



P14 (Tobacco)

ABSTRACT

National Health Mission – Tamil Nadu – Upscale the National Tobacco Control Programme and establishment of District Tobacco Control Cell in 10 Districts namely Thoothukudi, Kanyakumari, Ariyalur, Perambalur, Erode, Salem, Namakkal, Thiruvallur, Vellore and Dharmapuri with required Human Resources– Permission – Orders issued.

Health and Family Welfare (EAP II-2) Department

G.O.(Ms) No.440

Dated : 08.10.2021

Pilava, Purattasi - 22

Thiruvalluvar Aandu 2052

Read:

1. G.O.(Ms) No.260, Health and Family Welfare (EAPII-2) Department, dated.24.07.2017.
2. G.O.(Ms) No.68, Health and Family Welfare (EAPII-2) Department, dated.27.02.2018.
3. From the Mission Director, National Health Mission letter ref. No.4132/NCD/NHM/2014, dated.07.7.2021.

ORDER:

During the Assembly session 2021-2022, the Hon'ble Minister for Health and Family Welfare department has made the following announcement in the floor of the Tamil Nadu Legislative Assembly (Announcement No.49):-

"10 மாவட்டங்களில் புகையிலை கட்டுப்பாடு மையங்கள் ரூ.2.35 கோடி செலவில் நிறுவப்படும்".

2. The National Tobacco Control Programme launched in Tamil Nadu during the year 2007-08 and implemented in Kancheepuram and Villupuram Districts on pilot basis, since 2008. In Government Order first read above, the Government have permitted the Mission Director, National Health Mission to implement the National Tobacco Control Programme in three more Districts namely Coimbatore, Madurai and Tiruchirappalli with necessary human resources.

3. In Government Order second read above, orders were issued to extend National Tobacco Control Programme in five more Districts namely Pudukottai, Cuddalore, Nagapattinam, Tiruppur and Tirunelveli with required personnel.

4. The Mission Director, National Health Mission in his letter third read above has stated that, the District Level activities under National Tobacco Control Programme are carried out by the District Health Societies under the supervision of Deputy Director of Health Services. Currently, District Tobacco Control Cells are established in 10 Districts. Funds have been allocated under National Health Mission –Tamil Nadu for carrying out the implementation of Tobacco control activities under the National Tobacco Control Programme in the above-mentioned districts. The major components of the Tobacco Control Programme in Tamil Nadu are as follows:-

- Establishment of Tobacco cessation centres.
- Enforcement of Tobacco Control Law.

- Capacity building of various Stakeholders on Tobacco Control.
- Raising Awareness in Schools, Colleges and other Educational Institutions.
- Declaration of Tobacco Free Educational Institutions.
- Organising Mass IEC Awareness Campaigns.
- Taking Pledge against Tobacco use.

To implement Tobacco Control activities under the National Tobacco Control Programme and enforce COTPA laws the Mission Director, National Health Mission has proposed to upscale the National Tobacco Control Programme and establishment of District Tobacco Control Cells in 10 Districts namely Thoothukudi, Kanyakumari, Ariyalur, Perambalur, Erode, Salem, Namakkal, Thiruvallur, Vellore and Dharmapuri.

5. The Mission Director, National Health Mission has further stated that, the District Tobacco Control Cells will be established in a district under the District Health Society. The cell would be the focal point for all the activities carried out under the National Tobacco Control Programme at the district and sub-district levels. The establishment of District Tobacco Control Cells under the National Tobacco Control Programme is to be implemented at district and sub-district levels and the following activities would be carried out by the District Tobacco Control Cells.

- Training and Capacity Building of relevant Stakeholders
- School Awareness Programmes
- Setting up and expansion of Tobacco Cessation facilities
- IEC/Media Campaign
- Monitoring the enforcement of Tobacco Control Law
- Create awareness about the harmful effects of tobacco consumption
- Reduce the production and supply of tobacco products
- Ensure effective implementation of the provisions under "The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce Production Supply and Distribution) Act 2003" (COTPA)
- Help the people quit tobacco use and Facilitate implementation of strategies for prevention and control of tobacco advocated by WHO Framework Convention of Tobacco Control.

6. The Mission Director, National Health Mission has also stated that, the Government of India have approved funds in RoP 2021-22 for the establishment of District Tobacco Control Cells as follows:-

Sl. No	F.M.R Code	Details of Activity	Amount (Rs.In Lakhs)
A.		Non-Recurring	
1.	6.1.1.22.1	One time grant for Office establishment – Purchase of Computer Printer Furniture for DTCC)	1.00
2.	6.1.1.22.2	Procurement of equipment for setting and running TCC – Procurement of Computer Printer Furniture Spirometer and Carbon Monoxide Monitor	2.00
		Total Non-Recurring	3.00
B.		Recurring	
1.	6.2.18.1	Provision for Pharmacological Treatment of tobacco dependence (per annum)	1.00

2.		Manpower Support	
a.	16.4.2.3.2	1 - District Consultant (per month)	0.35
b.	8.1.13.8	1- Social Worker (per month)	0.13
c.	16.4.2.3.9	1 – Data Entry Operator (per month)	0.10
		Total Recurring	1.71
		GRAND TOTAL (A + B) for 1 Unit	4.71

Total Cost for 10 Districts: Rs. 47.10 Lakhs (Rupees Forty Seven lakh and ten thousand only.)

The Government of India has also mentioned that, new positions of Psychologist posts are not approved. State has more than required number of posts as per IPHS and hence the State have to reposition posts as per IPHS requirements. In this regard, the Mission Director, National Health Mission has stated that, repositioning the Psychologists from the DMHP program for National Tobacco Control Programme activities will result in compromise of their routine function in the department of Psychiatry and may lead to disruption of their routine work due to overburden. He has stated that, the required new posts would be proposed in the subsequent PIP for obtaining necessary approval from the Government of India.

7. The Mission Director, National Health Mission has therefore requested the Government to issue necessary orders in this regard.

8. The Government after careful examination have decided to accept the proposal of the Mission Director, National Health Mission and accordingly issue orders on the following:-

- i. The Mission Director, National Health Mission is permitted to upscale the National Tobacco Control Programme and to establish District Tobacco Control Cells in 10 more Districts viz., Thoothukudi, Kanyakumari, Ariyalur, Perambalur, Erode, Salem, Namakkal, Thiruvallur, Vellore and Dharmapuri at a total cost of Rs. 47.10 Lakhs (Rupees forty seven lakh and ten thousand only.) approved in RoP 2021-22.
- ii. The Mission Director, National Health Mission is permitted to engage / hire the following posts on contract basis through the District Health Society duly following the codal procedures for the above said 10 Districts Tobacco Control Cell under National Tobacco Control Programme.

Sl. No	Designation	Salary per month (In Rs.)	Total No of Posts for 10 Districts	Qualification
1.	District Consultant	35,000/-	10	Post Graduate in Public Health or Social Sciences or Management or related field from a recognized institution/university Or MBBS/BDS candidates with at least 2 years of experience
2.	Social Worker	13,000/-	10	Post-graduate degree in Sociology/Social Work or graduate in Sociology/Social Work with two years of field experience.

3.	Data Entry Operator	10,000/-	10	Intermediate (10+2) and computer literate. Minimum one year of relevant work experience.
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9. This order issues with the concurrence of the Finance Department, vide its U.O.No. 40498/SSRHT/Health-I/2021, dated: 22.09.2021.

(BY ORDER OF THE GOVERNOR)

J.RADHAKRISHNAN
PRINCIPAL SECRETARY TO GOVERNMENT

To

The Mission Director, National Health Mission, Chennai-6.

The Director of Public Health and Preventive Medicine, Chennai-6.

The Pay and Accounts Officer (A&E), Chennai-600 018.

The Accountant General, Chennai-600 018.

The Pay and Accounts Officer (South) Chennai -600 035.

Copy to:

The Finance (Health-I) Department, Chennai-600 009,

The Health and Family Welfare (Data Cell) Department, Chennai-600 009.

Stock File /Spare Copy.

//Forwarded by Order//

L.V. [Signature]
13/10/2021
SECTION OFFICER

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13/10/21