

Framework Convention on Tobacco Control - WHO recommends size of the pictorial health warnings

By : INVC Team Published On : 21 Mar, 2015 10:19 AM IST



INVC NEWS New Delhi, The Section - 7 of the "The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003" (COTPA) inter alia mandates that all tobacco products produced, supplied or distributed shall have the specified health warnings.

As per the extant Rules pictorial health warnings shall occupy at least 40% of the principal display area of tobacco product packages, limited to front side/panel only. Framework Convention on Tobacco Control (FCTC) WHO recommends that the size of the pictorial health warnings should be 50% or more, but no less than 30%, of the principal display areas and on both the sides/panels. The present rules provide that pictorial health warnings will occupy 40% of the principal display area, as stated above. However, the Ministry of Health & Family Welfare has notified the new Rules related to depiction of specified health warnings on tobacco product packages vide G.S.R. 727 (E) dated 15th October, 2014, to come into effect from 1st April, 2015. As per the new Rules, the Health warnings shall cover at least 85% of the principal display area and on both the sides/panels. However, the rules are under examination of the Committee on Subordinate Legislation, Lok Sabha. The Health Minister, Shri J P Nadda stated

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