Tobacco Industry Accountability in Various Government Sectors

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Burden of Tobacco Use in Pakistan

- No. of Smokers = 15.6 million
- No. of Smokeless Tobacco Users = 9.6 million
- No. of Sheesha/Hookah Smokers = 3.7 million

Total Tobacco Users: 23.9 million

Source: Global Adult Tobacco Survey, 2014
COVID-19 & TII

Budget Formulation Process

COVID-19 – Feb 26, 2020

Identification of Proposals / Projects (In Dec-Jan)

National Assembly Recommendations (by Feb-March)

Consultation by Planning Commission (In Mar-May)

NEC approval (In May-June)

Approval through Finance Bill (June)
COVID-19: PM Economic Relief Package
(Rs1,200 billion)

Ehsaas Emergency Cash: social protection response to Coronavirus

To check eligibility, send your CNIC number to 8171 or visit Ehsaas Emergency Cash application web-portal: ehsaas.nadra.gov.pk/ehsas/
Campaign by TI
Campaign by TI

Stop Illegal Trade PK @StopIllegal...
Pakistan continues to lose Rs. 44 Billion every year due to illicit cigarette trade. Play your part and help us raise voice.

Sign the pledge at stopillegaltrade.pk

#AwazUthaoMulkBachao
#44Billion4Pakistan

137K views
Exposing / Countering TI Tactics
Studying Tobacco users Of Pakistan (STOP)

Illicit Tobacco Trade - key findings

- 16% of cigarette packs were illicit (met at least one illicit criterion)
- 30% of smokers purchased loose cigarettes from the market.
Civil society cautions govt against tobacco industry’s deceptive tactics, claims of illicit trade

By News desk - May 16, 2020
tobacco control activists for increasing the taxes on tobacco products. He said a recent raid by tax officers on one of the abandoned factory of a tobacco giant found out that 60 million sticks of cigarettes were present at the location, all of which were illegally manufactured by the company. “Tobacco industry claims that illicit trade of cigarettes is causing Rs 44 billion in losses to national exchequer. Through a sponsored research study, the industry claims the illicit trade to be at 44%.
An online debate on impacts of sugar drinks and tobacco usage suggested on Wednesday if the government implement federal cabinet decision on imposition of surcharge on sugary drinks and tobacco products, the government could generate additional Rs50 billion revenue which could be used to support health infrastructure to fight the Covid-19 pandemic.
# Potential Revenue from Health Levy

<table>
<thead>
<tr>
<th>Detail</th>
<th>Consumption per Year</th>
<th>Health Levy Rate</th>
<th>Total Revenue (in billion PKR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarettes</td>
<td>60.73 billion sticks (3 billion packs of 20 cigarettes)</td>
<td>Rs10 per pack</td>
<td>30</td>
</tr>
<tr>
<td>Carbonated Drinks</td>
<td>3 billion litre</td>
<td>Rs1 per 250 ML (Rs4 per litre)</td>
<td>12</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>42</strong></td>
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</tbody>
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Compensation FCTC Article 19: Public Interest Litigation in Pakistan

Special Assistant to Prime Minister on National Health Dr Zafar Mirza said on Friday the World No Tobacco Day coincides with approval of health tax on cigarettes and also on fizzy drinks.

Packaging from next year. He also highlighted the public interest litigation held in State of Minnesota USA in which tobacco industry agreed to pay $6.1 billion as compensation.

WHO head in Pakistan Dr Palitha Mahipala in his remarks congratulated Prime Minister for the approval of Health Tax on Cigarettes. He said tobacco is the single most common risk factor for non-comunicable diseases (NCDs). The NCDs are responsible for 57% of the mortality in Pakistan.
Tobacco taxation reforms proposal tabled to get additional Rs24bn: Zafar Mirza

Display of cigarettes at points of sale banned

FBR cracks down against illegal trading of cigarettes

IHC voids licence given to NRTC to track tobacco products


Conclusion

• Tobacco industry tactics
  • Manipulation of facts - Misleading
  • Influencing policy matters

• Countering - Multi-sector coordination (CSO-Government)

• Public Interest Litigation(s)

• Project for TI monitoring in Pakistan