



प्रो.(डॉ.) अतुल गोयल

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भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
स्वास्थ्य सेवा महानिदेशालय
Government of India
Ministry of Health & Family Welfare
Directorate General of Health Services

File. No. T-20018/10/2024-SAS-1

Dated the 01st August 2024.

Dear Shri Roger Binny,

Tobacco use is the one risk factor common to the four main groups of non-communicable diseases – Cardiovascular diseases, Cancer, Chronic Lung Disease and Diabetes. India ranks second in tobacco-related deaths worldwide, with nearly 13.5 lakhs preventable deaths recorded each year. Also, Tobacco related cancers constitute 33% of all cancers in India with almost 50% cancers in males and 17% in females are attributed to tobacco. Surveys have shown that the age of initiation for tobacco consumption in India is as low as seven years.

To address the issue of tobacco control, the Government of India had launched the National Tobacco Control Programme (NTCP) in 2007-08 with an aim to (i) create awareness about the harmful effects of tobacco consumption, (ii) reduce the production and supply of tobacco products, (iii) ensure effective implementation of the provisions under COTPA 2003 & PECA 2019 (iv) help the people quit tobacco use, and (v) facilitate implementation of strategies for prevention and control of tobacco advocated by WHO Framework Convention of Tobacco Control.

The BCCI is entrusted with objectives of laying down policies, roadmap, guidelines for promotion of the game of cricket (and its governance) keeping in mind the players and cricket fans of India. Sportspersons, specially cricketers are role models for society especially youngsters for promoting a healthy, active and productive lifestyle and it is disheartening to see surrogate advertisements of tobacco and/or alcohol related products by some of the most well known cricketers and also famous actors during cricketing events such as IPL. These personalities are role models for million of youth across the country.

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Taking a considerate view of the issue, the BCCI may take positive measures to prevent these surrogate advertisement of tobacco and or alcohol related products by sportspersons. Few suggested measures are - signing an anti-tobacco Declaration of Interest form (attached), not promote/advertise in stadiums or events hosted or partnered by BCCI, issuing directive(s) to sportspersons under BCCI's ambit to refrain from surrogate promotion/partnership/advertisement of tobacco and related products. Also, it is hereby requested not to allow such surrogate advertisements by other celebrities in sporting events of BCCI, such as the IPL. I hope you will appreciate that celebrities engaging in these surrogate advertisements are followed as role models by millions of youth not only within the country but across the World.

Such measures shall not only help in reducing the consumption of tobacco especially amongst youth but also reinforce a positive image of sportspersons as advocates of health and fitness and continue to uphold the highest standards of integrity and responsibility in sports.

Let's join hands to create a tobacco free generation and a healthier India.

With regards,

Yours truly,



(Atul Goel)

To

**Shri Roger Binny,
President, BCCI,
4th Floor, Cricket Centre,
Wankhede Stadium,
'D' Road, Churchgate,
Mumbai-400020.**