

Society for

**Alternative** media  
and Research



STUBBING IT OUT:  
STATUS OF ENFORCEMENT OF  
**TOBACCO CONTROL LAWS**  
IN PAKISTAN

SEPTEMBER -  
DECEMBER  
2016

OBSERVATION REPORT

PREPARED BY:  
SOCIETY FOR ALTERNATIVE MEDIA AND RESEARCH  
COALITION FOR TOBACCO CONTROL - PAKISTAN  
**#TOBACCOFREEPAKISTAN**

## **ACKNOWLEDGEMENTS**

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Lastly, CTC-Pak would like to thank Dr. Ehsan Latif, Senior Advisor NCDs, The Union (UK) for his inputs in the development of this report.

# Stubbing it Out: Status of Enforcement of Tobacco Control Laws in Pakistan

Prepared by:  
Society for Alternative Media and Research  
Coalition for Tobacco Control - Pakistan

**Islamabad, February, 2017**



## TABLE OF CONTENTS

I.	PROLOGUE.....	6
II.	EXECUTIVE SUMMARY.....	8
III.	HISTORY OF TOBACCO CONTROL RELATED LAWS IN PAKISTAN.....	10
IV.	SECTIONS OF “PROHIBITION OF SMOKING AND PROTECTIONS OF NON-SMOKERS HEALTH ORDINANCE 2002” FOCUSED FOR OBSERVATION .....	12
V.	TOBACCO INDUSTRY IN PAKISTAN AT A GLANCE.....	13
VI.	SURVEY.....	14
VII.	METHODOLOGY .....	15
VIII.	OBSERVATIONS .....	16
IX.	RESULTS.....	44
X.	RECOMMENDATIONS.....	47
XI.	MEDIA WATCH .....	48
XII.	RESOURCE WEBSITES ON TOBACCO CONTROL IN PAKISTAN .....	59
XIII.	FOR MORE INFORMATION.....	60
XIV.	ABOUT CTC-PAK .....	61

## I. PROLOGUE

Tobacco control is not new to Pakistan as there have been policies and laws adopted since the early 50s. Significant policy development started in 2002 when Pakistan adopted its first comprehensive national tobacco control law. Continuing its commitment to tobacco control, Pakistan signed and ratified the World Health Organisation's Framework Convention on Tobacco Control (FCTC), in 2004. Given the health structure available and the resources allocated for tobacco control in the context of health budgets, implementation and enforcement of the laws has remained a challenge. In order to fulfill the obligations under WHO-FCTC and to coordinate all matters relating to tobacco control, a Federal Tobacco Control Cell (TCC) was formed under Ministry of Health. Despite the formation of the TCC and the devolution of powers to the provinces under a constitutional amendment (April 8<sup>th</sup> 2010), the anecdotal evidence reveals weak enforcement of laws at national level. Unfortunately there is no national data available to assess the enforcement status.

The tobacco Industry in Pakistan remains a strong player in tobacco control for its economic argument and putting pressure on the government through its front groups. The recent debates and legal cases for larger pictorial health warning on cigarette packs is one example of the influence generated by the tobacco industry. There have also been cases of violations by the tobacco industry of the provisions of the laws governing advertising and promotion of tobacco products. In order to provide policy makers with data on enforcement for enhancing tobacco control in Pakistan, Coalition for Tobacco Control – Pakistan (CTC-Pak) and its coalition members

undertook a survey in September 2016, to assess the status of compliance of various sections of tobacco control laws, direct violations of tobacco control laws by the tobacco industry and methods adopted to promote its tobacco products.

The following report contains the results of observations carried out by coalition partners in 20 cities and 18 districts of Pakistan. The data from the information gathered is categorized in both national and provincial context. The purpose of presenting this collection of observations is to support and strengthen the on-ground efforts being made by the Government of Pakistan to protect the public health from exposure to Cigarette and cigarette smoke, especially among youth and children.

CTC-Pak acknowledges the information collection method presented in the report is in its initial stages and is the first of its kind which is why it lacks comparative data at the moment. Hence, it is assumed if more such surveys are conducted, the accuracy of results will improve. CTC-Pak hopes this report will become the benchmark to which further surveys in similar context can be compared with.

CTC-Pak understands the tobacco industry in Pakistan needs to be held accountable as it is not only the public which breaks the law, it is also the tobacco industry and its influence on retailers and other businesses affiliated with it that affects the overall enforcement efforts to compromise the tobacco control efforts being taken in Pakistan.

CTC-Pak hopes this information will contribute to the existing national database on tobacco control in Pakistan assisting the authorities not

only in enforcement of laws efficiently but also providing the tobacco control advocates with an insight to better implementation of tobacco control strategies.

*National Coordinator, CTC-Pak. 2017.*

## II. EXECUTIVE SUMMARY

CTC-Pak decided an observation was necessary to assess the state of affairs when, it comes to tobacco control compliance in Pakistan. Partners of the coalition were trained and asked to carry out this observation where coalition partners visited public places; including restaurants, offices, banks, public transport vehicles, commercial areas, cigarette selling outlets and educational institutions in their respective cities through a randomized protocol. They recorded their observations to assess the compliance situation of tobacco control laws and presence of tobacco industry in their areas.

The overall data received showed high compliance of the laws in most areas while compliance for section 9 (Sales of cigarettes near educational institutions) was low. The results indicate advertisements and youth focused marketing as main tools of the tobacco industry to reach general population including the youth. The coalition partners in their opinion identified “Advertising Agencies”, “Kiosk or Billboard Owners”, “Tobacco Farmers” and “Media Production Houses”, among others, as the major front groups being used by the tobacco industry.

As per the responses received, 86% of coalition partners reported absence of any action by the enforcement agency once TC law violation was reported.

Pakistan Tobacco Company (PTC) and Philip Morris Pakistan (PMPK) remain the main

businesses operators in the areas surveyed while analysis of the provincial data reveals other various tobacco companies also conducting businesses. Brand names like John Players Gold Leaf, Marven Gold, Red&White, Capstan by Pall Mall and Gold Flake are among the most consumed brands within the country whereas Virtue Lights – Extra Small, Chance No.1 – Menthol Hero International were on the lower tier of the consumer end.

Point of Sale (POS) posters and hangings were the two most commonly used methods of advertisement used by the tobacco industry. Giveaways and neon signs are the second most commonly used methods. Whereas at the provincial levels it was observed that in Baluchistan, the industry utilizes billboards and shop branding. In KPK and Sindh provinces, method of distribution of flyers is used for advertisement while in Punjab, pasting of posters at points of sales i.e. shops was found to be most common.

The report recommends formulation of a National Action plan for Enforcement and setting up of Provincial Tobacco Control Cells with adequate resources including financial and human to counter the challenges in collaboration with civil society organizations as their technical support for efficient tobacco control in Pakistan. Annual public assessment of the status of enforcement is also recommended.

## **LIST OF PARTNER ORGANIZATIONS:**

CTC-Pak also acknowledges the hard work, commitment and enthusiasm of the following coalition partners who contributed in this survey across 23 cities and 18 districts of Pakistan:

1. Attia Welfare Society, Rajanpur.
2. Awami Welfare Society, Swat.
3. BaakhKhushalTanzeem, Thatta.
4. Community Empowerment Organization, Dadu.
5. Community Participatory Initiative, Jauharabad.
6. Ehsas Welfare Society, Okara.
7. FARZ Association of Rehabilitation and Development, Rawalpindi.
8. Helping Hand Development Society, Jaffarabad.
9. Human Development Society, Sukkur.
10. Helping Hand Development Society, Naseerabad.
11. Ittehad Foundation, Kasur.
12. National Advocacy for Rights of Innocent Foundation, Sukkur.
13. Organization for Development of Human Empowerment, Loralai.
14. Ray of Hope, Loralai.
15. Real Hope Foundation, Vehari.
16. RoshanZindagi Development Association, Thatta.
17. Roshni Welfare Organization, Mianwali.
18. Rural Development Organization, Buner.
19. Sabawoon for Peace & Sustainable Development, Quetta.
20. Sehar Arts For Peace and Development, Jaffarabad.
21. Social Welfare Society, Chakwal.
22. Society for Education and Development, NankanaSahib.
23. United Development Organization, Rawalpindi.
24. United Development Organization, Jhelum.
25. Wasaib Woman Development Organization, Bhawalpur.
26. Workers Education Research Organisation, Karachi.

## **LIST OF CITIES OBSERVED:**

- Baluchistan (4) – Jaffarabad, Loralai, Naseerabad and Quetta.
- KPK (2) – Buner, Swat.
- Punjab (13) – Bhawalpur, Chakwal, Jauharabad, Jhelum, KallarSyedan, Lodhran, Mianwali, NankanaSahb, Kasoor, Okara, Rajanpur, Rawalpindi and Vehari.
- Sindh (4) – Dadu, Karachi, Sukkur and Thatta.

### III. HISTORY OF TOBACCO CONTROL RELATED LAWS IN PAKISTAN

In 1958, the Government of Pakistan passed a law under the Tobacco Vendors Act 1958 that made mandatory for all dealers of tobacco, whether manufacturers or sellers, to acquire an official license to deal in tobacco. This act is the precedent for many Laws to follow and the definition of Tobacco is taken from this act.

On 24<sup>th</sup> January, 1968, the first ordinance of that year passed by the President of Pakistan defined the parameters for a Tobacco Board for the promotion of the cultivation, manufacture and export of tobacco and tobacco products. The purpose was to regulate the tobacco business in Pakistan.

A decade after, on 31<sup>st</sup> December, 1979, the tobacco control took a big step forward by making a law, “The Cigarettes (Printing of warning) Ordinance”, that provided guidelines to a mandatory printed health warning on every pack of cigarettes specifying the risks of smoking.

The next milestone amendment in tobacco control law came in 2002 (June 30<sup>th</sup>), after more than two decades, when an ordinance “Prohibition of Smoking and Protection of Non-Smokers Health Ordinance” was passed by the President of Pakistan banning smoking in public areas including public transport vehicles and public work places. Heavy restrictions on advertisement of tobacco products, no sales to minors, restriction of sales and distribution of tobacco products near educational institutions and strict penalties for violations were also part of the ordinance.

The following years saw more amendments that were made to strengthen the law.

SRO 655(I)/2003:- Guidelines to establish the Committee on Tobacco Advertisement Guidelines, names its members, and outlines its functions.

SRO 654(I)/2003:- Declaring several officials and individuals as “Authorized Persons” to enforce the 2002 Ordinance.

SRO 653(I)/2003 and SRO 652(I)/2003:- Define additional locations as places of the public work or use for purposes of the ban on the use of tobacco products and establish June 30, 2003 as the effective date of the Prohibition of Smoking in Enclosed Places and Protection of Non-smokers Health Ordinance, 2002 in respective order.

In October 2003, the textual warning to be printed on cigarette packs was updated and replaced with a more detailed message.

In 2007, the SRO 882(I)/2007 further elaborated enhanced scale of restrictions on forms of advertisement by the tobacco industry.

In January 2010, 40% Pictorial Health Warning replaced the textual warning on cigarette packs.

In September 2010, the SRO 863(I)/2010 prohibited the manufacture or sale of sweets, snacks, or toys in the form of cigarettes that may appeal to minors; and packs with fewer than 20 cigarette sticks. It also required retail sellers to take necessary steps to protect against the sale of cigarettes to minors.

In March 2011, the SRO 277(I)/2011 identified additional enforcement authorities.

In May 2014, the SRO 1086(I)/2013 further established restrictions on tobacco advertising, promotion and sponsorship.

In February 2015, the order in SROs 22(KE)/2015 and 23(KE)/2015 would increase the size of the pictorial health warning from forty to eighty-five percent on both front and

back of cigarette packs. Additionally, the SROs prescribed rules regarding the rotation period, manner, look, and design of the single health warning. The original effective date was March 30, 2015, but as of February 2017, the implementation has been delayed several times.

#### **IV. SECTIONS OF “PROHIBITION OF SMOKING AND PROTECTIONS OF NON-SMOKERS HEALTH ORDINANCE 2002” FOCUSED FOR OBSERVATION**

1. Section 5 refers to prohibition of smoking and other tobacco use in public places.
2. Section 6 refers to prohibition of smoking and other tobacco use in public service vehicles
3. Section 7 refers to prohibition of advertisement of tobacco and tobacco products on any medial including public places if not in accordance to guidelines.
4. Section 8 refers to prohibition of sale of cigarettes, etc., to minors.
5. Section 9 refers to prohibition of storage, sale and distribution of cigarettes, etc., in the immediate vicinity of educational institutions.
6. Section 10 refers to displaying and exhibition of board prominently stating “No Smoking Zone” or “Smoking is an offense”.

## V. TOBACCO INDUSTRY IN PAKISTAN AT A GLANCE

In Pakistan there are two major shareholders of the market with respect to cigarette manufacturing:

- Pakistan Tobacco Company (part of British American Tobacco)
- Phillip Morris Pakistan (branch of Philip Morris International)

Few others prominent names include:

- Sarhad Cigarette industries Ltd. (Swabi)
- Souvenir Tobacco Company Ltd. (Karachi, Mardan)
- Excel Tobacco Company. (Rawalpindi)
- Khyber Tobacco Company Ltd. (Mardan)
- Mogul Tobacco Co. (Pvt) Ltd. (Karachi)
- Premier Tobacco Industries Ltd. (Karachi)
- Saleem Cigarette Industries (Pvt) Ltd. (Mardan)

According to a review of tobacco industries in Pakistan done in (August) 2016 by Ravi Magazine that the market is dominated by two Pakistani tobacco companies Pakistan Tobacco Company and Philip Morris Pakistan. As of 2016, Pakistan Tobacco Company has a 45% share of the market, followed by Philip Morris Pakistan with 55%.

*(Ref:  
<http://www.ravimagazine.com/review-tobacco-industry-pakistan-business-report/>)*

## **VI. SURVEY**

### **OBJECTIVE OF THE SURVEY**

To assess the enforcement status of tobacco control laws and policies in at least 20 cities and 18 districts of Pakistan and the role played by the tobacco industry if any, in weakening the enforcement of the law.

## **VII. METHODOLOGY**

To achieve this objective, a plan to conduct a survey was formulated with a survey questionnaire with specific sets of questions developed in consultation with tobacco control activists and coalition partners. The specific questions focused on sections of “Prohibition of Smoking and Protection of Non-Smokers Health Ordinance 2002”. Selection of cities was done to collect a nationally representative sample and to cover all provinces of Pakistan.

Two trainings for participating coalition partners were held in September (2016) where the questionnaire was shared. The partners were trained on how to monitor the situation in their respective areas and record their observations.

Data collection was done by partners during October, November and December 2016), the partners recorded their observation and sent back data for analysis. The data was fed in the selected computer software and the report was compiled.

## VIII. OBSERVATIONS

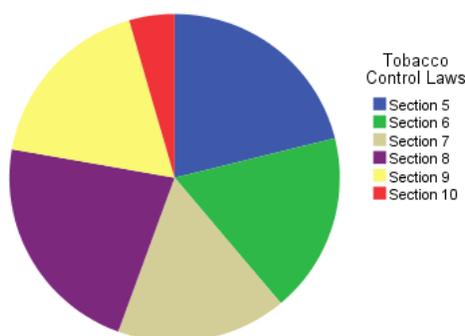
### Form 1: Status of Enforcement of Tobacco Control Laws

QUESTION: Violations in which sections of the Tobacco Control Laws' were observed?

#### MONITORING OF TC LAWS VIOLATIONS

**Table 1.1. Tobacco Control Laws – Nationwide**

Tobacco Control Laws	No. of Observation(s)	Percent
Section 8	20	22.2
Section 5	19	21.1
Section 6	16	17.8
Section 9	16	17.8
Section 7	15	16.7
Section 10	4	4.4
Total	90	100.0



#### PROVINCIAL DISTRIBUTION

**Table 1.2. Tobacco Control Laws – Provincial**

Tobacco Control Laws		Province				Total
		Punjab	KPK	Sindh	Baluchistan	
Section 5	No. of Cities Observed	8	2	4	5	19
	% within Tobacco Control Laws	42.1%	10.5%	21.1%	26.3%	100.0%
Section 6	No. of Cities Observed	6	2	4	4	16
	% within Tobacco Control Laws	37.5%	12.5%	25.0%	25.0%	100.0%
Section 7	No. of Cities Observed	7	2	3	3	15
	% within Tobacco Control Laws	46.7%	13.3%	20.0%	20.0%	100.0%
Section 8	No. of Cities Observed	10	2	4	4	20
	% within Tobacco Control Laws	50.0%	10.0%	20.0%	20.0%	100.0%
Section 9	No. of Cities Observed	7	2	3	4	16
	% within Tobacco Control Laws	43.8%	12.5%	18.8%	25.0%	100.0%
Section 10	No. of Cities Observed	2	1	0	1	4
	% within Tobacco Control Laws	50.0%	25.0%	0.0%	25.0%	100.0%
Total	No. of Cities Observed	40	11	18	21	90
	% within Tobacco Control Laws	44.4%	12.2%	20.0%	23.3%	100.0%

Out of the sample, it was observed that:

**Section 5: Prohibition of Smoking and Other Tobacco Use – Violations observed in places visited**

- Punjab 42.1%
- KPK 10.5%
- Sindh 21.1%
- Baluchistan 26.3%

**Section 6: Prohibition of Smoking in Public Service Vehicles – Violations observed in places visited**

- Punjab 37.5%
- KPK 12.5%
- Sindh 25%
- Baluchistan 25%

**Section 7: Prohibition on Advertisement of Cigarettes etc. – Violations observed in places visited**

- Punjab 46.7%
- KPK 13.3%
- Sindh 20%
- Baluchistan 20%

**Section 8: Prohibition of Sale of Cigarettes etc to Minors – Violations observed in places visited**

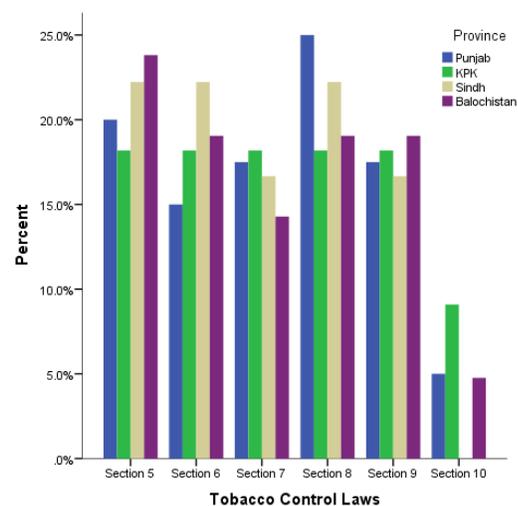
- Punjab 50%
- KPK 10%
- Sindh 20%
- Baluchistan 20%

**Section 9: Prohibition of Storage, Sale and Distribution of Cigarettes etc in the Immediate Vicinity of Educational Institutions – Violations observed in places visited**

- Punjab 43.8%
- KPK 12.5%
- Sindh 18.8%
- Baluchistan 25%

**Section 10: Display and Exhibition of Board – Violations observed in places visited**

- Punjab 50%
- KPK 25%
- Sindh 0%
- Baluchistan 25%

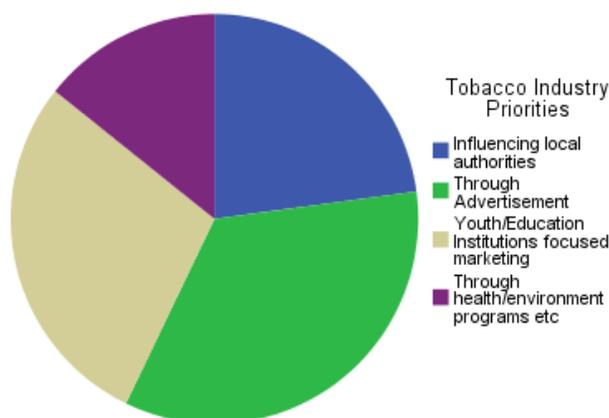


**QUESTION: Coalition partners/surveyors perception of tobacco industry’s priorities in their area?**

**PERCEIVED TOBACCO INDUSTRY PRIORITIES**

**Table 1.3. Tobacco Industry Priorities – National**

<b>Tobacco Industry Priorities</b>	<b>Opinion (s)</b>	<b>Percent</b>
Advertisement	12	34.3
Youth/Education Institutions focused marketing	10	28.6
Influencing local authorities	8	22.9
Health/environment programs etc	5	14.3
<b>Total</b>	<b>35</b>	<b>100.0</b>

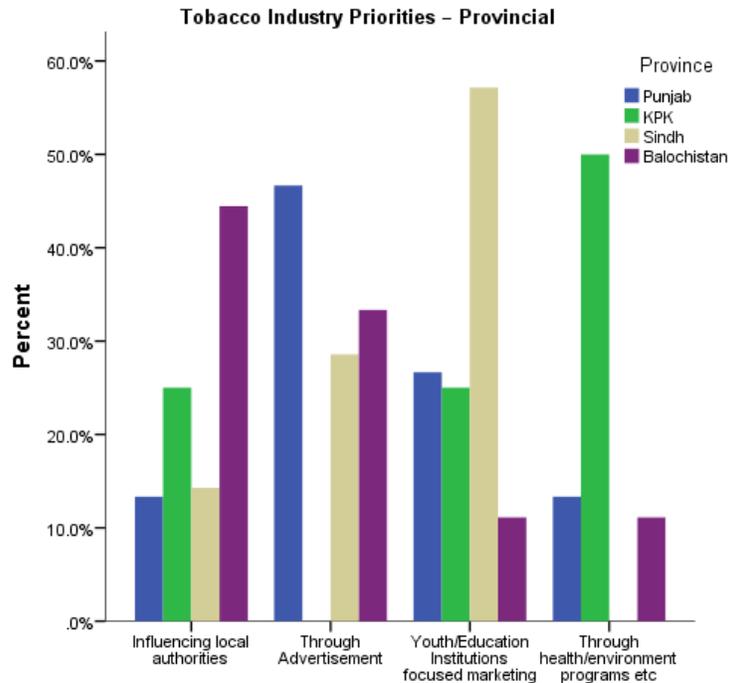


**PROVINCIAL DISTRIBUTION**

**Table 1.4. Tobacco Industry Priorities – Provincial**

<b>Tobacco Industry Priorities</b>		<b>Province</b>				<b>Total</b>
		<b>Punjab</b>	<b>KPK</b>	<b>Sindh</b>	<b>Baluchistan</b>	
Influencing local authorities	No. of Cities	2	1	1	4	8
	% within Tobacco Industry Priorities	25.0%	12.5%	12.5%	50.0%	100.0%
Advertisement	No. of Cities	7	0	2	3	12
	% within Tobacco Industry Priorities	58.3%	0.0%	16.7%	25.0%	100.0%
Youth/Education Institutions focused marketing	No. of Cities	4	1	4	1	10
	% within Tobacco Industry Priorities	40.0%	10.0%	40.0%	10.0%	100.0%
Health/environment programs etc	No. of Cities	2	2	0	1	5
	% within Tobacco Industry Priorities	40.0%	40.0%	0.0%	20.0%	100.0%
<b>Total</b>	No. of Cities	15	3	7	9	34
	% within Tobacco Industry Priorities	42.9%	11.4%	20.0%	25.7%	100.0%

- Coalition partners from **Baluchistan** believe **“Influencing local authorities”** is the priority of the tobacco industry while in Punjab **“Advertisement”**, Sindh **“Youth Education Institutions Focused Marketing”** KPK **“Health/Environment Programs etc”** were the priorities of the tobacco industry.



**QUESTION: Tobacco industry’s perceived influence on local/provincial authorities.**

- Tobacco industry personnel holding high positions of political stature.
- Targeting the youth and female.
- Through incentives to tobacco farmers.
- Approaching influential and affluent people of society to seek their support in countering TCLs.

**QUESTION: Arguments used by tobacco industry to weaken tobacco control laws/policies?**

- It is a legal industry with the right to do business and to promote its products.
- The tobacco industry is a major contributor to the state’s revenue.
- The tobacco industry creates thousands of jobs.
- It is tobacco industry’s right to be protected against illicit trade of cigarettes.

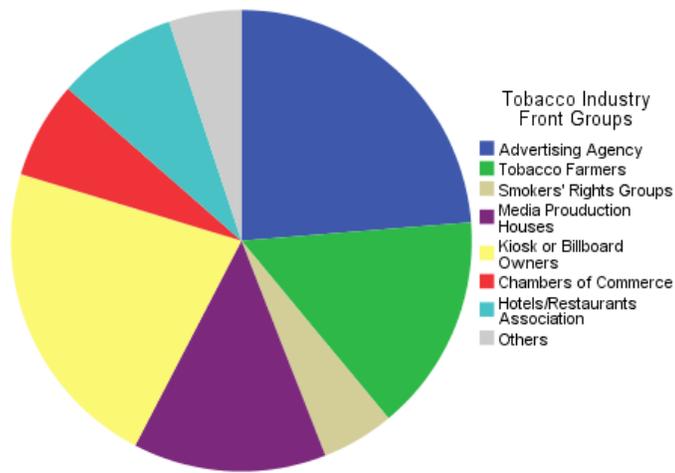
**QUESTION: Are there any reports or articles published in your area that supports the tobacco industry’s activities/stances/positions? If so, what topics do they cover?**

None were published.

**QUESTION: Front groups used by the tobacco**

**Table 1.5. Tobacco Industry Front Groups – National**

<b>Tobacco Industry Front Groups</b>	<b>Opinion(s)</b>	<b>Percent</b>
Advertising Agency	14	23.7
Kiosk or Billboard Owners	13	22.0
Tobacco Farmers	9	15.3
Media Production Houses	8	13.6
Hotels/Restaurants Association	5	8.5
Chambers of Commerce	4	6.8
Smokers' Rights Groups	3	5.1
Others	3	5.1
<b>Total</b>	<b>59</b>	<b>100.0</b>



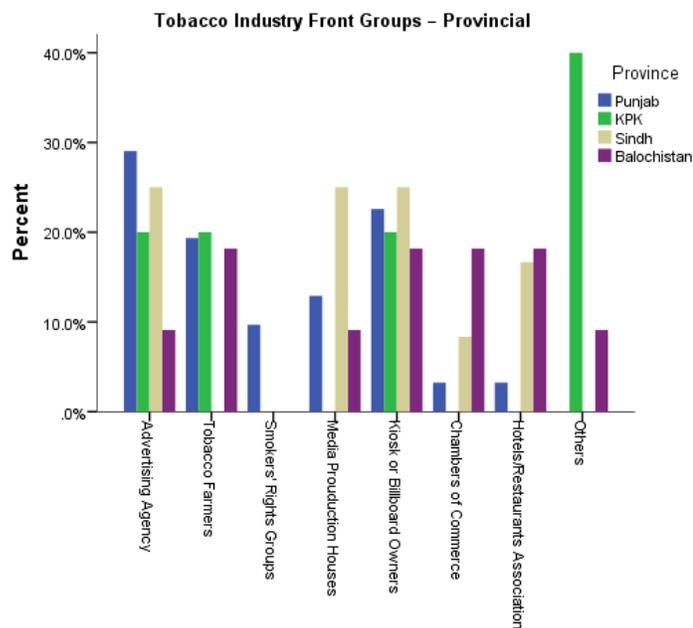
**PROVINCIAL DISTRIBUTION**

**Table 1.6. Tobacco Industry Front Groups – Provincial**

Tobacco Industry Front Groups		Province				Total
		Punjab	KPK	Sindh	Baluchistan	
Advertising Agency	Count	9	1	3	1	14
	% within Tobacco Industry Front Groups	64.3%	7.1%	21.4%	7.1%	100.0%
Tobacco Farmers	Count	6	1	0	2	9
	% within Tobacco Industry Front Groups	66.7%	11.1%	0.0%	22.2%	100.0%
Smokers' Rights Groups	Count	3	0	0	0	3
	% within Tobacco Industry Front Groups	100.0%	0.0%	0.0%	0.0%	100.0%
Media Production Houses	Count	4	0	3	1	8
	% within Tobacco Industry Front Groups	50.0%	0.0%	37.5%	12.5%	100.0%
Kiosk or Billboard Owners	Count	7	1	3	2	13
	% within Tobacco Industry Front Groups	53.8%	7.7%	23.1%	15.4%	100.0%
Chambers of Commerce	Count	1	0	1	2	4
	% within Tobacco Industry Front Groups	25.0%	0.0%	25.0%	50.0%	100.0%
Hotels/Restaurants Association	Count	1	0	2	2	5
	% within Tobacco Industry Front Groups	20.0%	0.0%	40.0%	40.0%	100.0%
Others	Count	0	2	0	1	3
	% within Tobacco Industry Front Groups	0.0%	66.7%	0.0%	33.3%	100.0%
Total	Count	31	5	12	11	59
	% within Tobacco Industry Front Groups	52.5%	8.5%	20.3%	18.6%	100.0%

**AS PER DATA COLLECTED MOST USED FRONT GROUPS BY THE TOBACCO INDUSTRY**

- 24.6% coalition partners identified “Advertising Agencies”.
- 22.8% coalition partners identified “Kiosk or Billboard Owners”.
- 15.8% coalition partners identified “Tobacco Farmers”.
- 14.0% coalition partners identified “Media Production Houses”.
- 8.8% coalition partners identified “Hotels/Restaurants Association”.
- 7.0% coalition partners identified “Chambers of Commerce”.
- 5.3% coalition partners identified “Smokers' Rights Groups”.
- 1.8% coalition partners identified “Others”.



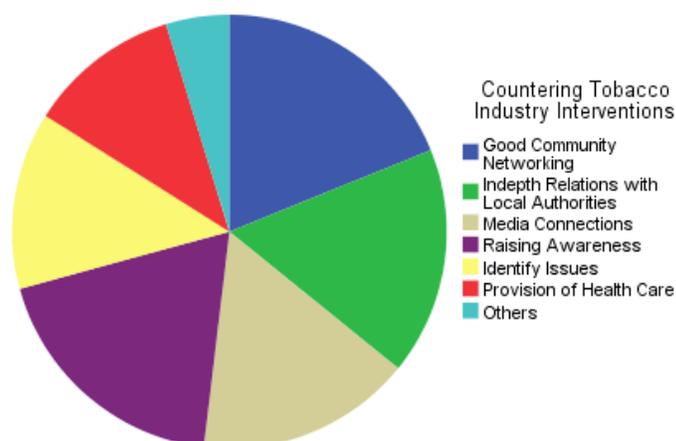
**QUESTION: Based on your responses, what role can your organization play to counter tobacco industry's interventions in your area? Please describe.**

**PROPOSED ROLE OF CIVIL SOCIETY’S STRENGTH TO COUNTER TI’S INTERVENTIONS BY COALITION PARTNERS**

**Table 1.7. Countering Tobacco Industry Interventions – National**

	<b>Opinion</b>	<b>Percent</b>
Good Community Networking	20	18.9
Raising Awareness	20	18.9
In-depth Relations with Local Authorities	18	17.0
Media Connections	17	16.0
Identify Issues	14	13.2
Provision of Health Care	12	11.3
Others	5	4.7
<b>Total</b>	<b>106</b>	<b>100.0</b>

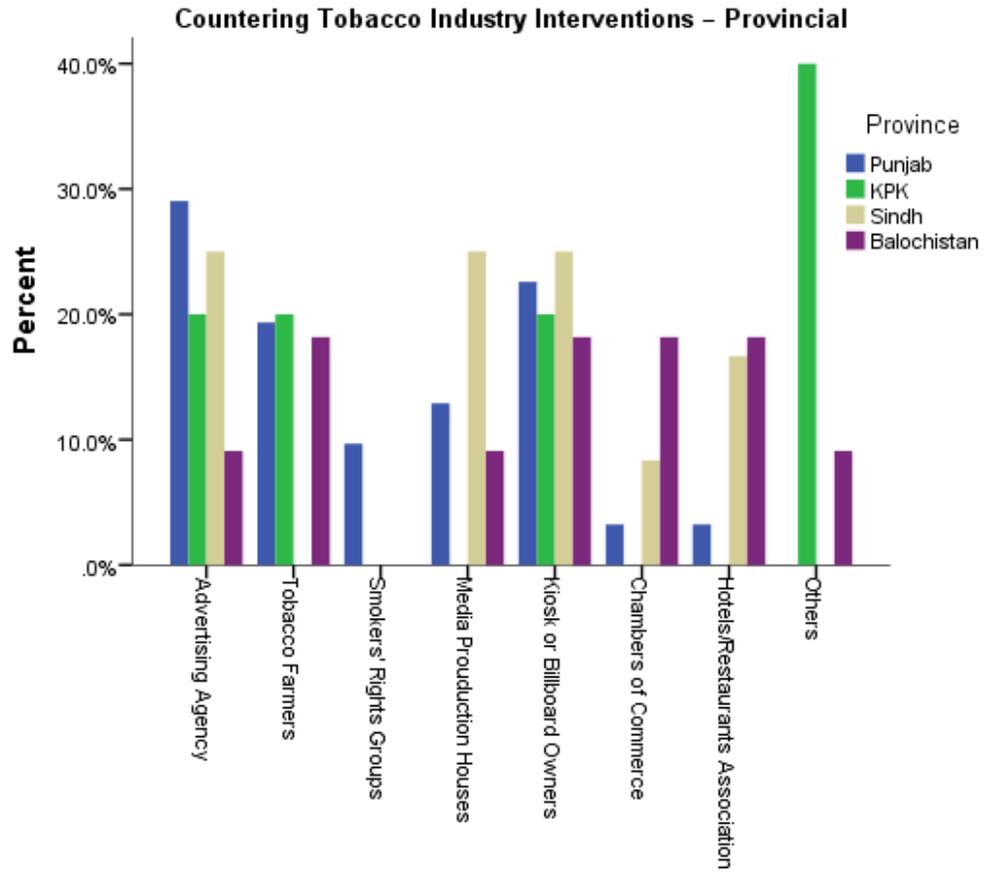
COALITION FOR TOBACCO CONTROL – PAKISTAN



**PROVINCIAL DISTRIBUTION**

**Table 1.8. Countering Tobacco Industry Interventions – Provincial**

Countering Tobacco Industry Interventions		Province				Total
		Punjab	KPK	Sindh	Baluchistan	
Good Community Networking	No. of Cities	9	2	4	5	20
	% within Countering Tobacco Industry Interventions	45.0%	10.0%	20.0%	25.0%	100.0%
In-depth Relations with Local Authorities	No. of Cities	8	1	4	5	18
	% within Countering Tobacco Industry Interventions	44.4%	5.6%	22.2%	27.8%	100.0%
Media Connections	No. of Cities	8	1	3	5	17
	% within Countering Tobacco Industry Interventions	47.1%	5.9%	17.6%	29.4%	100.0%
Raising Awareness	No. of Cities	9	1	5	5	20
	% within Countering Tobacco Industry Interventions	45.0%	5.0%	25.0%	25.0%	100.0%
Identify Issues	No. of Cities	6	1	3	4	14
	% within Countering Tobacco Industry Interventions	42.9%	7.1%	21.4%	28.6%	100.0%
Provision of Health Care	No. of Cities	7	1	2	2	12
	% within Countering Tobacco Industry Interventions	58.3%	8.3%	16.7%	16.7%	100.0%
Others	No. of Cities	3	1	0	1	5
	% within Countering Tobacco Industry Interventions	60.0%	20.0%	0.0%	20.0%	100.0%
Total	No. of Cities	50	8	21	27	106
	% within Countering Tobacco Industry Interventions	47.2%	7.5%	19.8%	25.5%	100.0%



## Form 2: Assessment of Tobacco Industry’s role

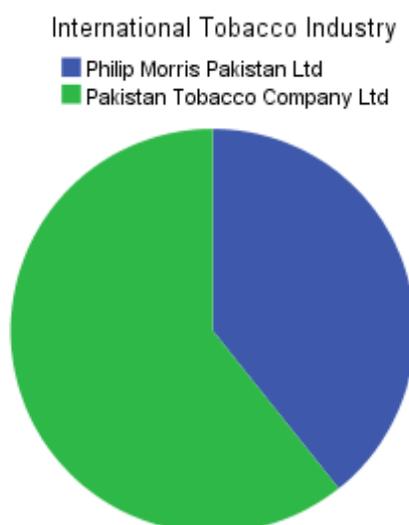
**QUESTION: Which are the international and local tobacco companies operating in your area?**

### INTERNATIONAL TOBACCO COMPANIES

**Table 2.1. International Tobacco Industry – National**

<b>Name of Tobacco Companies</b>	<b>Presence</b>	<b>Percent</b>
Pakistan Tobacco Company Ltd	17	60.7
Philip Morris Pakistan Ltd	11	39.3
Total	28	100.0

- 60.7% surveyors reported **Pakistan Tobacco Company Ltd** is operating in their area.
- 39.3% surveyors reported **Philip Morris Pakistan Ltd** is operating in their area.

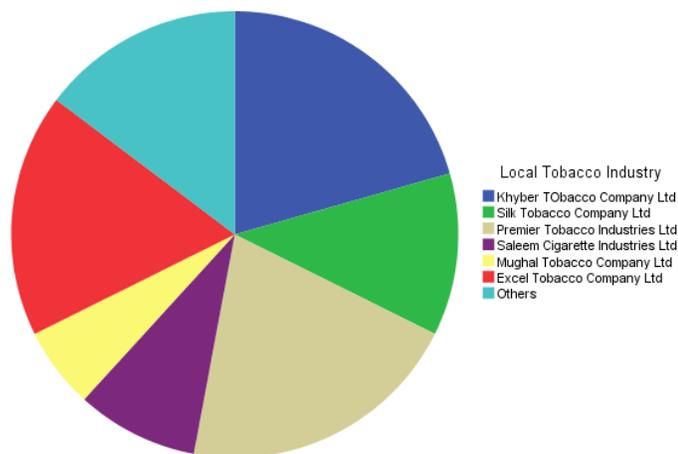


### NATIONAL TOBACCO COMPANIES

**Table 2.2. Local Tobacco Industry – NATIONAL**

<b>Tobacco Companies</b>	<b>Presence</b>	<b>Valid Percent</b>
Khyber Tobacco Company Ltd	7	20.6
Premier Tobacco Industries Ltd	7	20.6
Silk Tobacco Company Ltd	4	11.8
Excel Tobacco Company Ltd	6	17.6
Others	5	14.7
Saleem Cigarette Industries Ltd	3	8.8
Mughal Tobacco Company Ltd	2	5.9
Total	34	100.0

- 20.6% surveyors reported **Premier Tobacco Industries Ltd** is operating in their area.
- 20.6% surveyors reported **Khyber Tobacco Company Ltd** is operating in their area.
- 17.6% surveyors reported **Excel Tobacco Company Ltd** is operating in their area.
- 14.7% surveyors reported **Others Local Companies** are operating in their area.
- 11.8% surveyors reported **Silk Tobacco Company Ltd** is operating in their area.
- 8.8% surveyors reported **Saleem Cigarette Industries Ltd** is operating in their area.
- 5.9% surveyors reported **Mughal Tobacco Company Ltd** is operating in their area.



## PROVINCIAL DISTRIBUTION

**Table 2.3. International Tobacco Industry – Provincial**

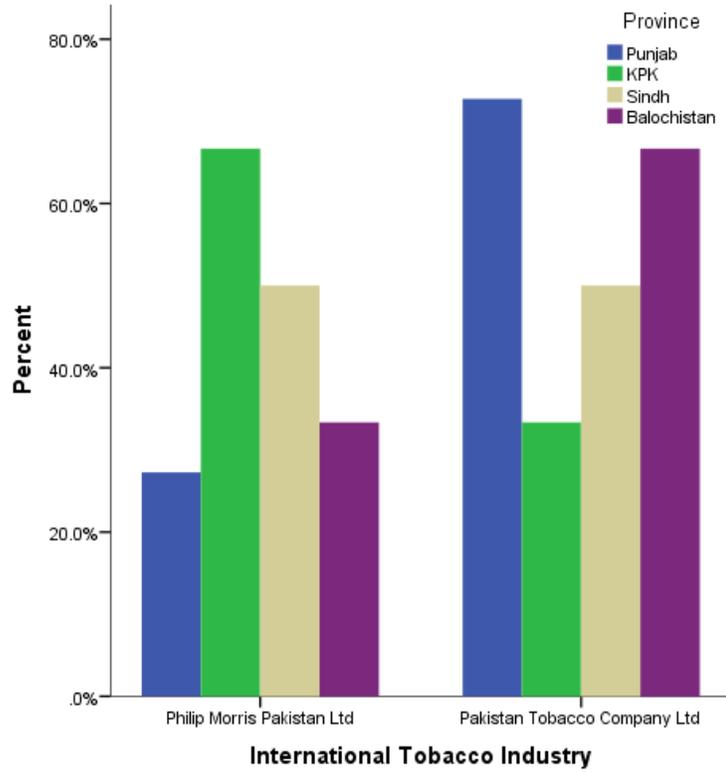
International Tobacco Industry		Province				Total
		Punjab	KPK	Sindh	Baluchistan	
Philip Morris Pakistan Ltd	Presence	3	2	4	2	11
	% within International Tobacco Industry	27.3%	18.2%	36.4%	18.2%	100.0%
Pakistan Tobacco Company Ltd	Presence	8	1	4	4	17
	% within International Tobacco Industry	47.1%	5.9%	23.5%	23.5%	100.0%
Total	Presence	11	3	8	6	28
	% within International Tobacco Industry	39.3%	10.7%	28.6%	21.4%	100.0%

### Philip Morris Pakistan Ltd

- In Punjab 27.3% surveyors reported **Philip Morris Pakistan Ltd** is operating in their area
- In KPK 18.2% surveyors reported **Philip Morris Pakistan Ltd** is operating in their area
- In Sindh 36.4% surveyors reported **Philip Morris Pakistan Ltd** is operating in their area
- In Baluchistan 18.2% surveyors reported **Philip Morris Pakistan Ltd** is operating in their area

**Pakistan Tobacco Company Ltd**

- In Punjab 47.1% surveyors reported **Pakistan Tobacco Company Ltd** is operating in their area
- In KPK 5.9% surveyors reported **Pakistan Tobacco Company Ltd** is operating in their area
- In Sindh 23.5% surveyors reported **Pakistan Tobacco Company Ltd** is operating in their area
- In Baluchistan 23.5% surveyors reported **Pakistan Tobacco Company Ltd** is operating in their area



## PROVINCIAL DISTRIBUTION OF LOCAL TOBACCO COMPANIES

Table 2.4. Local Tobacco Industry – Provincial

Local Tobacco Industry		Province				Total
		Punjab	KPK	Sindh	Baluchistan	
Khyber Tobacco Company Ltd	Presence	3	2	2	0	7
	% within Local Tobacco Industry	42.9%	28.6%	28.6%	0.0%	100.0%
Silk Tobacco Company Ltd	Presence	3	0	1	0	4
	% within Local Tobacco Industry	75.0%	0.0%	25.0%	0.0%	100.0%
Premier Tobacco Industries Ltd	Presence	4	1	2	0	7
	% within Local Tobacco Industry	57.1%	14.3%	28.6%	0.0%	100.0%
Saleem Cigarette Industries Ltd	Presence	1	0	1	1	3
	% within Local Tobacco Industry	33.3%	0.0%	33.3%	33.3%	100.0%
Mughal Tobacco Company Ltd	Presence	2	0	0	0	2
	% within Local Tobacco Industry	100.0%	0.0%	0.0%	0.0%	100.0%
Excel Tobacco Company Ltd	Presence	6	0	0	0	6
	% within Local Tobacco Industry	100.0%	0.0%	0.0%	0.0%	100.0%
Others	Presence	4	1	0	0	5
	% within Local Tobacco Industry	80.0%	20.0%	0.0%	0.0%	100.0%
Total	Presence	23	4	6	1	34
	% within Local Tobacco Industry	67.6%	11.8%	17.6%	2.9%	100.0%

**Khyber Tobacco Company Ltd**

- In Punjab 42.9% surveyors reported **Khyber Tobacco Company Ltd** is operating in their area
- In KPK 28.6% surveyors reported **Khyber Tobacco Company Ltd** is operating in their area
- In Sindh 28.6% surveyors reported **Khyber Tobacco Company Ltd** is operating in their area
- In Baluchistan 0% surveyors reported **Khyber Tobacco Company Ltd** is operating in their area

**Silk Tobacco Company Ltd**

- In Punjab 50% surveyors reported **Silk Tobacco Company Ltd** is operating in their area
- In KPK 0% surveyors reported **Silk Tobacco Company Ltd** is operating in their area
- In Sindh 50% surveyors reported **Silk Tobacco Company Ltd** is operating in their area
- In Baluchistan 0% surveyors reported **Silk Tobacco Company Ltd** is operating in their area

### **Premier Tobacco Industries Ltd**

- In Punjab 57.1% surveyors reported **Premier Tobacco Industries Ltd** is operating in their area
- In KPK 14.3% surveyors reported **Premier Tobacco Industries Ltd** is operating in their area
- In Sindh 28.6% surveyors reported **Premier Tobacco Industries Ltd** is operating in their area
- In Baluchistan 0% surveyors reported **Premier Tobacco Industries Ltd** is operating in their area

### **Saleem Cigarette Industries Ltd**

- In Punjab 33.3% surveyors reported **Saleem Cigarette Industries Ltd** is operating in their area
- In KPK 0% surveyors reported **Saleem Cigarette Industries Ltd** is operating in their area
- In Sindh 33.3% surveyors reported **Saleem Cigarette Industries Ltd** is operating in their area
- In Baluchistan 33.% surveyors reported **Saleem Cigarette Industries Ltd** is operating in their area

### **Mughal Tobacco Company Ltd**

- In Punjab 100% surveyors reported **Mughal Tobacco Company Ltd** is operating in their area
- In KPK 0% surveyors reported **Mughal Tobacco Company Ltd** is operating in their area
- In Sindh 0% surveyors reported **Mughal Tobacco Company Ltd** is operating in their area
- In Baluchistan 0% surveyors reported **Mughal Tobacco Company Ltd** is operating in their area

### **Excel Tobacco Company Ltd**

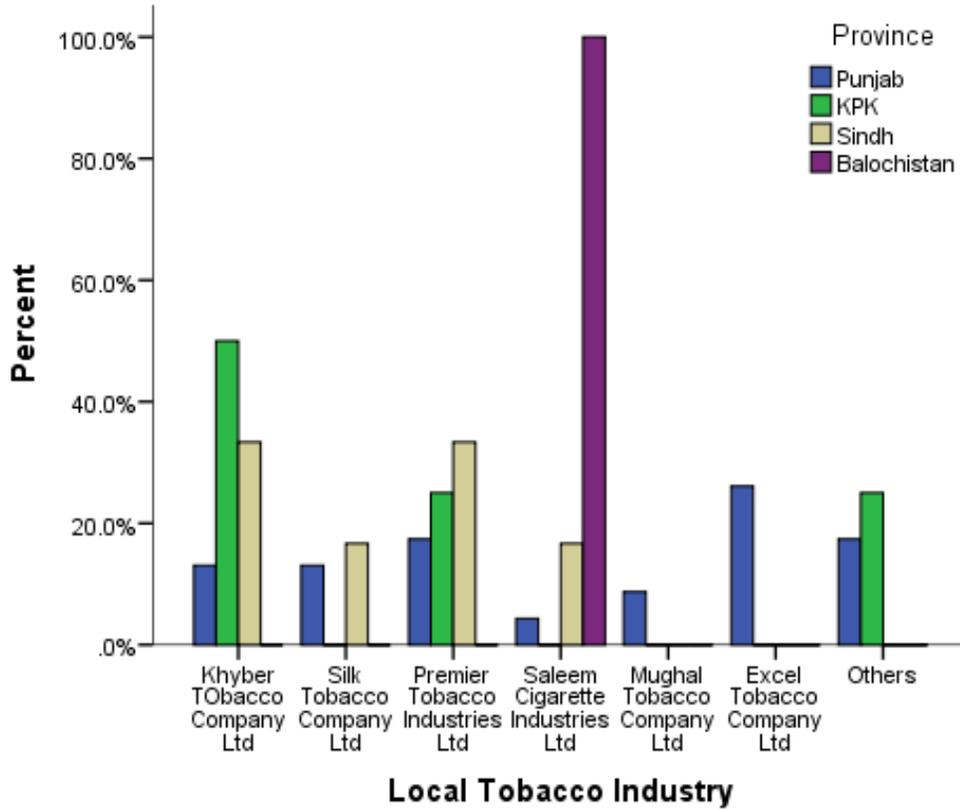
- In Punjab 100% surveyors reported **Excel Tobacco Company Ltd** is operating in their area
- In KPK 0% surveyors reported **Excel Tobacco Company Ltd** is operating in their area
- In Sindh 0% surveyors reported **Excel Tobacco Company Ltd** is operating in their area
- In Baluchistan 0% surveyors reported **Excel Tobacco Company Ltd** is operating in their area

### **Others**

- In Punjab 80% surveyors reported **Others Local Companies** are operating in their area
- In KPK 20% surveyors reported **Others Local Companies** are operating in their area
- In Sindh 0% surveyors reported **Others Local Companies** are operating in their area
- In Baluchistan 0% surveyors reported **Others Local Companies** are operating in their area

**Analysis**

To gauge the presence of international tobacco companies operating in Pakistan partners claimed; PTC and PMPK are operating in their area. Analyzing the provincial data, there are various tobacco companies manufacturing cigarettes in different cities that have distribution in their respective regions.

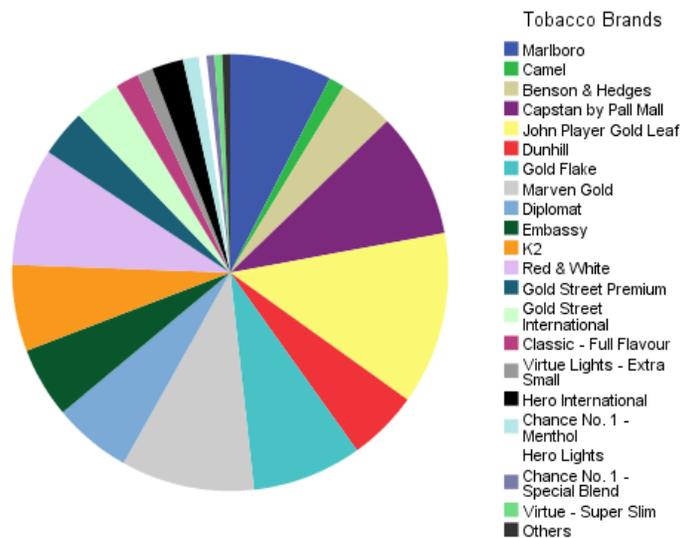


**QUESTION: What are the most popular brands and products?**

**NATIONAL MONITORING OF TOBACCO BRANDS**

**Table 2.5. Tobacco Brands – National**

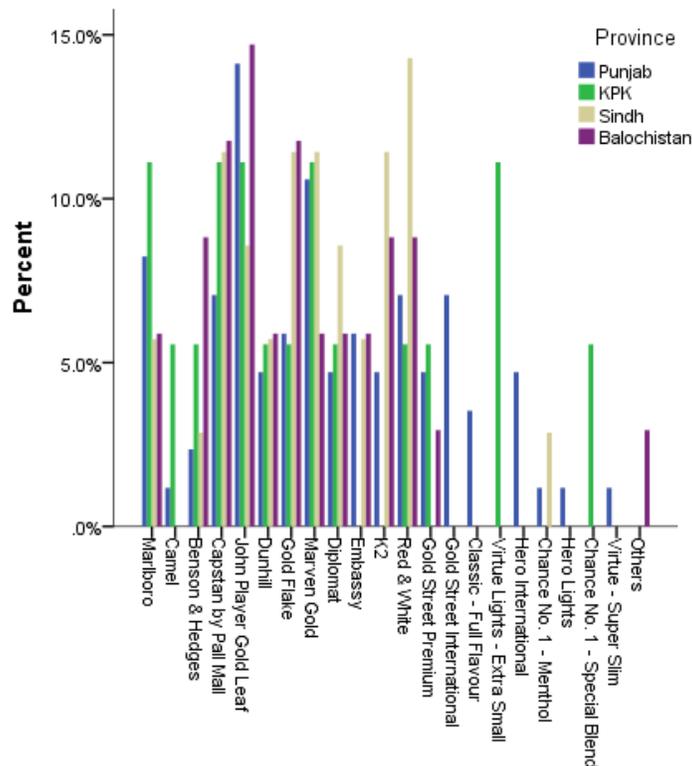
<b>Tobacco Brands</b>	<b>Presence</b>	<b>Percent</b>
John Player Gold Leaf	22	12.8
Marven Gold	17	9.9
Capstan by Pall Mall	16	9.3
Red & White	15	8.7
Gold Flake	14	8.1
Marlboro	13	7.6
K2	11	6.4
Diplomat	10	5.8
Embassy	9	5.2
Dunhill	9	5.2
Benson & Hedges	7	4.1
Gold Street Premium	6	3.5
Gold Street International	6	3.5
Hero International	4	2.3
Classic - Full Flavor	3	1.7
Camel	2	1.2
Virtue Lights - Extra Small	2	1.2
Chance No. 1 - Menthol	2	1.2
Hero Lights	1	.6
Chance No. 1 - Special Blend	1	.6
Virtue - Super Slim	1	.6
Others	1	.6
<b>Total</b>	<b>172</b>	<b>100.0</b>



**PROVINCIAL DISTRIBUTION**

The coalition partners were asked to identify all the brands available in their region regardless of tobacco company ownership. Following are the response in descending order.

▪ <b>Marlbro:</b>	Punjab = <b>53.8%</b> KPK = <b>15.4%</b>	Baluchistan = <b>15.4%</b>	Sindh = <b>15.4%</b>
▪ <b>Camel:</b>	Punjab = <b>50%</b> KPK = <b>50%</b>	Baluchistan = <b>0%</b> .	Sindh = <b>0%</b>
▪ <b>Benson &amp; Hedges:</b>	Punjab = <b>28.6%</b> KPK = <b>14.3%</b>	Baluchistan = <b>14.3%</b>	Sindh = <b>42.9%</b>
▪ <b>Capstan by Pall Mall:</b>	Punjab = <b>37.5%</b> KPK = <b>12.5%</b>	Baluchistan = <b>25%</b>	Sindh = <b>25%</b>
▪ <b>John Players Gold Leaf:</b>	Punjab = <b>54.5%</b> KPK = <b>9.1%</b>	Baluchistan = <b>13.6%</b>	Sindh = <b>22.7%</b>
▪ <b>Dunhill:</b>	Punjab = <b>44.4%</b> KPK = <b>11.1%</b>	Baluchistan = <b>22.2%</b>	Sindh = <b>22.2%</b>
▪ <b>Gold Flake:</b>	Punjab = <b>35.7%</b> KPK = <b>7.1%</b>	Baluchistan = <b>28.6%</b>	Sindh = <b>28.6%</b>
▪ <b>Marven Gold:</b>	Punjab = <b>42.9%</b> KPK = <b>11.8%</b>	Baluchistan = <b>23.5%</b>	Sindh = <b>11.8%</b>
▪ <b>Diplomat:</b>	Punjab = <b>40%</b> KPK = <b>10%</b>	Baluchistan = <b>33%</b>	Sindh = <b>20%</b>
▪ <b>Embassy:</b>	Punjab = <b>55.6%</b> KPK = <b>0%</b>	Baluchistan = <b>22.2%</b>	Sindh = <b>22.2%</b>
▪ <b>K2:</b>	Punjab = <b>36.4%</b> KPK = <b>0%</b>	Baluchistan = <b>36.4%</b>	Sindh = <b>27.3%</b>
▪ <b>Red &amp; White:</b>	Punjab = <b>40%</b> KPK = <b>6.7%</b>	Baluchistan = <b>33.3%</b>	Sindh = <b>20%</b>
▪ <b>Gold Street Premium:</b>	Punjab = <b>66.7%</b> KPK = <b>16.7%</b>	Baluchistan = <b>0%</b>	Sindh = <b>16.7%</b>
▪ <b>Gold Street International:</b>	Punjab = <b>100%</b> KPK = <b>0%</b>	Baluchistan = <b>0%</b>	Sindh = <b>0%</b>
▪ <b>Classic - Full Flavor:</b>	Punjab = <b>100%</b> KPK = <b>0%</b>	Baluchistan = <b>0%</b>	Sindh = <b>0%</b>
▪ <b>Virtue Lights - Extra Small:</b>	Punjab = <b>0%</b> KPK = <b>100%</b>	Baluchistan = <b>0%</b>	Sindh = <b>0%</b>
▪ <b>Hero International:</b>	Punjab = <b>100%</b> KPK = <b>0%</b>	Baluchistan = <b>0%</b>	Sindh = <b>0%</b>
▪ <b>Chance No. 1 – Menthol:</b>	Punjab = <b>50%</b> KPK = <b>0%</b>	Baluchistan = <b>50%</b>	Sindh = <b>0%</b>
▪ <b>Others:</b>	Punjab = <b>0%</b> KPK = <b>0%</b>	Baluchistan = <b>0%</b>	Sindh = <b>100%</b>

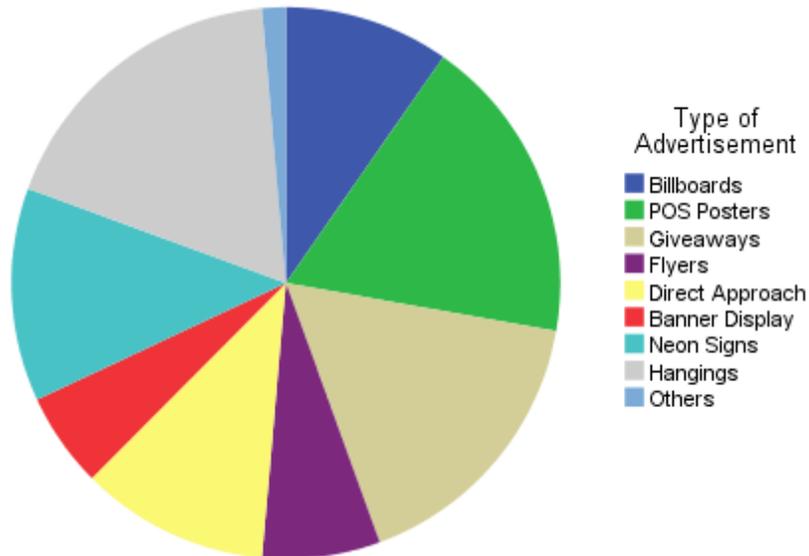


**QUESTION: Which type of tobacco products advertisements is being used to attract the smokers?**

**NATIONAL MONITORING OF TYPE OF ADVERTISEMENT USED BY TI**

**Table 2.6. Type of Advertisement – National**

Type of Advertisement	No. of Cities	Percent
POS Posters	13	18.1
Hangings	13	18.1
Giveaways	12	16.7
Neon Signs	9	12.5
Direct Approach	8	11.1
Billboards	7	9.7
Flyers	5	6.9
Banner Display	4	5.6
Others	1	1.4
Total	72	100.0



**PROVINCIAL DISTRIBUTION**

**Table 2.7. Type of Advertisement – Provincial**

Type of Advertisement		Province				Total
		Punjab	KPK	Sindh	Baluchistan	
Billboards	Count	3	1	0	3	7
	% within Type of Advertisement	42.9%	14.3%	0.0%	42.9%	100.0%
POS Posters	Count	8	0	1	4	13
	% within Type of Advertisement	61.5%	0.0%	7.7%	30.8%	100.0%
Giveaways	Count	5	0	5	2	12
	% within Type of Advertisement	41.7%	0.0%	41.7%	16.7%	100.0%
Flyers	Count	2	1	2	0	5
	% within Type of Advertisement	40.0%	20.0%	40.0%	0.0%	100.0%
Direct Approach	Count	3	0	3	2	8
	% within Type of Advertisement	37.5%	0.0%	37.5%	25.0%	100.0%
Banner Display	Count	2	1	1	0	4
	% within Type of Advertisement	50.0%	25.0%	25.0%	0.0%	100.0%
Neon Signs	Count	7	0	0	2	9
	% within Type of Advertisement	77.8%	0.0%	0.0%	22.2%	100.0%
Hangings	Count	6	2	3	2	13
	% within Type of Advertisement	46.2%	15.4%	23.1%	15.4%	100.0%
Others	Count	0	0	0	1	1
	% within Type of Advertisement	0.0%	0.0%	0.0%	100.0%	100.0%
Total	Count	36	5	15	16	72
	% within Type of Advertisement	50.0%	6.9%	20.8%	22.2%	100.0%

**Billboards**

- In Punjab, 42.9% surveyors reported Billboards are being used by TI to attract the smokers
- In KPK, 14.3% surveyors reported Billboards are being used by TI to attract the smokers
- In Sindh, 0.0% surveyors reported Billboards are being used by TI to attract the smokers
- In Baluchistan, 42.9% surveyors reported Billboards are being used by TI to attract the smokers

**POS Posters**

- In Punjab 61.5% surveyors reported POS Posters are being used by TI to attract the smokers
- In KPK 0.0% surveyors reported POS Posters are being used by TI to attract the smokers

- In Sindh 7.7% surveyors reported POS Posters are being used by TI to attract the smokers
- In Baluchistan 30.8% surveyors reported POS Posters are being used by TI to attract the smokers

### **Giveaways**

- In Punjab 41.7% surveyors reported Giveaways are being used by TI to attract the smokers
- In KPK 0% surveyors reported Giveaways are being used by TI to attract the smokers
- In Sindh 41.7% surveyors reported Giveaways are being used by TI to attract the smokers
- In Baluchistan 16.7% surveyors reported Giveaways are being used by TI to attract the smokers

### **Flyers**

- In Punjab 40% surveyors reported Flyers are being used by TI to attract the smokers
- In KPK 20% surveyors reported Flyers are being used by TI to attract the smokers
- In Sindh 40% surveyors reported Flyers are being used by TI to attract the smokers
- In Baluchistan 0% surveyors reported Flyers are being used by TI to attract the smokers

### **Direct Approach**

- In Punjab 37.5% surveyors reported Direct Approach is being used by TI to attract the smokers
- In KPK 0% surveyors reported Direct Approach is being used by TI to attract the smokers
- In Sindh 37.5% surveyors reported Direct Approach is being used by TI to attract the smokers
- In Baluchistan 25% surveyors reported Direct Approach is being used by TI to attract the smokers

### **Banner Display**

- In Punjab 100% surveyors reported Banner Displays are being used by TI to attract the smokers
- In KPK 0% surveyors reported Banner Displays are being used by TI to attract the smokers
- In Sindh 0% surveyors reported Banner Displays are being used by TI to attract the smokers
- In Baluchistan 0% surveyors reported Banner Displays are being used by TI to attract the smokers

### **Neon Signs**

- In Punjab 77.8% surveyors reported Neon Signs are being used by TI to attract the smokers
- In KPK 0% surveyors reported Neon Signs are being used by TI to attract the smokers
- In Sindh 0% surveyors reported Neon Signs are being used by TI to attract the smokers
- In Baluchistan 22.2% surveyors reported Neon Signs are being used by TI to attract the smokers

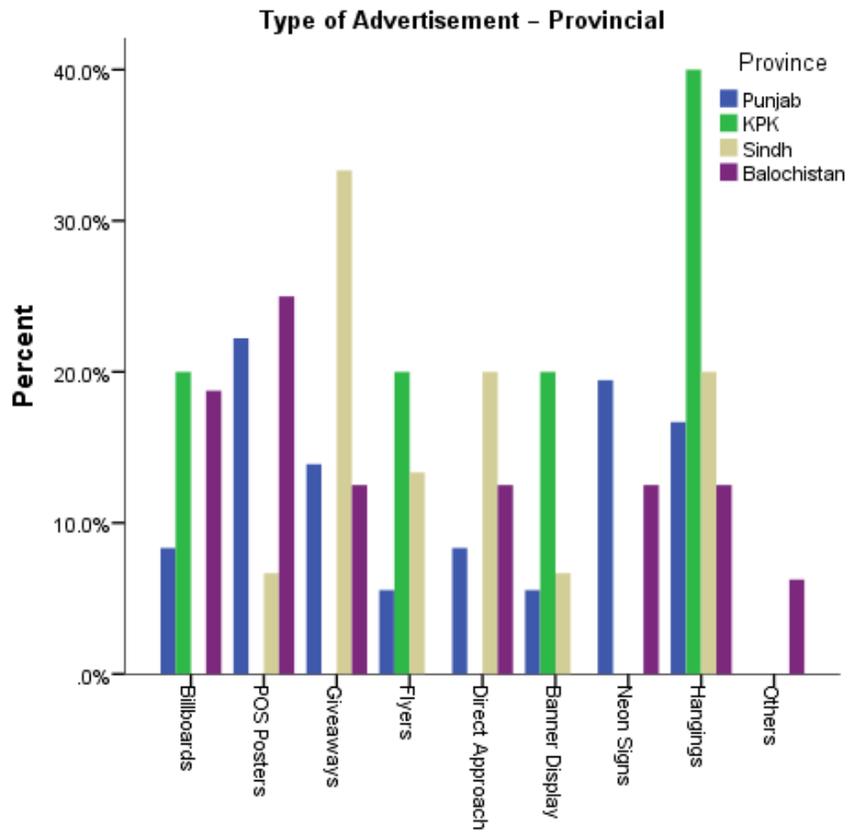
### **Hangings**

- In Punjab 46.2% surveyors reported Hangings are being used by TI to attract the smokers
- In KPK 15.4% surveyors reported Hangings are being used by TI to attract the smokers

- In Sindh 23.1% surveyors reported Hangings are being used by TI to attract the smokers
- In Baluchistan 15.4% surveyors reported Hangings are being used by TI to attract the smokers

**Others**

- In Punjab 0% surveyors reported Other means are being used by TI to attract the smokers
- In KPK 0% surveyors reported Other means are being used by TI to attract the smokers
- In Sindh 0% surveyors reported Other means are being used by TI to attract the smokers
- In Baluchistan 100% surveyors reported Other means are being used by TI to attract the smokers



**Analysis**

On the basis of the sample data received, POS posters and hangings are the two most commonly used methods of advertisement used by the tobacco industry. Giveaways and neon signs are the second most commonly used methods. Whereas at the provincial level to attract smokers, it was observed that in Baluchistan, the industry utilized billboards and shop branding. In KPK and Sindh provinces, method of distributing of flyers is used for advertisement while in Punjab, pasting of posters at points of sales i.e. shops is most common.

**QUESTION: Do tobacco products appear in or are tobacco used in print, electronic and social media entertainment in your area? If so, please describe and collect visual examples.**

Unclear response.

**QUESTION: Are tobacco products advertised at or near sports events?**

No.

**QUESTION: Are tobacco products advertised at or near sports events?**

No.

**QUESTION: Is tobacco used by players at sport events?**

No.

**QUESTION: Are tobacco products distributed among event participants?**

No.

**QUESTION: Do tobacco companies sponsor corporate social responsibility activities in your area? If so, please describe them and collect visual examples.**

No.

**QUESTION: Does the tobacco industry sponsor or conduct youth smoking prevention programs in schools and youth organizations in your area? If so, describe them and provide visual examples.**

No.

**QUESTION: Do you know of a tobacco company in your area that is engaged in illegal activities such as bribery, smuggling, unregistered company and/or tax evasion etc?**

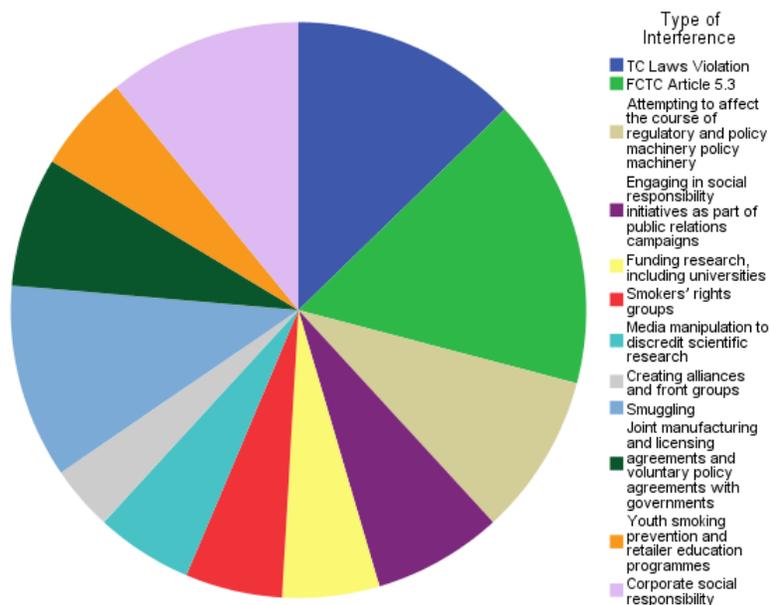
No.

## Countering Tobacco Industry – An Assessment of Opinions and Contributions of CTC-Partners

### NATIONAL MONITORING OF TI'S INTERFERENCE

**Table 3.1. TI's Interference – National**

	<b>Frequency</b>	<b>Percent</b>
FCTC Article 5.3	9	16.4
TC Laws Violation	7	12.7
Smuggling	6	10.9
Corporate social responsibility	6	10.9
Attempting to affect the course of regulatory and policy machinery	5	9.1
Engaging in social responsibility initiatives as part of public relations campaigns	4	7.3
Joint manufacturing and licensing agreements and voluntary policy agreements with governments	4	7.3
Funding research, including universities	3	5.5
Smokers' rights groups	3	5.5
Media manipulation to discredit scientific research	3	5.5
Youth smoking prevention and retailer education programmes	3	5.5
Creating alliances and front groups	2	3.6
<b>Total</b>	<b>55</b>	<b>100.0</b>

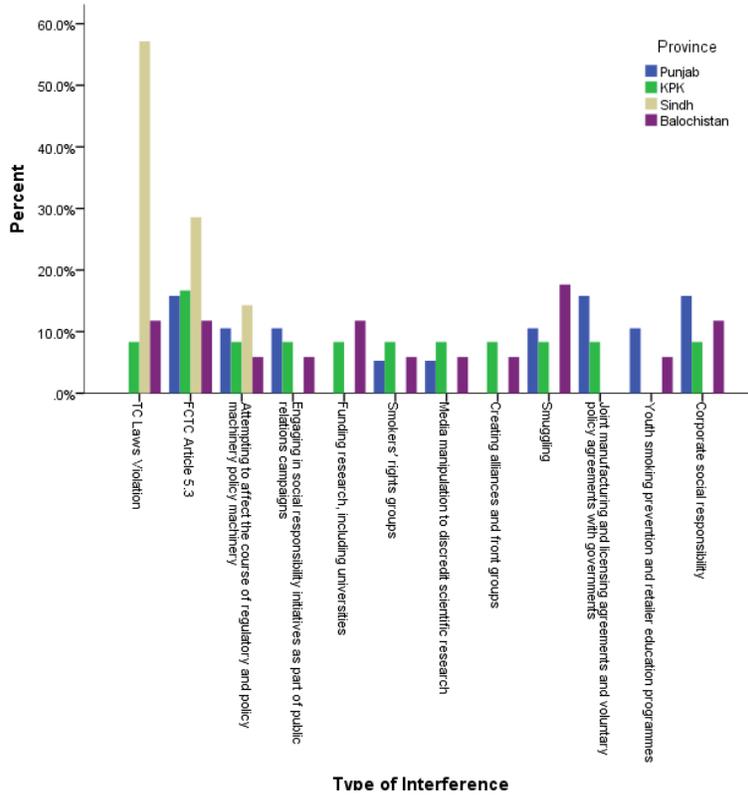


**PROVINCIAL DISTRIBUTION**

**Table 3.2. TI's Interference – Provincial**

Type of Interference		Province				Total
		Punjab	KPK	Sindh	Baluchistan	
TC Laws Violation	Count	0	1	4	2	7
	% within Type of Interference	0.0%	14.3%	57.1%	28.6%	100.0%
FCTC Article 5.3	Count	3	2	2	2	9
	% within Type of Interference	33.3%	22.2%	22.2%	22.2%	100.0%
Attempting to affect the course of regulatory and policy machinery	Count	2	1	1	1	5
	% within Type of Interference	40.0%	20.0%	20.0%	20.0%	100.0%
Engaging in social responsibility initiatives as part of public relations campaigns	Count	2	1	0	1	4
	% within Type of Interference	50.0%	25.0%	0.0%	25.0%	100.0%
Funding research, including universities	Count	0	1	0	2	3
	% within Type of Interference	0.0%	33.3%	0.0%	66.7%	100.0%
Smokers' rights groups	Count	1	1	0	1	3
	% within Type of Interference	33.3%	33.3%	0.0%	33.3%	100.0%
Media manipulation to discredit scientific research	Count	1	1	0	1	3
	% within Type of Interference	33.3%	33.3%	0.0%	33.3%	100.0%
Creating alliances and front groups	Count	0	1	0	1	2
	% within Type of Interference	0.0%	50.0%	0.0%	50.0%	100.0%
Smuggling	Count	2	1	0	3	6
	% within Type of Interference	33.3%	16.7%	0.0%	50.0%	100.0%
Joint manufacturing and licensing agreements and voluntary policy agreements with governments	Count	3	1	0	0	4
	% within Type of Interference	75.0%	25.0%	0.0%	0.0%	100.0%
Youth smoking prevention and retailer education programmes	Count	2	0	0	1	3
	% within Type of Interference	66.7%	0.0%	0.0%	33.3%	100.0%
Corporate social responsibility	Count	3	1	0	2	6
	% within Type of Interference	50.0%	16.7%	0.0%	33.3%	100.0%
Total	Count	19	12	7	17	55
	% within Type of Interference	34.5%	21.8%	12.7%	30.9%	100.0%

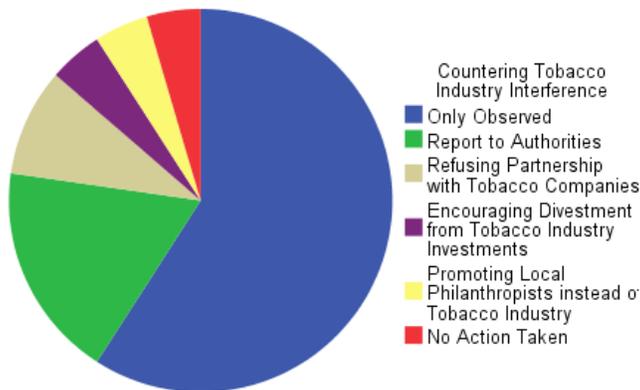
COALITION FOR TOBACCO CONTROL – PAKISTAN



COUNTERING TI'S INTERFERENCE

Table 3.3. Countering TI's Interference – National

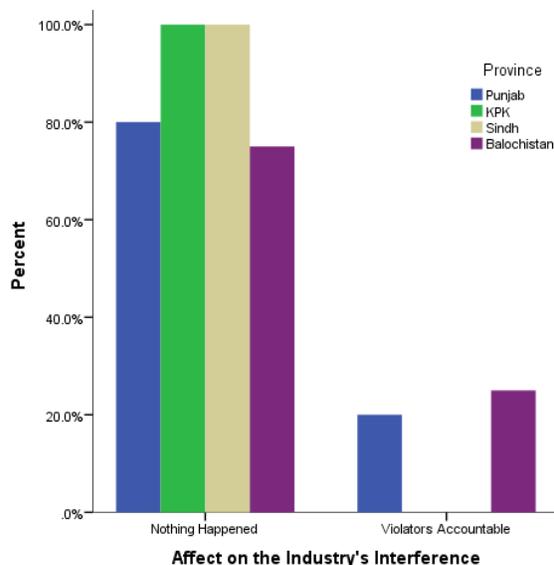
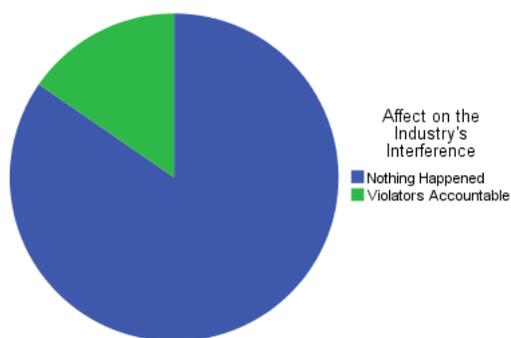
	Frequency	Percent
Only Observed	13	59.1
Report to Authorities	4	18.2
Refusing Partnership with Tobacco Companies	2	9.1
Encouraging Divestment from Tobacco Industry Investments	1	4.5
Promoting Local Philanthropists instead of Tobacco Industry	1	4.5
No Action Taken	1	4.5
Total	22	100.0



**ACTIONS COUNTERING TI'S INTERFERENCE**

**Table 3.4. Actions Countering TI's Interference – National**

Type of Actions	Frequency	Percent
Nothing Happened	11	84.6
Violators Accountable	2	15.4
Total	13	100.0



**PROVINCIAL DISTRIBUTION**

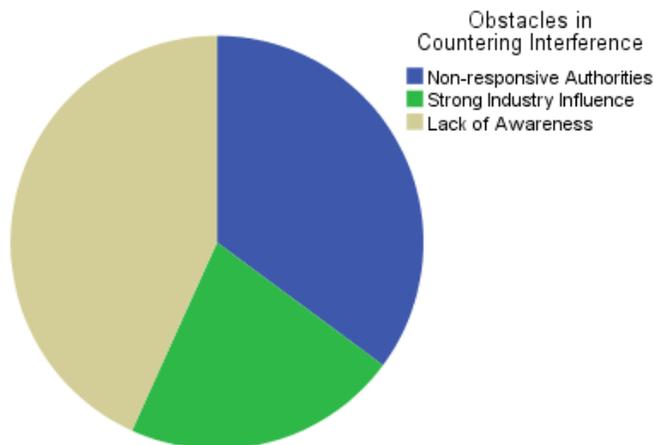
**Table 3.5. Actions Countering TI's Interference – Provincial**

Affect on the Industry's Interference		Province				Total
		Punjab	KPK	Sindh	Baluchistan	
Nothing Happened	No. of Cities	4	1	3	3	11
	% within Affect on the Industry's Interference	36.4%	9.1%	27.3%	27.3%	100.0%
Violators Accountable	No. of Cities	1	0	0	1	2
	% within Affect on the Industry's Interference	50.0%	0.0%	0.0%	50.0%	100.0%
Total	No. of Cities	5	1	3	4	13
	% within Affect on the Industry's Interference	38.5%	7.7%	23.1%	30.8%	100.0%

**OBSTACLES IN COUNTER ACTIONS**

**Table 3.6. Obstacles in Countering Interference – National**

	<b>Frequency</b>	<b>Percent</b>
Non-responsive Authorities	13	35.1
Strong Industry Influence	8	21.6
Lack of Awareness	16	43.2
<b>Total</b>	<b>37</b>	<b>100.0</b>



**Analysis**

The coalition partners visited random public places; including restaurants, offices, banks, public transport vehicles, commercial areas, cigarette selling outlets and educational institutions in their respective cities. As per the responses received coalition partners have admitted to the following:

- 84.6% admitted no action had been taken up by the enforcement agency once they have reported TC law violation
- 15.4% claimed that the violators have been held accountable once they were reported.
- Two major factors including local networking (45.5%) and media support (21.2%) were identified to be highly effective counter strategy.
- Three factors were identified to be as obstacles to counter TI including lack of awareness (43.2%), non-responsive authorities (35.1%) and strong industry influence (21.6%) as major obstacles in countering TI interference.

**Over the course of time, the challenges faced by the coalition partners during their work with CTC-Pak were identified in table 3.1.6. To counter these challenges, they took the following steps:**

1. They ended their relationships with tobacco related business entities.
2. They stopped taking funds on behalf of tobacco related business entities.
3. They stopped encouraging the tobacco business.
4. They started to report violations to relevant authorities.
5. They started to raise awareness on hazards of tobacco and the anti-tobacco laws in their work area.

**The elements contributing to their successful campaigns were as follows:**

1. Forming community networks and using the pressure it creates.
2. Support from local authorities and influential figures.
3. Used public and media pressure.

**The challenges they faced during their campaigns at their respective area:**

1. Lack of interest of local authorities.
2. Influence of tobacco industry on local bodies.
3. Lack of awareness.

## IX. RESULTS

The overall enforcement of tobacco control laws remains average in the national setting. At the provincial level, enforcement of different sections was not uniform and each province showed a wide variation in the enforcement of different sections of the tobacco control law 2002 and its SROs. . Tobacco industry presence was dominated by the two main companies –Pakistan Tobacco and Philip Morris Pakistan while smaller units were also represented in the market.

According to the survey respondents, the tobacco industry continues to use advertising agencies, Kiosk or Billboard Owners, Tobacco Farmers, Media Production Houses, Hotels/Restaurants Association, Smokers' Rights Group and interestingly Chambers of commerce as its 'front groups'

On the basis of the data received, POS posters and hangings are the two most commonly used methods of advertisement used by the tobacco industry. Giveaways and neon signs are the second most commonly used methods. Whereas at the provincial level to attract smokers, it was observed that in Baluchistan, the industry utilized billboards and shop branding. In KPK and Sindh provinces, method of distributing of flyers is used for advertisement while in Punjab, pasting of posters at points of sales i.e. shops is most common.

The feedback from respondent's encompassing the actions taken by enforcement agencies also provided a useful insight. 84.6% admitted no action had been taken up by the enforcement agency once they had reported TC law violation.

## ISLAMABAD: FEDERAL CAPITAL AT A GLANCE

Capital Administration & Development Division (CA&DD) has made significant progress by development of infrastructure for tobacco control at all levels of Islamabad Capital Territory (ICT) through an effective tobacco control mechanism.

### Status of Violations

- Illicit cigarettes being sold at large at shops selling tobacco (not displayed but sold from under the counter).
- Minors could purchase cigarettes easily.
- Smoking in public places continued.
- Loose cigarettes still sold at Pan shops.

To enhance the enforcement of tobacco control laws and monitor tobacco vendors in Islamabad Capital Territory (ICT), CA&DD continued implementation of Tobacco Vendor Act (TVA) 1958, in collaboration with ICT Administration.

### Enforcement Efforts

- Mandatory for every shop applying for a tobacco license to submit an undertaking that tobacco control laws would not be violated.
- Heavy fines levied on shops selling illicit tobacco and all the illicit tobacco would be confiscated.
- Tobacco selling licenses canceled and shops fined heavily when reported of selling cigarettes to minors.
- No Shisha cafes exist within the capital.
- As per the undertaking grocery stores do not sell open cigarettes anymore and if caught, get fined heavily and may lose their tobacco selling licenses.
- As per the undertaking Public Places such as Restaurants and cafes cannot allow smoking within premises and if reported and caught they may suffer heavy fines and closure.
- Total 1229 Licenses issued in fiscal year 2015-16 and 312 issued in fiscal year 2016-17 to tobacco vendors in collaboration with Tobacco-Smoke Free Islamabad, CA&DD.
- ICT Excise and Taxation department collected approximately PKR 5,000,000 through vendor license fee, under Tobacco Vendor Act 1958. A significant percentage of this revenue would be dedicated for tobacco control measures.

- 142 Training sessions for authorized persons (i.e. Assistant Commissioners, Police Officers, Health Managers, Education Managers, Food Inspectors, Drivers & Conductors, Hotel/Restaurant Managers, Public Place Managers and traders) for various district departments were conducted with focus on mechanisms of implementation of tobacco control laws. 2463 Authorized Officers were trained on tobacco control mechanisms, through these sessions.
- 131 Public places were designated as "Tobacco-Smoke Free" including Chief Commissioner ICT Complex, Higher Education Commission of Pakistan, Islamabad Traffic Police Headquarters, Capital Police Lines, Drug Regulatory Authority of Pakistan (DRAP), ChayeKhana, KFC, Centaurus Mall, Safa Gold Mall, 25 major hotels/ restaurants, 10 major public parks and 12 Police Stations of Islamabad. The staff of these facilities was trained, focal persons nominated and proper signage installed on the premises.
- Six Assistant Commissioners (ACs) of ICT conducted 142 raids from January 2014-August, 2016 and collectively fined the violators amounting to PKR. 25,00,735/-. 72 hotels were prosecuted and 183 persons from Management of hotels/ restaurants were taken into custody for violation of various sections of Tobacco Control laws. A raid was conducted on 3rd September, 2015 in Rural sub-division and first time in Pakistan PKR. 100,000/- fined to violator on violation of Section 7, 8 and 10 of Ordinance 2002 and 14 persons were arrested.
- ICT administration removed more than 85% tobacco shops near educational institutions in ICT in result of successful monitoring of tobacco control laws by Project Staff.
- Islamabad Traffic Police (ITP) have issued 952 tickets on violation of Section-6 of tobacco control law (Prohibition of smoking in public service vehicles).
- CA&DD had taken an initiative of establishing Tobacco Cessation Clinics at Pakistan Institute for Medical Sciences (PIMS) and National Institute of Rehabilitative Medicine (NIRM). More than 500 smokers visited the clinics and 32 succeeded to quit smoking.
- All Assistant Commissioners/SHOs had been directed to mention in reports of NOC of different events required by the DC, ICT that the organizer of event would be responsible to provide smoke free environment in the event to participants/ guests according to law
- 150 sign boards of "Tobacco-Smoke Free Facility" had been installed at Schools under Federal Directorate of Education.
- 300 plates of "No Smoking Area" had been installed at Public Places.
- 10 sign boards installed at public parks.
- More than 60,000 stickers were pasted at hotels, offices, public transport vehicles and other allied places for indoor signage.

## X. RECOMMENDATIONS

Enforcement of tobacco control laws and their various provisions need attention nationally as indicated by the results of the survey. Though progress has been made in enforcement of the laws but it is restricted to certain areas and there is an urgent need to expand the enforcement.

The following recommendations, in CTC-Pak's opinion, can form a part of the plan for achieving better enforcement

### **1. Formulation of a National Action plan for Enforcement**

The Federal Tobacco control Cell in coordination with provincial TCCs and civil society should formulate a Three Year National Action Plan (NAP) for enforcement of tobacco control laws throughout the country. This NAP should be adequately resourced and funded backed up by robust monitoring and evaluation.

### **2. Setting up of Provincial Tobacco Control Cells with adequate Budget and Human Resources**

After the 18<sup>th</sup> Amendment of the Constitution of Pakistan, implementation of health has been delegated to the provinces. The Federal TCC given its experience and knowledge should support the provinces to either set up TCCs where absent or to strengthen these if already in existence. These TCCs should have proper representation in the National Action Plan (NAP) formulation and delivery.

### **3. Monitoring at Provincial and District Levels Through Task Forces**

At provincial and district level, set up and notify task forces comprising of health officials, magistrate, member of judiciary and civil society representatives

District task forces should be created to practically enforce the laws; these task forces should act as local implementation authority with regular visits and compiling of reports with reference to enforcement

4. Comprising of members of provincial task forces, and main stakeholders, set up a coordination mechanism at Federal level. This coordination mechanism should be focused on monitoring and evaluation of the status of implementation and enforcement producing regular reports for the Federal and Provincial setups.
5. Under Provincial tobacco control cells and in coordination with Federal TCC undertake trainings on tobacco control laws and enforcement to increase the capacity of officials at both provincial and district levels for better enforcement.
6. Federal TCC in coordination with Provincial TCCs should issue an annual report on status of enforcement available to all public.
7. Civil society in consultation with Federal TCC, should set up a tobacco industry watch committee to liaise and report on tobacco industry's interference in tobacco control activities.
8. All the tobacco control cells, federal and provincial, should adopt FCTC Article 5.3 in its full spirit.

## **XI. MEDIA WATCH**

### PRESS ITEMS / APPEARANCES RELATED TO INDUSTRY VIOLATIONS

#### **FBR finds illegal cigarette manufacturing unit in Buner**

The News, Islamabad  
*December 17, 2016*

The Federal Board of Revenue (FBR) has found un-registered cigarette manufacturing unit in district Buner but investigations underway by the tax machinery showed that machines of this manufacturing unit have been allegedly purchased from formal players such as M/S Lakson Tobacco Co Pakistan and M/S Philip Morris.

“The FBR’s Intelligence and Investigation Inland Revenues (IR) is investigating that why formal players, who usually complain about smuggled cigarette, have sold out their machines to unregistered manufacturing unit located in Buner. We have not yet concluded our findings but interesting facts are expected to come on surface,” top official sources in the FBR confirmed while talking to The News here on Thursday.

According to detailed report sent out by the FBR’s Directorate of Intelligence and Investigation Peshawar about incident report regarding raid on un-registered cigarette manufacturing unit running in village Chinglery, district Buner, to Director General (DG) I&I, IR Islamabad, initial investigation revealed that a cigarette manufacturing unit is running under the supervision/control of Waheed Khan s/o Haider Zaman without getting federal excise registration and thus is involved in the evasion of federal excise duty.

In order to probe the matter, a team consisting of the staff was deputed to take necessary legal action under the Federal Excise Act 2005 and seize the goods manufactured in violation of the relevant provisions of the act besides action under rule 29 of the Federal Excise Rule 2005.

The FBR team raided the manufacturing premises on December 9, 2016 but the manufacturing facility was found closed. A man was found having alighted fire in far off comer of the closed premises but despite repeated calls and shouts he gave no response to open the main gate.

No other person in or around the factory premises was found. The team returned and decided to visit the premises under Section 25 /26 read with Rule 62/63 of the Federal Excise Act, 2005 again on Saturday, December 10, 2016 and reported that the factory was found opened, four cigarette making machines and one each packing wrapping and bundling machine were found being installed or were under the process of installation.

The examination of these machines revealed that the machines have been purchased from M/S Philip Morris (Pakistan) Ltd and M/S Lakson Tobacco Co Pakistan. Search of the manufacturing premises revealed that one making machine was run on trial basis but was found non-operational on the visit day. Some residuals of trial production were found but no raw material or finished stock either of tobacco or cigarette material was found which means that machinery was not fully installed and was probably under the process of installation.

The owner Waheed Khan was interviewed who was even un-aware regarding the name of their factory and the brands of cigarettes to be manufactured, which leads to their hidden motives of acting like a facilitator for concealed manufacturer for other local cigarette manufacturers or M/s Philip Morris Pakistan Ltd.

(Source:[www.thenews.com.pk/print/172401-FBR-finds-illegal-cigarette-manufacturing-unit-in-Buner#](http://www.thenews.com.pk/print/172401-FBR-finds-illegal-cigarette-manufacturing-unit-in-Buner#))

### **Civil society report unveils tactics of tobacco industry**

The News, Islamabad  
November 26, 2016

Fifty percent of the 500 shops surveyed in six major cities of Pakistan including Islamabad and Rawalpindi place cigarettes for sale together with candies and snacks, 14% give 'limited time offers' or free gifts on purchase of cigarettes, and 89% shops do not display 'No sale to Minors' signage.

This is how multinational cigarette manufacturing companies are systematically targeting enticing children as young as six years old to tobacco addiction as current customers die or quit smoking, reveals a national survey conducted by TheNetwork for Consumer Protection.

The findings of the survey, which is the first of its kind conducted in Pakistan to expose the marketing techniques of tobacco companies, were released at the launching of a report on 'Monitoring of Tobacco Advertising, Promotion, Sponsorships (TAPS) and Point of Sales (POS) Advertising' here at a local hotel. Tobacco manufacturers are exposed as employing

aggressive marketing techniques including placement of cigarette advertisements on shops selling candies and chocolates, and directly outside the gates of primary and secondary schools throughout Pakistan.

The survey was conducted in schools around six major cities namely, Islamabad, Rawalpindi, Peshawar, Lahore, Karachi, and Quetta, where 500 Point of Sales (shops) of cigarettes were monitored.

The event offered a platform that called for adoption of a five-point 'Charter of Action' to safeguard Pakistan's vulnerable school children from the malicious motives of the cigarette manufacturing companies. The charter calls upon the federal government to amend the Prohibition of Smoking and Protection of Non-Smokers Health Act 2002 to comprehensively ban TAPS as per Article 13 of the World Health Organisation Framework Convention on Tobacco Control (FCTC), which the government ratified in 2005. Secondly, it calls for the development of a strict official mechanism to ensure enforcement of the 2002 law for completely banning sale of cigarettes around schools and holding the multinationals accountable for its gross violations. Thirdly, it urges the government to ensure that shopkeepers selling cigarettes to minors are mandatorily booked and strictly penalized under the law. Fourthly, it calls upon local authorities to ensure that cigarettes are sold in packs of 20 and must not in lose or single sticks. Finally, the charter calls for enforcement of Tobacco Vendors Act 1958 (that was legislated as part of the West Pakistan and was later adopted by provincial setups) by making licenses mandatory for retail sale of manufactured tobacco.

Supporting the initiative, Senator Nasreen Jalil called for a ban on tobacco advertisements in view of its serious implications on youth. “There should be a strict enforcement of existing tobacco laws to regulate the industry. It is unfortunate that laws are present but are not being enforced. It is an uphill task to control tobacco use and take action against multinational cigarette manufacturers, but we have to do it at every cost,” she said. Nasreen requested the courts to ensure enforcement of tobacco-related laws, and assured that the parliamentarians are ready for necessary legislation to control tobacco use and advertising. I R Rehman of the Human Rights Commission of Pakistan suggested that a national movement against acts of tobacco manufacturers should be launched with the participation of teachers, social workers, and other stakeholders.

The CEO of TheNetwork, Nadeem Iqbal, rejected the industry’s claim that it sells cigarettes to persons above 18 years of age only. Referred to a previous survey, he said, not a single shopkeeper produced the relevant license required for selling cigarettes at shops. “We have already filed a petition in the IHC for implementation of 85 per cent graphic health warnings on cigarette packs which is not being implemented by manufacturers,” he added. Nadeem also regretted non-compliance of prohibition of smoking in the premises of the Supreme Court and Parliament. Earlier, Dr. Maria from TheNetwork termed the egregious marketing tactics of multinational cigarette manufacturing companies as a clear violation of the law. The ceremony also featured small children sharing their personal experiences about sale of tobacco products along side sweets and candies, etc. Bakar Raza claimed being attracted to cigarettes at a shop, which

had prominently displayed tobacco products. Five year-old Alina Iqbal said many children are attracted to cigarettes in shops where red and blue boxes of cigarettes are placed with chocolate packs. Muhammad Rabi and Iman Javed objected why shopkeepers are displaying cigarette packs along side chocolates and candies. Laiba Akhtar recollected how a shopkeeper handed over a cigarette pack to her when she demanded one, without inquiring about her age or asking any other question. Mahir Ali and Ayyan displayed banners and chanted slogans against the tactics of multinational tobacco manufacturers. Mian Osama questioned why the government wants to generate revenue at the cost of the health of young people. Nayyab Shakir also shared his experience about sale of tobacco products to youngsters by shopkeepers.

The event was attended by senior officials of the Competition Commission of Pakistan, parliamentarians, and representatives of NGOs and civil society, all of who endorsed the need to stop multinational cigarette manufacturing giants from deceptive marketing practices and selling techniques which attract small children towards tobacco products at retail shops near schools.

(Source:

<https://www.thenews.com.pk/print/167719-Civil-society-report-unveils-tactics-of-tobacco-industry>)

**Underage consumption: Deceptive marketing increasing tobacco use among youth**

The Express Tribune, Islamabad  
November 25, 2016

Multinational cigarette manufacturing companies are systematically targeting children as young as six by using aggressive marketing techniques and placement of advertisements.

This was the crux of a national survey titled “Monitoring of Tobacco Advertising, Promotion, Sponsorship and Point of Sale Advertising” conducted by the Network for Consumer Protection.

The survey was conducted in six major cities including Islamabad, Rawalpindi, Peshawar, Lahore, Karachi, and Quetta with 500 sales points monitored overall.

The report stated that advertisements are placed on shops selling candies and chocolates as well as directly outside the gates of primary and secondary schools throughout the country.

The survey is the first of its kind in the country to expose marketing techniques used by marketing companies to attract the youth towards tobacco consumption.

The spokesperson for the network Dr Maria Qureshi said that “the egregious marketing tactics used by multinational and local tobacco manufacturers is a clear violation of the law.”

Similarly, 34 per cent children are exposed to second-hand smoke in public places, whereas almost 20 per cent children were observed to smoke inside schools. Interestingly, almost 87 per cent of current cigarette smokers purchased them from a store, shop, vendor, kiosk, school canteen, or pharmacy.

Senator Nasreen Jalil speaking at the event said that “It is an uphill task to control tobacco use and to take action against multinational cigarette manufacturers, but we have to do it at any cost”.

Human Rights Commission of Pakistan IR Rehman said that a nationwide movement should be started by civil society to curb these acts of tobacco manufacturers.

The network’s CEO Nadeem Iqbal requested the Competition Commission of Pakistan (CCP) to take action against the deceptive marketing practices in the industry.

(Source:

<https://tribune.com.pk/story/1243634/underage-consumption-deceptive-marketing-increasing-tobacco-use-among-youth/>)

### **Industry offering shops incentives to put chocolates & cigarettes in same box**

Pakistan Observer, Islamabad

*November 25, 2016*

Islamabad—In a national survey conducted by consumer rights group TheNetwork for Consumer Protection it has been revealed that the multinational cigarette manufacturing companies are systematically targeting children as young as six years old by using various aggressive marketing techniques. These tactics include placement of advertisements on shops selling candies/chocolates or selling them directly outside the gates of primary and secondary schools throughout Pakistan.

The report was launched in the presence of the stakeholders at a local hotel. On the occasion TheNetwork for Consumer Protection shared

the key findings of the national survey conducted in schools in 6 major cities of Pakistan i.e. Islamabad, Rawalpindi, Peshawar, Lahore, Karachi and Quetta. There as many as 500 Point of Sales (shops) of cigarettes were monitored. This is first of its kind of survey conducted in Pakistan to expose marketing techniques used by tobacco companies i.e. PTC and PMI to attract young generation towards tobacco use.

The senior officials of the Competition Commission of Pakistan (CCP), parliamentarians, representatives of NGOs and civil society endorsed the viewpoint of theNetwork to stop the multinational cigarette manufacturing giants from deceptive marketing practices and selling techniques which attracted small children towards tobacco products at retail shops near schools.

The report was acknowledged by coalition of tobacco-control advocates, education officials, child protective civil society organizations and others.

In her presentation, Dr Maria Qureshi of TheNetwork shared that the egregious marketing tactics of PTC and PMI is a clear violation of the law.

The survey further disclosed that the most available Brands (nationwide) included Gold Leaf, Capstan, Red& White.

The astonishing results of the survey revealed that 83 percent shops having Powerwalls/Cigarettes behind the cash counter, 52pc Shops having cigarettes inside Glass Counters, 50pc shops place Cigarettes with candies/snacks, 14pc Shops giving “Limited time Offers” or “Free gifts on purchase of cigarettes

and 89% shops do not Display “ NO sale to MINORS signage”, Dr Maria added.

During the ceremony, small children shared their practical experiences about the selling of tobacco products along with sweets and candies etc. A small child Bakar Raza informed that he was attracted to cigarette at a shop as the tobacco products were prominently displayed on the shops.

Another five years old girl Alina Iqbal shared her experience of a shop where red and blue boxes of cigarettes were placed with chocolate packs and children were attracted to the red/blue boxes prominently displayed on the shops.

Two small children Muhammad Rabi and ImanJaved also objected that, ‘why shopkeepers are displaying cigarette packs side by side of chocolate and candies’.

A young girl Laiba Akhtar highlighted, “I went to a shop and asked for a cigarette pack. The seller immediately handed over me a cigarette pack without asking my age or any question. Astonishingly, shopkeepers are also selling cigarettes to girls”.

(Source: <http://pakobserver.net/industry-offering-shops-incentives-to-put-chocolates-cigarettes-in-same-box/>)

### **‘Multinational cigarette manufacturers targeting children’**

Dawn, Islamabad  
November 25, 2016

Civil rights activists and parliamentarians on Thursday expressed concerns that multinational cigarette manufacturing companies were systematically targeting children as young as six years of age by using aggressive marketing

techniques. They were speaking at the launch of a report, “Monitoring of tobacco advertising, promotion, sponsorships and point of sale advertising” prepared by TheNetwork for Consumer Protection.

Eminent rights activist I.A. Rehman called for initiating a nationwide movement against the sale of cigarettes to children. He said the campaign should include teachers, social workers and others members of society. Senator Nasreen Jalil of the MQM said existing tobacco laws should strictly be enforced.

“It is very unfortunate that there are laws but they are never enforced or implemented. It is an uphill task to take action against multinational cigarette manufacturers, but we have to do it,” she said. She extended the support of parliamentarians for necessary legislation to control tobacco use and its advertisements targeting the youth.

Report says multinationals are placing advertisements on shops selling candies, chocolates outside schools

The report said cigarette companies were following a different law in advanced countries but luring young Pakistanis towards smoking.

“They are placing advertisements on shops selling candies/chocolates outside the gates of primary and secondary schools throughout Pakistan,” said the report.

The speakers acknowledged that the main tool used by the cigarette companies was to pressure governments over huge taxes they paid. The report was compiled after a survey conducted around schools in Islamabad, Rawalpindi, Peshawar, Lahore, Karachi and Quetta.

The survey showed that 83pc of shops were having cigarettes displayed behind the cash counter, 52pc had cigarettes inside glass counters, 50pc had placed cigarettes with toffees and snacks, 14pc displayed ‘limited time offer’ or ‘free gifts’ on the purchase of cigarettes.

But the most serious violation was 89pc of the shops do not display ‘No sale to minor signage’. To enforce its point of view, the NGO showed testimonies of several children.

“I was attracted to cigarettes at a shop as the tobacco products were prominently displayed there,” said one child belonging to the rural area of Islamabad. Similarly, young Laiba Akhtar stated: “I went to a shop and asked for a cigarette pack, the seller immediately handed me the pack without asking my age or any other question.”

Nadeem Iqbal, the CEO of the Network, said: “It is astonishing that shopkeepers are also selling cigarettes to girls.”

He said the industry claimed that cigarettes were only being sold to persons above 18 years age, but practically these claims had been proven wrong.”

Mr Iqbal said the excise duty on cigarettes should be 75pc compared to the existing 58pc as the national health cost due to smoking was significantly high. He said around 110,000 children initiated smoking before the age of 10.

Senior officials of the Competition Commission of Pakistan (CCP), parliamentarians, representatives of NGOs and civil society called for stopping the cigarette manufacturing giants from deceptive marketing practices and selling techniques which attracted children towards

tobacco products at the retail shops near schools.

(Source:

<https://www.dawn.com/news/1298540/multinational-cigarette-manufacturers-targeting-children>)

**Cigarette companies systematically targeting children: survey**

Islamabad

November 25, 2016

A national survey conducted by TheNetwork for Consumer Protection on Thursday revealed that the multinational cigarette manufacturing companies are systematically targeting children as young as six-year-old by using aggressive marketing techniques including placement of advertisements on shops selling candies/chocolates and directly outside the gates of primary and secondary schools throughout Pakistan.

On the occasion of launching of report on “Monitoring of Tobacco Advertising, Promotion, Sponsorships (TAPS) and Point of Sale Advertising” here on Wednesday, the TheNetwork for Consumer Protection shared the key findings of the national survey conducted in schools around 6 major cities of Pakistan i.e. Islamabad, Rawalpindi, Peshawar, Lahore, Karachi and Quetta where 500 points of sale (shops) of cigarettes were monitored. This is the first of its kind of survey conducted in Pakistan to expose marketing techniques used by tobacco companies to attract young generation towards tobacco use.

The senior officials of the Competition Commission of Pakistan (CCP), parliamentarians, representatives of NGOs and

civil society endorsed the viewpoint of theNetwork to stop the multinational cigarette manufacturing giants from deceptive marketing practices and selling techniques which attracted small children towards tobacco products at retail shops near schools.

The report was acknowledged by coalition of tobacco-control advocates, education officials, child protective civil society organisations and others.

In an impressive presentation, Dr Maria from TheNetwork shared that the egregious marketing tactics of multinationals is a clear violation of the law. The astonishing results of the survey revealed that 83 percent shops having powerwalls/cigarettes behind the cash counter, 52 % shops having cigarettes inside glass counters, 50% shops place cigarettes with candies/snacks, 14% shops giving “limited time offers” or “free gifts on purchase of cigarettes and 89% shops do not display “no sale to minors signage,” Dr Maria added.

During her presentation, Dr Maria analysed dozens of pictures of shops selling tobacco products to children, and gave expert opinion on the social and psychological aspects of such kinds of advertisements attraction children.

During the ceremony, small children shared their practical experiences about the selling of tobacco products alongwith sweets and candies etc. A small child Bakar Raza informed that he was attracted to cigarette at a shop as the tobacco products were prominently displayed on the shops.

Another five-year-old girl Alina Iqbal shared her experience of a shop where red and blue boxes of cigarettes were placed with chocolate packs

and children were attracted to the red/blue boxes prominently displayed on the shops.

Two small children Muhammad Rabi and ImanJaved also objected, “Why are shopkeepers displaying cigarette packs side by side of chocolate and candies?”

A young girl Laiba Akhtar highlighted, “I went to a shop and asked for a cigarette pack. The seller immediately handed over me a cigarette pack without asking my age or any question. Astonishingly, shopkeepers are also selling cigarettes to girls.”

Two young children Mahir Ali and Ayyan displayed banners and chanted slogans against the multinational companies saying, “Save us from these companies.”

A teenager Mian Osama Nawaz questioned why the government wants to generate revenue at the cost of the health of young generation.

NayyabShakir, another teenager also shared her experience of open selling of tobacco products to youngsters without asking questions.

While supporting the efforts of TheNetwork, Senator NasreenJalil stated, “There should be a ban on the tobacco advertisements keeping in view its serious implications on the youth of the country. There should be a strict enforcement of existing tobacco laws to regulate the said industry.”

“It is very unfortunate that the laws are present but they are never enforced or implemented. It is an uphill task to control tobacco use and take action against multinational cigarette manufacturers, but we have to do it at any cost,” she said.

She also requested the courts of the country to ensure enforcement of the laws relating to the tobacco industry.

Senator Jalil added that the parliamentarians are ready to do necessary legislation to control tobacco use and its advertisements used to attract young generation.

NasreenJalil categorically said, “Action should be taken against multinational cigarette manufacturing companies for advertisement campaigns to attract children towards tobacco products.”

Supporting the efforts of TheNetwork, IR Rehman of Human Rights Commission of Pakistan (HRCP) said that a movement should be started on national level against such acts of the tobacco manufacturers by including teachers, social workers and others in the movement.

CEO TheNetwork Nadeem Iqbal informed the audience that the quantum of business of two multinational companies is evident from the fact that 80 billion sticks of cigarettes were sold in one year by multinationals.

“The ministry of health seems helpless before these multinational companies. We are ready to face legal framework against the industry,” he said.

He said that the industry claims that the cigarettes are only being sold to persons above 18-year-old. Practically, it is absolutely wrong. Industry also claims that they give handsome amount of taxes and employment.

He referred to a survey carried out in the past

which disclosed that not a single shopkeeper produced the relevant licence required for selling cigarettes at the shops. “We have already filed a petition in the IHC for implementation of 85 percent GHW on the cigarette packs which is not implemented by the manufacturers,” he said.

He requested the CCP to take action against the companies for committing deceptive marketing practices in the tobacco industry. He said that both the smokers as well as non-smokers are the victims of these companies.

About the level of compliance of laws, he said, “We have written letters to the Supreme Court of Pakistan and Parliament to stop smoking within the premises of these government institutions. But there is no response of these letters.”

Nadeem Iqbal said that the incidence of the excise duty on cigarettes should be 75 percent as compared to 58 percent FED applicable to different brands of cigarettes in Pakistan.

The report strongly recommended that saving Pakistan’s vulnerable children from a dangerous life of addiction, pain, misery, costly healthcare and death must become a top priority of the government, provincial governments, local administrations, federal parliamentarians, provincial legislators, political parties, educationists, child rights activists, civil society and media.

The following is a Charter of Action that must be adopted to safeguard Pakistan’s vulnerable schoolchildren from the malicious business and profit motives of these two companies:

Firstly, the federal government must amend the

Prohibition of Smoking and Protection of Non-Smokers Health Act, 2002, to comprehensively ban tobacco advertisement, promotion and sponsorship (TAPS) as per Article 13 of the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC), which the government of Pakistan ratified in 2005.

Secondly, a strict official mechanism must be developed to ensure enforcement of the 2002 law for completely banning sale of cigarettes around schools and holding companies, besides others, accountable for its gross violations.

Thirdly, the government must ensure that shopkeepers selling cigarettes to minors must be mandatorily booked and strictly penalised under the law. Fourthly, local authorities must ensure that cigarettes are sold in packs of 20 and must not be sold in loose or in single sticks.

Fifthly, the Tobacco Vend Act 1958 that was legislated as part of then West Pakistan and was later adopted by provincial setups must be enforced by making licence mandatory for retail sale of manufactured tobacco.

Source:

<http://epaper.brecorder.com/2016/11/25/13-page/821287-news.html>

### **Six vendors held for violating tobacco law**

The Nation, Islamabad  
*November 23, 2016*

City district administration yesterday conducted raid on kiosks established in a sector involved in selling cigarettes to underage children and students illegally. The administration raided kiosks surrounding educational institute in sector H-8 where the booth-holders were found

selling cigarettes to school students and minors. Around nine stalls were checked by the city administration where it found the violation of Section 09 of Tobacco Vendor Act.

According to official, the stall-owners were selling cigarette to underage children while imported cigarettes were also being sold without any pictorial warnings.

The official said that Section 9 of Tobacco Vendor Act 1958 prevents selling of cigarettes and sheesha within 50 meters of educational institutions but in the sector, illegal activity was being carried out.

The administration sealed one kiosk and arrested six vendors with a large amount of imported cigarettes and sheesha material. A tuck shop of a petrol pump located in the sector was also checked by the administration.

Meanwhile, Minister for Capital Administration & Development Division (CADD), Tariq Fazal Chaudhary said in National Assembly (NA) that no report regarding selling of drugs in government schools has been received. However, the ministry has sought the reply from private schools association regarding such activities in the educational institutions.

4 outlaws including 2 POs held. Islamabad police have arrested four outlaws including two most wanted proclaimed offenders involved in murder cases and recovered weapons, bike and liquor from their possession.

According to details, Station House Officer of Sihala police station, Abdul Ghaor nabbed Khalid who had killed Faisal Bhatti in 2010. Police recovered one 12-bore gun from him. LoiBher police arrested Anjum Pervez and recovered one 30-bore pistol from him. He was

wanted to police in a murder case which he committed in 2014. Koshar police nabbed Zia for having liquor bottle while Ramana police nabbed Ghulam Shabbir for possessing a stolen bike.

Cases have been registered against these nabbed persons and further investigation is underway.

(Source: <http://nation.com.pk/islamabad/23-Nov-2016/6-vendors-held-for-violating-tobacco-law>)

### **'Multinational cigarette manufacturers targeting children'**

News World, Islamabad

November 25, 2016

Civil rights activists and parliamentarians on Thursday expressed concerns that multinational cigarette manufacturing companies were systematically targeting children as young as six years of age by using aggressive marketing techniques.

They were speaking at the launch of a report, "Monitoring of tobacco advertising, promotion, sponsorships and point of sale advertising" prepared by TheNetwork for Consumer Protection.

Eminent rights activist I.A. Rehman called for initiating a nationwide movement against the sale of cigarettes to children. He said the campaign should include teachers, social workers and others members of society. Senator Nasreen Jalil of the MQM said existing tobacco laws should strictly be enforced.

“It is very unfortunate that there are laws but they are never enforced or implemented. It is an uphill task to take action against multinational cigarette manufacturers, but we have to do it,” she said. She extended the support of parliamentarians for necessary legislation to control tobacco use and its advertisements targeting the youth.

Report says multinationals are placing advertisements on shops selling candies, chocolates outside schools

The report said cigarette companies were following a different law in advanced countries but luring young Pakistanis towards smoking.

“They are placing advertisements on shops selling candies/chocolates outside the gates of primary and secondary schools throughout Pakistan,” said the report.

The speakers acknowledged that the main tool used by the cigarette companies was to pressure governments over huge taxes they paid.

The report was compiled after a survey conducted around schools in Islamabad, Rawalpindi, Peshawar, Lahore, Karachi and Quetta. The survey showed that 83pc of shops were having cigarettes displayed behind the cash counter, 52pc had cigarettes inside glass counters, 50pc had placed cigarettes with toffees and snacks, 14pc displayed ‘limited time offer’ or ‘free gifts’ on the purchase of cigarettes.

But the most serious violation was 89pc of the shops do not display ‘No sale to minor

signage’. To enforce its point of view, the NGO showed testimonies of several children.

“I was attracted to cigarettes at a shop as the tobacco products were prominently displayed there,” said one child belonging to the rural area of Islamabad.

Similarly, young Laiba Akhtar stated: “I went to a shop and asked for a cigarette pack, the seller immediately handed me the pack without asking my age or any other question.” Nadeem Iqbal, the CEO of the Network, said: “It is astonishing that shopkeepers are also selling cigarettes to girls.”

He said the industry claimed that cigarettes were only being sold to persons above 18 years age, but practically these claims had been proven wrong. Mr Iqbal said the excise duty on cigarettes should be 75pc compared to the existing 58pc as the national health cost due to smoking was significantly high. He said around 110,000 children initiated smoking before the age of 10.

Senior officials of the Competition Commission of Pakistan (CCP), parliamentarians, representatives of NGOs and civil society called for stopping the cigarette manufacturing giants from deceptive marketing practices and selling techniques which attracted children towards tobacco products at the retail shops near schools.

(Source:

<http://www.newsworld.pk/2016/11/25/multinational-cigarette-manufacturers-targeting-children/>)

## **XII. RESOURCE WEBSITES ON TOBACCO CONTROL IN PAKISTAN**

Campaign for Tobacco-Free Kids (CTFK)

[www.tobaccofreekids.org](http://www.tobaccofreekids.org)

Coalition for Tobacco Control (CTC)

[www.ctcpak.org](http://www.ctcpak.org)

International Union against Tuberculosis and Lung Disease (UNION)

[www.theunion.org](http://www.theunion.org)

International Legal Consortium (ILC)

[www.tobaccocontrollaws.org](http://www.tobaccocontrollaws.org)

Tobacco Control Cell, NHR&C Division (TCC)

[www.tcc.gov.pk](http://www.tcc.gov.pk)

Tobacco-Smoke Free Capital

[www.tsfc.gov.pk](http://www.tsfc.gov.pk)

World Health Organization (WHO)

[www.who.int](http://www.who.int)

### **XIII. FOR MORE INFORMATION**

#### **Tobacco Control Cell**

Ministry of National Health Services, Regulations and Coordination  
Government of Pakistan  
Room No. 206, C-Block, Pak Secretariat,  
ISLAMABAD | PAKISTAN.  
Phone (Off.): +92-51-9245594  
Fax:+92-51-9245595  
Email: info@tcc.gov.pk

#### **Coalition for Tobacco Control**

Office # 33 First Floor Al-Inayat Mall, G-11 Markaz,  
ISLAMABAD | PAKISTAN.  
Tel: +91-5-236 3666/55  
Email: info@ctcpak.org

## **XIV. ABOUT CTC-PAK**

The aim of the Coalition for Tobacco Control – Pakistan is to strengthen the development and implementation of policies based on the provisions of Framework Convention for Tobacco Control (FCTC) through advocacy campaigns and acting as a technical resource for the Ministry of National Health Services, Regulation and Coordination. Coalition for Tobacco Control – Pakistan (CTC-Pak) has been advocating for stronger measures for tobacco control by the translation and adaptation of FCTC provisions into national tobacco control laws including bans on smoking at public places and public service vehicles, restrictions on the advertising campaigns of the tobacco industry and bigger and clearer health warnings on cigarette packs.

Despite the introduction of these legislative measures, a comprehensive approach towards effective tobacco control is still lacking. The loopholes in existing laws provide an environment for the tobacco industry to exploit especially in areas where implementation of the law is not strong and the consumption of tobacco is high. CTC-Pak understands there is a strong need to keep the issue of tobacco control on the agenda of the policy-makers and enforcement agencies to ensure these loopholes are closed and cannot be exploited.

With support from Bloomberg Global Initiative for Tobacco Control, Campaign for Tobacco Free Kids and The Union Against Tuberculosis and Lung Diseases, CTC-Pak through its members is in the process of monitoring the implementation of the tobacco control statutes in Pakistan and advocating for demand in reforms within the existing tobacco control legislations highlighting the need for the following so that a holistic legislative environment can be created for tobacco control:

- Development and adoption of legislative measures for a comprehensive ban on tobacco promotion and advertisements.
- Larger Pictorial Health Warnings on cigarette packs.
- Raise in tobacco taxes.

The strength of CTC-Pak is its partners who are already engaged in tobacco control work. The partners of CTC-Pak bring a range of expertise to the coalition and together present a unified front which is dedicated to tobacco control in Pakistan.



**Khurram Hashmi, *National Coordinator, CTC-Pak***

Khurram is responsible to develop project activities, work plan and budget in line with the project objectives and ensure implementation of the project in consultation with Executive Director. He leads while interacting with other stakeholders including health authorities, federal and provincial tobacco control cells, meetings with health and legal professionals as well as representing organization and briefing tobacco control situation at national and international forums. He is with the project since 2007.



**Faraz Ahmed, *Assistant Coordinator, CTC-Pak***

Faraz is responsible to coordinate with the coalition partners all over Pakistan. He organizes coalition events, trainings and orientations on tobacco control issues. Faraz assists in researching and analyzing the tobacco taxation, tobacco industry financial positions and revenue statistics with respect to Pakistan. He assists the National Coordinator in coordinating and communicating with relevant stakeholders for project activities, project relevant reports and other advocacy materials. He is with the project since 2015.



**Qasim Ali Khawaja, *Communications Officer, CTC-Pak***

Qasim is responsible for media advocacy and assist National Coordinator in developing and executing communications/media strategies. He prepares marketing material and represents the coalition at different forum to raise awareness. Moreover, he is also responsible for promoting the project's goals, objectives and activity outcomes through print, electronic and social media. He is with the project since 2016.

Collaborating Partner



CAMPAIGN FOR TOBACCO-FREE KIDS  
[www.tobaccofreekids.org](http://www.tobaccofreekids.org)  
[www.facebook.com/tobaccofreekids](https://www.facebook.com/tobaccofreekids)

Society for



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