस)। धूम्रपान तथा अन्य सामाजिक बुराइयों के विरुद्ध निरंतर आवाज बुलंद करने वाली चंडीगढ़ की संस्था 'बर्निंग ब्रेन' ने अपने इस मिशन में उस समय एक और बड़ी उपलब्धि हासिल की जब उनके प्रयासों से अभिनेता विवेक ओबराय ने रेड एंड व्हाइट बहादुरी पुरस्कार लौटा दिया। 21 मार्च को गॉडफ्रे फिलिप्स इंडिया द्वारा विवेक ओबराय को दक्षिण भारत में सुनामी पीड़ितों को मदद तथा साहस के लिए 'रेड एंड व्हाइट' पुरस्कार से सम्मानित किया गया था जिसे विवेक ओबराय ने मुंबई में आयोजित समारोह में ग्रहण किया था। चंडीगढ़ की बर्निंग ब्रेन संस्था के चेयरमैन हेमंत गोस्वामी ने इस पर कड़ा एतराज जताते हुए विवेक ओबराय, विश्व स्वास्थ्य संगठन, कैंसर रिसर्च सोसायटी तथा अपने वेब ग्रुप को

लिखा कि वर्ष 2004 में कैंसर सोसायटी की सिफारिश पर विश्व स्वास्थ्य संगठन ने विवेक ओबराय को 'वर्ल्ड नो टोबैको डे अवार्ड' देकर एंटी टोबैको एम्बेसडर नियुक्त किया था। ऐसे में अगले वर्ष यानी 2005 में विवेक ओबराय द्वारा एक सिगरेट बनाने वाली कंपनी से अवार्ड प्राप्त करना अपने आप में ही विरोधाभास पैदा करता है। इस सारे प्रक्रिया के बाद विवेक ओबराय ने 28 मार्च को गॉडफ्रे फिलिप्स इंडिया के डिप्टी जीएम को लिखे पत्र के साथ अवार्ड, प्रमाणपत्र व शील को लौटा दिया। पत्र में उन्होंने कहा कि चूंकि 'एंटी टोबैको एम्बेसडर' होने के नाते तथा तम्बाकू से होने वाले शिकार व्यक्तियों के प्रति अपनी वचनबद्धता के कारण मैं यह अवार्ड लौटा रहा हूं। हेमंत गोस्वामी इन पुरस्कारों के खिलाफ पंजाब तथा हरियाणा उच्च न्यायालय में भी याचिका दायर कर चुके हैं। इससे पहले राष्ट्रपति को भी वह पत्र लिख चुके हैं।

सिगरेट कंपनी का अवार्ड लौटाया

भास्कर न्यूज • चंडीगढ़, 30 मार्च। सुप्रसिद्ध फिल्म अभिनेता विवेक ओबराय ने सिगरेट बनाने वाली एक कम्पनी द्वारा उन्हें दिए गए उस बहादुरी अवार्ड को वापस कर दिया है, जो उन्हें कुछ दिन पूर्व ही प्रदान किया गया था। स्थानीय बर्निंग ब्रेन सोसायटी के एक प्रवक्ता ने यह जानकारी देते हुए कहा है कि विवेक ओबराय ने यह पत्र उनके द्वारा किए गए हस्तक्षेप के बाद उठाया है, क्योंकि विवेक ओबराय विश्व में धूम्रपान के विरुद्ध चलने वाले अभियान में नो-टोबैको एम्बेसडर के रूप में कार्य कर रहे हैं, जिसका संचालन विश्व स्वास्थ्य संगठन करता है। प्रवक्ता ने बताया कि उन्होंने सिगरेट बनाने वाली इस कम्पनी द्वारा पुरस्कारों को प्रायोजित करने के मुद्दे को एक जनहित याचिका के माध्यम से पंजाब व हरियाणा हाईकोर्ट में उठा रखा है। जब उन्हें अभिनेता विवेक ओबराय को बहादुरी का यह सम्मान इसी कम्पनी द्वारा दिए जाने और उनके विश्व स्वास्थ्य संगठन के लिए धूम्रपान विरोधी अभियान में एक मानद राजदूत का काम करने के संदर्भ में उत्पन्न विरोधाभास को स्मिति से अवगत कराया गया तो उन्होंने सम्मान वापस करने के निर्णय से याचिकाकर्ताओं को सूचित किया, जिसकी पुष्टि कम्पनी द्वारा भी कर दिए जाने का दावा प्रवक्ता ने किया है।

दो कोल्ड स्टोर



BURNING BRAIN

SOCIETY

Avoid smoking and live long, healthy life: seminar

TRIBUNE NEWS SERVICE

CHANDIGARH, APRIL 5

An interactive seminar on the theme "The Menace of Tobacco" was conducted by Burning Brain Society (BBS) at Chandigarh College of Engineering and Technology (CCET), here today.

The seminar was organised by BBS under its young people awareness drive series of initiatives. The programme has been developed by BBS with active consultation with many health professionals headed by Dr Rajesh Kashyap, Professor of Medicine at IGMCH, Shimla.

The seminar, moderated by Hemant Goswami, highlighted that each cigarette reduces the life span of a person by 11-20 minutes and a passive smoker by 3-7 minutes. The fact that tobacco is responsible for killing one person

every five seconds and is directed responsible for the death of half of its lifelong users by reducing on an average the life of a smoker by 14 years astonished most of the youngsters attending the seminar.

The other facts highlighted at the seminar pointed out that smoking is responsible for near 50 per cent of all heart attacks and cardiovascular deaths; 30 per cent of all cancer death and 87 per cent of lung cancer deaths each year; 82 per cent of deaths due to emphysema and chronic bronchitis.

Over 90 per cent of patients with oral cancer use tobacco by either smoking or chewing it. Smokers have a 16 times greater risk of developing peripheral vascular disease (PVD), (blocked blood vessels in the legs or feet), than people who have never smoked. Smokers are more

likely to develop a cerebral thrombosis (stroke) than non-smokers.

About 20 per cent of all stroke deaths are estimated to be smoking related. The risk of dying among smokers from tuberculosis is about 400 percent higher than the non-smokers with tuberculosis. Contrary to the macho image projected by tobacco companies, research has shown that there is a 50 per cent increase in the risk of impotence among smokers compared with men who had never smoked. Tobacco users may damage their DNA too by a condition called chromosomal fragility in which certain regions of a chromosome, which contains the body's genetic material, in the form of DNA easily break or form gaps.

Interacting with young people, Hemant Goswami said that there is no such thing as

a safe cigarette or a mild or light cigarette. "Thinking of smoking a cigarette labelled as mild, light or smoking only 2, 3, or 4 cigarettes a day is like committing suicide by jumping from a 30 storey building instead of 31.

It makes no real difference as the dangers and consequences are the same. All youngsters when they start tobacco, they start with one (harmless looking) puff and then slowly and steadily it reaches a stage of addiction and habit formation. So the basic prevention step is never to consume tobacco and not allow any of your friends to consume any form of tobacco."

Mr Hemant Goswami concluded by appealing to the youngsters to help the elders in the family who want to quit tobacco by creating a positive pressure and by providing the much needed support system for them.

मीटिंग बुलाई गई है, जिसमें गुरुबचन केला भंडार पर मार्केट फीस चोरी करने का जुमाना लगाया जाएगा।

तंबाकू पर सेमिनार

भास्कर न्यूज • चंडीगढ़, 5 अप्रैल। चंडीगढ़ कॉलेज ऑफ इंजीनियरिंग में बर्निंग ब्रेन सोसायटी द्वारा युवाओं के लिए तंबाकू के दुष्प्रभाव विषय पर सेमिनार का आयोजन किया गया। इसमें हेमंत रामतीर्थ गोस्वामी ने नशे से होने वाले हानिकारक तथ्यों को युवाओं के सामने रखा। उन्होंने बताया कि जो लोग सीगरेट पीते हैं वे हर रोज अपने जीवन के 11-20 मिनट खो रहे हैं। धूमपान हृदय रोग के लिए 50 प्रतिशत जिम्मेदार है। युवा पीढ़ी को चाहिए कि वह न केवल धूमपान छोड़ें बल्कि जानकारों को भी इसके प्रति सचेत करें।

Market fee has to be paid by the owner.

Seminar on Tobacco menace

The Burning Brain Society at CCET (Chandigarh College of Engineering) under its Y-Pad (Young People Awareness Drive) conducted an interactive seminar on The Menace of Tobacco on Monday.



BURNING BRAIN

SOCIETY

'Tobacco claims a smoker every five seconds'

EXPRESS NEWS SERVICE
CHANDIGARH, APRIL 5

AN interactive seminar on the theme 'Menace of tobacco' was organised by the 'Burning Brain Society' at Chandigarh College of Engineering. The seminar was moderated by Hemant Ramtirth Goswami who highlighted that each cigarette reduced the life span of a smoker by 11 to 20 minutes and of a passive smoker by 3 to 7 minutes. He said tobacco was responsible for killing one person every five seconds and causing nearly 50 per cent of all heart attacks and cardiovascular deaths and 30 per cent of deaths caused due to cancer.

He said over 90 per cent patients with oral cancer use tobacco by either smoking or chewing it. "Smokers have an about 16 times greater risk of developing peripheral vascular disease than people who have never smoked," he said, adding that about 20 per cent of all stroke deaths are estimated to be smoke related. Interacting with the students, he highlighted that risk of dying among smokers from tuberculosis is about 400 per cent higher than non-smokers with TB.



BURNING BRAIN

SOCIETY

show which has attracted the number of tourists who visit the sanctuary.

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May 2004.

Chief wildlife conservator Arun Sen has

According to sources, no tiger has been

Gold Flake greeting cards face the axe

By OUR SPECIAL
CORRESPONDENT

Chandigarh, Jan. 26: Anti-tobacco campaigners in Chandigarh have claimed success in being able to prevail upon the ministry of health to order ITC Ltd to withdraw its entire stock of greeting cards bearing the name of the cigarette brand "Gold Flake Expressions."

ITC was in the market with a range of greeting cards under the brand name "Gold Flake Expressions," which have a logo similar in design to that of the Gold Flake cigarette brand. The greeting cards have the logo printed both on the cards as well as on the cover and this, according to representatives of Chandigarh's Burning Brain Society [Email: soci-

ety@burningbrain.org], "amounted to indirect advertisement of the cigarette brand and a violation of the Cigarette and Other Tobacco Products Act," otherwise known as Copta.

Mr Hemant R. Goswami, the man behind the anti-tobacco campaign in

Chandigarh, said: "It is a big victory for us considering that ITC is a mega company in India and we are a very small organisation compared to it."

According to him, it was his society which had brought the issue to light in June 2004 and then relentlessly followed through over the past months. The massive BBS campaign also

employed the Internet in a big way. BBS also distributed its own version of an anti-tobacco new year card called the "Fake Impressions" card, with a logo which read "Fake Gold Cards — Smoking Kills." More than 22,000 such cards were distributed and downloaded from www.burningbrain.org. In a ■ Turn to Page 2

Greeting cards

■ Continued from Page 1

related spoof, the society highlighted the misuse of tobacco labels in surrogate advertising by awarding what were called the "Red & Black" shame awards last September. Delhi chief minister Sheila Dikshit was selected for the "shame awards" after her government granted sales tax exemption to the "Expressions" range of stationery promoted by ITC.

70 pc are regular smokers: study

TRIBUNE NEWS SERVICE

CHANDIGARH, MAY 28

The statistics are terrifying—experimentation with smoking begins between 13 to 15 years in this part of the country. A whopping 70 per cent smoke regularly. It may sound alarming but the fact is that peer pressure and smoking friends prompt 97 per cent of youngsters to take to smoking. Youngsters also believe that smoking is 'cool', little realising that 50 per cent of all young people who smoke will die of related diseases.

This was found during a study conducted by Dr Sanjay of the Department of Community Medicine at the PGI held among 500 young people between the age group of 15 and 24 years in the urban, rural and slum areas of the city.

All this was part of presentations at a workshop on tobacco conducted by the Burning Brain Society, a Civil Society Organisation, working towards awareness on social issues. The mantra for the workshop was, "Choose Life not Tobacco" and the lectures dealt with dispensing information and educating the public about the ill-effects of smoking and consumption of tobacco in any form.

To prevent the widespread use of tobacco it is essential to have a supportive environment, effective communication, curriculum support at schools and colleges, meaningful activity support, peer-led or driven support groups and a flexible and integrated approach in dealing with this issue, it was stressed.

If the problem is not arrested by 2020 then tobacco con-

Smoking or any form of tobacco consumption results in:

- 16-fold increased risk of cancer.
- 12-fold increased risk of chronic destructive pulmonary disorder.
- 10-fold increase in cardio-vascular diseases.
- A person reduces 8 minutes of his/her life by smoking one cigarette.

sumption related diseases will claim more than 20 million lives in India alone.

The program began with adverts showcasing the negative impact of cigarette smoking. One which was particularly effective shows a delightfully enthusiastic chef getting ready to prepare what seems like a mouth-

watering dish. The chef looks gleefully at the camera and takes some naphthalene balls in a bowl and crushes them, he then takes some arsenic poison and adds it to the bowl, some floor cleaner follows to give the flavour of ammonia and some coal tar is then added to complete the mixture. The result, one delicious cigarette ready to consume!

According to Mr Hemant Goswami, chairperson of the Burning Brain Society, "We have fixed a target date of 2023 to bring down smoking by at least 40 to 50 per cent in the first stage of our cancer prevention and anti-tobacco project which will involve active sensitisation, involvement of youngsters and attempt to change laws pertaining to smoking and tobacco."

तंबाकू के दुष्प्रभावों पर वर्कशॉप

भास्कर न्यूज • चंडीगढ़, 28 मई बर्निंग ब्रेन सोसायटी द्वारा तंबाकू के दुष्प्रभावों और इससे निपटने की तरकीबों पर शनिवार को वर्कशॉप का आयोजन किया गया। इसमें स्वास्थ्य कर्मचारियों, समुदाय नेताओं, धार्मिक नेताओं, समाज सेवकों और शिक्षकों ने भाग लिया।

सोसायटी के चेयरपर्सन हेमंत गोस्वामी ने कहा कि किसी भी समस्या को अगर शुरू में ही न रोका जाए तो वह भयंकर रूप धारण कर लेती है। तंबाकू की समस्या भी उन्हीं में से एक है। वर्कशॉप में आईजीएमसी के डॉक्टर राजेश कश्यप ने बताया कि एक सिगरेट पीने से व्यक्ति अपनी आयु 15 मिनट कम करता है और अपने पास वाले व्यक्ति की पांच मिनट। पीजीआई के कम्युनिटी मेडिसिन विभाग के डॉ. संजय ने

बताया कि चंडीगढ़ के युवाओं में तंबाकू लेने की आदत तेजी से बढ़ रही है। वर्कशॉप में अन्य डॉक्टरों ने भी तंबाकू से जुड़े तथ्यों पर चर्चा की। बर्निंग ब्रेन सोसायटी के चालांटपर अतार सिंह ने तंबाकू से संबंधित तीन गाने पेश किए।

ग्राहकों का होगा फ्री पेडिक्योर : सेक्टर-19 स्थित चौफ शुज 2 हजार रुपये से अधिक की खरीदारी करने वाले ग्राहकों के पैर भी मुफ्त में सुंदर बनाएंगे। इस संबंध में चौफ शुज ने 28 मई से 26 जून तक पैरों को सुंदर बनाने का 'फ्री पैर डे' अभियान शुरू किया है। इसमें उनका वीएलसीसी की सेक्टर-9 और पंचकुला स्थित ब्रांच में पेडिक्योर किया जाएगा। शुरुआत दिया कॉर्ड के आधार पर ग्राहक इन जगहों पर पेडिक्योर करवा सकते हैं।

IN brief

CBFC to work against tobacco promotion

■ CHANDIGARH: The Censor Board committed to the cause of 'no tobacco promotion in movies' on the World No Tobacco Day, on Tuesday. The Civil Society Organisation and Burning Brain Society have succeeded in their efforts against tobacco promotion, as the CBFC and other government agencies sent a written communication, taking the responsibility to censor and delete all scenes which tend to glamourise smoking or any tobacco product brand.

Rally on World No Tobacco Day

market fee has to be paid by the owner.

Seminar on Tobacco menace

The Burning Brain Society at CCET (Chandigarh College of Engineering) under its Y-Pad (Young People Awareness Drive) conducted an interactive seminar on The Menace of Tobacco on Monday.



BURNING BRAIN

SOCIETY

Educational institutes not following norms

SANGEETA Johal
Chandigarh, May 31

EVEN AFTER five months of the implementation of prohibition of sales of cigarettes and other tobacco products around educational institutions, rule made under the Cigarettes and other Tobacco Products Act 2003 (COTPA), educational institutes are still violating these rules.

Starting from Panjab University, it has three tobacco shops being run on the campus. Besides this, HT team also came across some government schools like Government Model Senior Secondary School, Sector 45, 47 and many more that have tobacco shops adjacent to their school boundaries.

SSP Gaurav Yadav, said, "Though we strongly sup-

ALARMING FACTS

Fumes of smoking has 4000 toxic substances

Each cigarette reduces 20 minutes of life

Due to illiteracy the trend of smoking continues to increase

Smoking is an invitation to heart attack, cancer.

port the anti-tobacco drive and are ready to do our best to eradicate this evil but since the act has not been notified, we have no authority to book people". He further informed that officials are yet to be authorised to take cognizance under this COTPA.

According to Hemant Goswami, Chairperson of

WHAT LAW SAYS

COTPA CAME into force on May 1, 2004 whereas the rule-prohibiting sale of cigarettes and other tobacco products around educational institutions came into force on December 1, 2004. Act says: All tobacco shops ought to maintain a distance of at least 100 yards from all educational institutions.

Burning Brain Society, no officials either from Education or Health Department or police officials are taking the responsibility to put a check on tobacco act violators. So, while the relevant sections of COTPA have been notified all over the country, city administration is still dilly-dallying on the issue.



HT PHOTO

Cigarettes being sold outside GMCH-45 in Chandigarh.

WORLD NO TOBACCO DAY

Ending tobacco menace through social change

HT LIVE Correspondent
Chandigarh, May 29

HOW TO bring in a social change to end tobacco menace was the focus of the day-long workshop conducted by the leading anti-tobacco organisation, Burning Brain Society (BBS) yesterday.

The workshop was conducted for the health workers, community leaders, change agents which included religious leaders, political and social workers, teachers, enforcement agencies and

other such like people who have a role in bringing a change.

BBS chairperson Hemant Goswami said change manager should be willing to work without rewards, recognition or immediate results or gains and even face the oppositions for long periods of times.

Dr Rajesh Kashyap of IGMCI said tobacco is directly responsible for causing death of half of its lifelong users by reducing the quality of life and lifespan.

Inhale and farewell

A LOCAL NGO, the Burning Brain Society, wanted to observe Anti-Tobacco day on Wednesday, but the trouble was finding a chief guest for their function. It wasn't that dignitaries were in short supply but none were up to BBS standards. In the words of BBS chairman Hemant Goswami: "We found no official enforcing the norms laid down for discouraging use of cigarettes and other tobacco products. We can't invite a person if he doesn't qualify for the honour." And that's how the BBS function was without a chief guest.



BURNING BRAIN

SOCIETY

सिगरेट का धुआं उड़ाने नहीं दिखेंगे एक्टर्स

भास्कर न्यूज • चंडीगढ़, 31 मई
फिल्मों में अब अभिनेता सिगरेट के धुएँ का छल्ला उड़ाने नहीं दिखेंगे। सेंसर बोर्ड ने स्मोकिंग और तंबाकू के प्रॉडक्ट्स वाले सीस को फिल्मों से हटाने का फैसला किया है।

सेंसर बोर्ड द्वारा बर्निंग ब्रेन सोसायटी को भेजे गए पत्र में यह जानकारी दी गई है। इसमें बोर्ड की चेयरपर्सन शर्मिला टैगोर द्वारा प्रोड्यूसर्स एसोसिएशन और सभी रीजनल सेंटर्स को तंबाकू प्रॉडक्ट्स का फिल्मों में प्रचार रोकने के लिए लिखे गए पत्र की भी जानकारी दी गई है।

सोसायटी के चेयरमैन हेमंत गोस्वामी ने बोर्ड के इस फैसले का स्वागत किया है। सोसायटी एक साल से यह मांग कर रही थी। वे इस बारे में केंद्रीय सूचना व प्रसारण मंत्रालय, सेंट्रल बोर्ड ऑफ फिल्म सर्टिफिकेशन व अन्य गवर्नमेंट एजेंसियों को पत्र लिखकर फिल्मों में सिगरेट और तंबाकू के प्रचार पर पाबंदी लगाने की मांग कर रहे थे। बोर्ड के अधिकारियों ने पत्र में बताया कि सिनेमाटोग्राफी एक्ट, 1952 के सेक्शन 2 (4)(ए) के तहत यह पाबंदी लगाने का फैसला किया गया है। गोस्वामी ने तंबाकू विरोधी संगठनों के लिए इस फैसले को अहम बताया है। उनके मुताबिक फिल्मों में पसंदीदा अभिनेता को सिगरेट का धुआं उड़ाने देख युवाओं पर बुरा असर पड़ता है।



Cigarette, tobacco Act fails to get implemented

SANJAY Mehta
Panchkula, May 1

THE MUCH hyped 'The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act: 2003', which came in force last year on May 1, has failed to influence the implementing authorities to give it a practical shape.

A section of people said that the tobacco lobby in the country has been successful in influencing the senior officials to not to press upon the implementation of the Act strictly.

The Cigarettes and other Tobacco Products Act had been introduced with a purpose of providing effective protection to non-smokers from involuntary exposure to tobacco smoke and to protect the children and young people from being addicted to the use of tobacco. According to provisions of the Act, selling tobacco products to a minor and smoking at public places was banned and it was mandatory for every shopkeeper selling tobacco products to install a

board in this regard.

However, children below the age of 18 years were prohibited not only from purchasing the tobacco products but also from selling of such products. The authority to take action in this regard has been delegated to police, food and drug authorities but none of the departments seems to have taken the task seriously.

Hemant Goswami, chairperson of Burning Brain, a NGO working in the field, while talking to HT said that surprisingly the tobacco companies had started surrogated advertisement of these products by organising various events like bravery awards or film awards.

"Ironically the government keeps on making laws against tobacco, when its own officials keep on promoting and patronising tobacco products and companies through participating in such programs for unknown considerations", Hemant added.

He said that the society had filed a PIL in Punjab and Haryana high court. The date for next hearing is fixed for May 23.

'Licence tobacco vendors'

HT LIVE Correspondent
Chandigarh, May 31

BURNING BRAIN Society (BBS) has demanded that the tobacco vendors be given licences on line of liquor vendors.

BBS today sent 29 memorandums to all the state governments, UTs and the Central government in this

regard. BBS chairperson Hemant Goswami said till tobacco vendors are not licenced, unaccounted growth and sale of tobacco products can't be checked.

On the occasion of World No Tobacco Day today, BBS displayed anti-smoking messages at Sector 17, a press release said.



BURNING BRAIN

SOCIETY

Nothing works like determination

Times News Network

Chandigarh: Nothing works like motivation if you have committed to yourself that you will not pick up another cigarette. Determination is the keyword for all those working towards leading a smoke-free life.

Even as anti-tobacco groups in the city have welcomed the government's decision to ban screening of any scenes depicting characters smoking, experts reason that benefits of not smoking, which are almost immediately visible, are motivation enough to kick the habit.

Hemant Goswami of Burning Brain Society said, "When movie icons like Amitabh or Shahrukh Khan appear on television and appeal to people for administering polio drops, the entire country follows. So when such movie stars consume tobacco on the screen and flash brands there is no reason why it won't have effect on impressionable minds. Deleting scenes which glamorise smoking or show products on television is a big step forward."

The tobacco cessation work-

shop at PGI has been spreading awareness and motivating

Phones : 2658604, 5052546



NO-TOBA

Do you have the desire to bring a social change?

If you think **YES**, then

Dainik Bhaskar & Burning Brain Society
invites you to attend a

Workshop for Change Managers

(People capable of bringing a change in the society)

Area of focus: Tobacco

on **May 28 200** (09: 35 a.m.- 01:30 p.m.) at
**ICSSR Seminar Complex, Punjab University Campus,
Sector 14, Chandigarh**
(Entry for registered invitees only)

To get **free** invitation for the workshop call 0172-5165555, 5185600 or E-Mail at info@burningbrain.org or fill the participation form at www.burningbrain.org or visit the society office at the below mentioned address.

INITIATIVE OF



Burning Brain Society, Glass Office, Hotel Shivallikview, Sector 17-E, Chandigarh
Tel: 0172-5165555, 5185600 URL: burningbrain.org E-Mail: info@burningbrain.org

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Chandigarh



BURNING BRAIN

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BURNING BRAIN

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Workshop held against ill-effects of tobacco

HT LIVE Correspondent
Chandigarh, May 28

WITH AN aim to bring about a change towards a social menace that kills over eight million people every year, Burning Brain Society (BBS), one of the organisations working against the use of tobacco, organised a workshop at ICSSR Seminar Complex, Panjab University today.

In collaboration with the World Health Organisation and Ministry of Health and Family Welfare, various papers were presented here on the ill-effects of tobacco. Health workers, community leaders, change agents that included religious leaders, political and social workers, teachers, attended

the workshop.

Discussing about the role of a change manager, BBS chairperson Hemant Goswami said, "Change does not happen overnight, it is a long process and may take decades to reflect, so the change manager should be willing to work without rewards and even face opposition for long periods of time."

Discussing the ill-effects of tobacco, Dr Rajesh Kashyap of IGMC said, "Each cigarette reduces the life span of a person by about 15 minutes and a passive smoker by five minutes."

Giving his presentation, Dr Sanjay from the community medicine department of PGI said there was a grow-

ing trend among youngsters of Chandigarh to take to tobacco. Dr Nitesh Painuly of Tobacco Cessation Clinic, PGI, who delivered a presentation on how to help people

quit tobacco, supported the fact.

Among others who presented relevant details and papers on the subject were, Dr J.S. Thakur from Com-



HT PHOTO
BBS chairperson Hemant Goswami giving a lecture at the workshop on ill-effects of tobacco held at ICSSR on Saturday.

Anti-tobacco songs

ONE PERSON who stole the show was the Burning Brain Society volunteer Attar Singh, who composed three songs on tobacco and presented it during the workshop. The songs were appreciated by everyone and proved to be an effective tool in presenting the facts in an interesting manner.

community Medicine Department, PGI, Dr Tina Dadwal, Dr Rajeev Kashyap from Department of Medicine, Haryana and Anita from the Brahmakumari Ashram.

ed in

PANCHKULA: Anil and his brother were acquitted by the District and Sessions Judge Arvind Kumar in a murder case. The body of the victim, a woman, was found in Kharoli Parwanoo, on March 8, 2004. Harsh's brother had alleged that his brother was murdered. Police investigated into the matter and arrested Anil and Vishnu. They were in judicial custody before being acquitted today.



Participants at a seminar on tobacco in Punjab University. Express photo by HARI SHANKAR
youth in Chandigarh have started consuming tobacco products increasingly, said re-

Tobacco gaining favour with city youth

■ **CHANDIGARH:** The

passive smoker by almost five minutes.

Electricity bill centres to remain open on May 29

■ **PANCHKULA:** Cash collection centres of Uttar Haryana Bijli Vitran Nigam (UHBVN) will remain open on May 29 (Sunday). UHBVN has taken the decision to facilitate timely payment of electricity bills and to avoid rush of customers on these centres. A spokesperson for the Nigam said all cash collection centres would be open in Panchkula, Ambala, Yamunanagar, Kurukshetra, Kaithal, Karnal, Panipat, Sonapat, Jind, Rohtak and Jhajjar districts. The centres would function from 9 am to 2 pm in these places on May 29.

community medicine department of PGI, who presented some startling facts about tobacco use in Chandigarh, said the menace needed to be contained on a war-footing. Dr Nitesh Painuly of PGI's Tobacco Cessation Clinic delivered a presentation on providing a support system to people wishing to quit tobacco use. The workshop was conducted at the CISSR auditorium of Punjab University.

BBS chairperson Hemant Goswami said tobacco abuse was a growing social and health hazard and kills 8 million Indians every year. He said there was a need for an urgent and futuristic strategy to contain the menace effectively. Dr Rajesh Kashyap of ICMC said each cigarette reduces life span of the smoker by 15 minutes and that of a

तम्बाकू सेवन से प्रति वर्ष 80 लाख मौत के शिकार

चंडीगढ़। तम्बाकू सेवन से देश में प्रतिवर्ष 80 लाख लोग मौत के शिकार हो रहे हैं लेकिन तम्बाकू के नशे से लोगों को रातोंरात छुटकारा नहीं दिलाया जा सकता। इसके लिए स्वास्थ्य कर्मियों, नेताओं, धार्मिक नेताओं को आगे आना होगा। जिससे लोगों को इस जानलेवा शौक से छुटकारा दिलाया जा सके। यह बात तम्बाकू निषेध संगठन बर्निंग ब्रेन सोसायटी के अध्यक्ष हेमंत गोस्वामी ने शनिवार को 'चेंज मैनेजर ऑन टोबैको' विषयक कार्यशाला में कहा। हेमंत गोस्वामी ने कहा कि तम्बाकू निषेध कार्यक्रम लोगों को बगैर किसी लालच के इस आंदोलन से जुड़ना होगा। आईजीएमसी के डा. राजेश कश्यप ने कहा कि प्रत्येक सिगरेट आदमी के जीवन के 15 मिनट कम करती है। कम्युनिटी मेडिसिन विभाग के पीजीआई डा. संजय और टोबैको सेंशेशन क्लीनिक के डा. नितेश पैनुली ने बताया कि चंडीगढ़ के युवाओं में तम्बाकू सेवन की प्रवृत्ति बढ़ रही है लेकिन इस नशे से छुटकारा भी पाया जा सकता है। अतर सिंह ने तम्बाकू निषेध पर तीन गीत भी प्रस्तुत किए। इसके अलावा कम्युनिटी मेडिसिन विभाग पीजीआई के डा. जे.एस. ठाकुर, डा. टीना डडवाल, डा. राजीव कश्यप, अनीता ने भी तम्बाकू सेवन से होने वाली हानियों की जानकारी दी।



BURNING BRAIN

SOCIETY

Book on tobacco menace

MARKING THE International Day against drug abuse, Burning Brain Society (BBS) released an e-book titled "The Tobacco Menace" on Sunday. The book contains all the laws and latest amendments made in the anti tobacco laws. In the book, the unchecked sale of drugs without prescription and non-issuance of the bill by the chemists were termed as the reasons for the substance abuse in India. The e-book can be downloaded for free from www.burning-brain.org/e-book.htm. HTC, Chandigarh

preet Khanna and Dr Rajesh Naik were the course conductors.

E-book on tobacco menace out

CHANDIGARH: The Burning Brain Society released an e-book *The Tobacco Menace* on the International Day against Drug Abuse. Hemant Goswami, chairperson of the society, pointed out how the country had "three different ministries handling the tobacco issue, drugs problem and alcohol abuse." *The Tobacco Menace* can be downloaded free from the website www.burningbrain.org/e-book.htm. —ENS

'Will power can help'

Burning Brain Society justifies ban on celluloid smoking

SANGEETA Johal
Chandigarh, June 23

MEMBERS OF the social forum Burning Brain Society (BBS) have vehemently supported the proposed ban on smoking scenes in the films claiming that it would not hinder the creativity of expression that a character has to depict while acting.

In a detailed talk on the ban, especially on the rules and the subsequent controversy arising out of it, BBS chairman Hemant Goswami held that no school of theatre or book on acting advocates expression of any emotion by using tobacco.

"Bharat Muni Natya Shastra forbids the use of

intoxicants on stage. It says that if the 'bhava of mada' (intoxication of any form) is to be shown, it must be acted through gestures," he asserted.

Giving a solution for this, he said, a slight modification would have to be done in case of old celluloid films where the projector can carry a fixed transparent slide with a warning in the bottom by superimposition.

"According to the framework convention on Tobacco Control of which India is a signatory, all the 189 signatory countries have to stop tobacco advertisement in movies within a year", quips this anti-tobacco activist.



BBS chairman
Hemant Goswami

Clearing the point about the scroll, Goswami is of

Amended rules

- Definition of indirect advertisement has been broadened to plug all the loopholes.
- Size of the display board at the point of purchase has been changed.
- No picture of the product to be advertised, simply the name of the product will be allowed.
- Display of tobacco products in and outside the shops has been regulated.

the view that there is nothing wrong with the scroll, as the best movies in all the film festivals are run with subtitles without the movies losing their appeal.

ENHT

Present this coupon and get on ad in HTSC for Rs. 50/-



BURNING BRAIN

SOCIETY



How Burning Brain won smoking ban

Page 4

Who's the hero? Why Burning

Civil Society News

New Delhi

MAY 31 was a Red Letter day in the office of an unknown activist group in Chandigarh called the Burning Brain Society. On that day Dr Anbumani Ramadoss, Union minister for health, announced that no Indian film would be permitted to show actors smoking on screen. It was akin to 'surrogate' advertising for tobacco.

The film industry protested noisily, alleging restrictions on its creative freedom. But Burning Brain's 5000 plus volunteers were whooping with joy. The ban was a big, big victory for them, coming as it did at the end of a three-year campaign to stop proxy advertising for tobacco.

"I would say no school of acting across the world recommends the use of a cigarette to depict an emotion. In fact, *Bharata Natyashastra*, the Bible of Indian acting expressly forbids the use of any intoxicant," says 33-year old management consultant, Hemant Goswami, founder and head of Burning Brain.

Most members of Burning Brain are between 18 and 22 years of age. The name Burning Brain, explains Hemant, is inspired by the Chinese philosopher Confucius who said, "The brain is not a vessel to be filled. It is something to be ignited."

A small, slim man, Hemant looks more like a middle-class executive than a *jhola*-swinging activist. As a student in Class 12 he did a project on tobacco and came to know about its harmful effects. His father died of heart disease, having been a heavy smoker and though he'd given it up 10 years earlier. While studying at SD College in Ambala, Hemant tried to put together a group called the Society for the Prevention of Crime and Corruption. "But nobody wanted to seriously volunteer," he says.

Hemant realised that the key was in motivating the young. So, when he took up the campaign against tobacco, he framed his own strategies for reaching out. He conducted workshops, held painting competitions and kept up a flood of emails. He also used successful professionals to mentor the young. "Motivate youngsters. Pat them on the back and say well done. Prevent them from getting into aberrations. Smoking is one of them. Find more people who are professionals and successful in their own fields so that they can mentor young people," says Hemant.

India is a signatory to the International Framework Convention of Tobacco Use (FCTC), which bans surrogate advertisements of tobacco. We have a national law called the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, (COTPA) which forbids companies from using their trademark or logo to promote tobacco.

But advertising continues in round about ways. In the film *Swades*, for instance, Shahrukh Khan smokes Marlboro cigarettes and the pack and brand name are clearly visible. The budgets of films like *Swades* are inextricably tied to revenues from surrogate advertising, which could be between Rs 2 to Rs 10

lacs, says Hemant. Film about social issues. Well-displayed packets of Marlboro in hugely popular actor like Shahrukh Khan are hardly integral to the movie's message. Besides they have an enormous impact on the

youngsters who promote social causes and then see the actor smoking. Two, Eight five percent of new con-



Hemant Goswami: Architect of the ban on smoking in films.

sumers of tobacco are in the age group of 11 to 25 years of age.

Tobacco companies sidestepped the law by using their brand name to promote events and by clubbing their brand with another name and product. For instance: 'Wills Lifestyle', 'Gold Flake Expressions' greeting cards or 'Kuber Namkeen'.

When companies promote cigarette brands through such surrogate advertising they get out of putting up the statutory warning 'Cigarette smoking is injurious to health.'

"It amounted to 'sublimely sly' publicity," pointed out Burning Brain.

"We have seen movies with subtitles all our lives. Where is the problem with a scroll? It will deliver a subliminal message," says Hemant. It's more important to prevent youngsters from smoking than worry about aesthetics, is his reasoning.

In Chandigarh, every year, Godfrey Phillips, India, manufacturers of the Red and White brand of cigarettes would give away 'Red and White Bravery Awards' as part of their 'social initiative' programme. Their guest list read like the Who's Who of officialdom. The Governor of Punjab would invariably be the chief guest. The function would be held in a government-owned hotel.

In March 2004, Burning Brain volunteers took to street level activism. They positioned themselves with placards at a hotel where the award ceremony was taking place and stopped Justice OP Verma, the Governor of Punjab who was the chief guest of the function, from going in.



BURNING BRAIN

SOCIETY

Brain of course



Hemant pointedly told him, "You should not attend this function. You are indirectly promoting a cigarette brand and thus encouraging smoking. Such 'bravery' shows by a cigarette company can influence young minds." Verma admitted he had a point but gave away the awards anyway.

Burning Brain volunteers were furious. The dignitaries didn't care a twit. Officials attended the next year's function as well. The Governor of Punjab, General SF Rodrigues, was the chief guest. Burning Brain described his act as 'unpardonable'. The Advocate General Harbhagwan Singh, the Director General of Police, AA Siddique, the Principal Secretary Dharam Vir were all there.

Awards and ceremonies and the presence of high dignitaries like the Governor give official recognition and public acceptance besides adding glamour to the name of the cigarette brand. This helps the cigarette company hook more youngsters to their brand of tobacco. A logo of 'Red and White' was visible at the venue of the function.

Section 5 (3) of COTPA clearly states:



...shall, under a contract or otherwise promote or agree to promote consumption of (a) Cigarettes or any other tobacco product, or (b) ... or brand name of cigarettes or any other tobacco product in a sponsorship, gift, prize or scholarship given or agreed to be

BURNING BRAIN

SOCIETY

... bent on stamping on its own law. ... the way in broadcasting the 'brav-'. Godfrey Phillips issued press releas-

es and paid advertisements, which were carried in newspapers.

Burning Brain kept informing the government. Angry letters were shot off to Prime Minister Manmohan Singh, President Abdul Kalam Azad and the Governor of Punjab and Haryana. By now Burning Brain had a big base of friends on the Internet. When they carried out an Internet spot poll asking whether General Rodrigues did the right thing by attending the award function, 80 percent said 'No'.

In February this year, Hemant filed a Public Interest Litigation (PIL) in the Punjab and Haryana High Court, pointing out how violations of COTPA were taking place. He fights his own case. His petition asks the court to stop Godfrey Phillips India from promoting their cigarette brand by holding 'Red and White Bravery' awards. Some of Hemant's other requests are that action be taken against all the people, organisations, media and the hotel who took part in the function. He has petitioned that a fine be slapped on Godfrey Phillips for violating the law and money paid to the media for advertisements be recovered. The court has taken note and issued notices to the Government of India, Punjab, Haryana, Chandigarh and to the company Godfrey Phillips India Ltd.

Burning Brain started 'spoof awards' named 'Red and Black Shame Awards' which were bestowed on officials who had failed to enforce COTPA and were hard in gloves with the company.

In June 2004 they campaigned against ITC when the company launched greeting cards under the brand name 'Gold Flake Expressions' with the same logo, design and colour as their cigarette brand 'Gold Flake'.

They distributed fake 'Impressions' cards with a logo which read 'Fake Gold Tobacco Warning Cards.' Over 22,000 such New Year e-cards were eagerly downloaded from www.burningbrain.org/card.htm.

They sent letters and memorandums to the Prime Minister, the President, Health Ministry and hundreds of Members of Parliament. Notices were issued to ITC Ltd and its major stockholding companies. Finally, the Union ministry of health told ITC to withdraw its greeting cards, which, according to Burning Brain, cost ITC Rs 7 crores.

It was actor Vivek Oberoi who alerted Burning Brain to the danger of using movie stars to promote tobacco.

In 2004, Oberoi, much admired by the young, got the 'World No Tobacco Day Award'. He was given the award by WHO in recognition of his stand against tobacco.

Then, to Burning Brain's horror, on March 21, Oberoi accepted the 'Red and White Bravery' award! It was given to him for helping victims of the tsunami crisis. This was sheer hypocrisy. Burning Brain wrote him a letter telling him to return the award and apologise. Through the Internet, Oberoi was bombarded with e-mails. Burning Brain alerted the Cancer Society, which had nominated the actor for the 2004 World No Tobacco Day award. A week later, on 28 March, Oberoi gave back the award to Godfrey Phillips.

"Realising one's mistake and admitting it publicly requires real courage," says Hemant.

Meanwhile ITC managed to get a letter from the ministry of information and broadcasting saying that 'Wills Lifestyle' was not a form of surrogate advertising for tobacco. Burning Brain once again dispatched letters to the ministry of health, ministry of information and broadcasting, the Censor Board and the Controller General of Trademarks, Patents, Designs and Trademarks telling them not to allow companies to bypass the law by hooking products with similar sounding names under a separate category and then advertising it across different mediums. Companies who had got this done should be deregistered.

In a letter to the Censor Board, Burning Brain also pointed out that Shahrukh Khan in *Swades* and Sonjay Dutt in *Musafir* were smoking the brand Marlboro and showing the packet several times.

"We asked that any movie with a tobacco product should be certified A and not be shown on any satellite channel," says Hemant.

Sharmila Tagore, chairperson of the Censor Board, acted even before the health ministry. She gave a commitment that all scenes glorifying smoking and/or showed any tobacco brand would be deleted. This was a big achievement for Burning Brain.

Then came the 'mother of all victories'—the letter from the health ministry saying that smoking in films would be banned and rules amended so that companies would not be able to indirectly advertise tobacco products. Shahrukh Khan and Salman Khan are now publicly supporting the ban.

Burning Brain has also asked that tobacco be sold only through licensed vendors, like liquor. This would bring revenue to the government and stop the proliferation of shops selling tobacco to minors.

"This is the first step. It may take 10 years, but the law has been changed and the process has begun," says Hemant, philosophically.