



# Two-Day National Level Workshop-Cum-Consultation

*on*

## Strengthening Tobacco Control Laws in India: From Policy to Practice

*on*

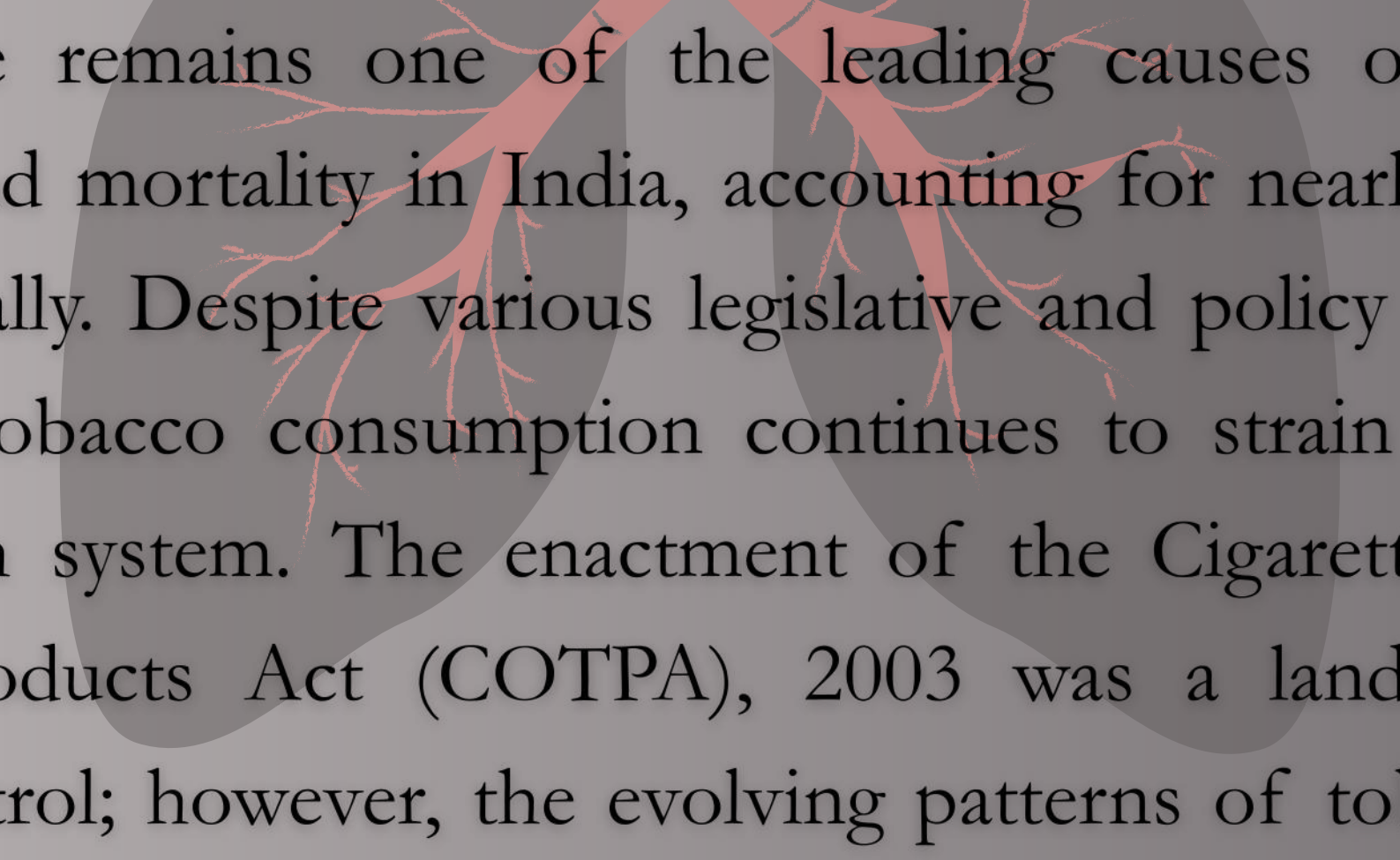
14<sup>th</sup>-15<sup>th</sup> November 2025




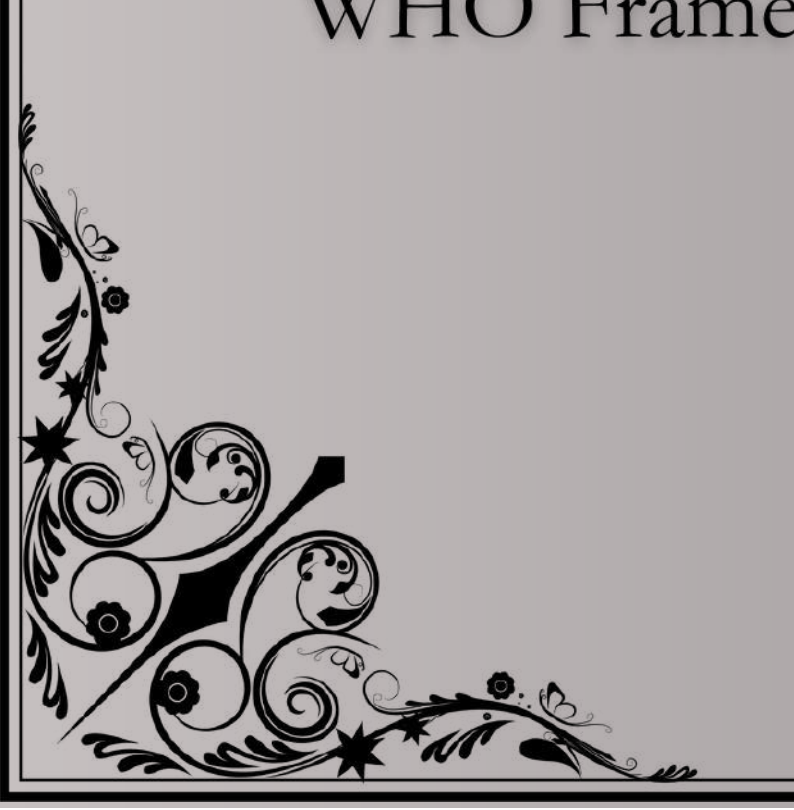


# ABOUT THE WORKSHOP

The Centre for Public Health at National Law University Odisha, under the Global Tobacco Control Project in partnership with National Law University Tripura and Vital Strategies, New Delhi, is organising a Two-Day National Level Workshop-Cum-Consultation on Strengthening Tobacco Control Laws in India.



Tobacco use remains one of the leading causes of preventable morbidity and mortality in India, accounting for nearly 1.35 million deaths annually. Despite various legislative and policy measures, the burden of tobacco consumption continues to strain the country's public health system. The enactment of the Cigarettes and Other Tobacco Products Act (COTPA), 2003 was a landmark step in tobacco control; however, the evolving patterns of tobacco use, the emergence of novel tobacco products, advertising tactics by the tobacco industry, and enforcement challenges necessitate a critical review of existing laws. Strengthening legal and institutional frameworks through evidence-based dialogue is crucial for advancing India's public health agenda and fulfilling its obligations under the WHO Framework Convention on Tobacco Control (FCTC).





# ABOUT THE WORKSHOP

India enacted the Cigarettes and Other Tobacco Products Act (COTPA) in 2003 to prohibit smoking in public places and reduce involuntary exposure to tobacco smoke. This legislative action followed the landmark 2001 Supreme Court judgment in *Murli S. Deora vs Union of India*, which recognized passive smoking as a violation of the fundamental right to life under Article 21 of the Constitution. COTPA introduced several non-price measures, including bans on direct and indirect advertising, mandatory health warnings, and prohibition of sale to minors. Complementary laws, such as the Juvenile Justice Act and the Food Safety and Standards Act, further strengthen tobacco regulation by restricting minors' access and banning use of tobacco in food products. Additionally, e-cigarettes were banned in India in 2019, and educational institutions are required to be tobacco-free. The National Tobacco Control Programme (NTCP), launched in 2007–2008, was designed to support the effective implementation of these laws. Despite this legal framework, enforcement remains inconsistent, as indicated by national surveys like GATS and GYTS.







# ABOUT THE WORKSHOP

This underscores the need for broader awareness, capacity-building among enforcement agencies, and reforms such as banning surrogate advertising, raising the legal age of sale to 21, mandating vendor licensing, prohibiting designated smoking areas, and standardizing packaging. Strengthening these laws and ensuring protection from tobacco industry interference are essential steps toward a comprehensive tobacco control strategy in India.

The workshop will follow a multi-format structure comprising keynote addresses by four distinguished speakers spread across two days, panel discussions aligned with the workshop themes, and paper presentations. The registration fee for the workshop is 2,500/- with scholarships available on a case-by-case basis.





# ABOUT NLUO

Established in 2009 under the National Law University Orissa Act, NLUO has rapidly grown into a leading institution committed to delivering justice-oriented and socially relevant legal education. Recognised by the University Grants Commission (UGC) under Section 12(B) of the UGC Act and approved by the Bar Council of India, the University integrates academic rigour with a vision to reform legal education. Drawing from the successes and shortcomings of earlier national law schools, NLUO offers a curriculum designed to promote critical thinking, intellectual engagement, and a commitment to justice.

The University actively fosters an environment of academic flexibility and innovation. A dedicated and dynamic faculty engages students in disciplines that combine legal expertise with real-world relevance. The academic programmes encourage students to think independently, pursue research, and participate in debates around law and policy. Beyond academics, NLUO supports a vibrant campus life through co-curricular and extra-curricular activities including cultural events, literary forums, debating societies, and entrepreneurship initiatives.

As a participant in the National Knowledge Network and an associate member of UGC-INFLIBNET, NLUO integrates technology into teaching and research. By nurturing leadership, social responsibility, and legal excellence, the University continues to prepare its students for meaningful roles in the legal profession and public life.



# ABOUT CENTRE FOR PUBLIC HEALTH LAW

The Centre for Public Health Law (CPHL) was established in January 2021 by the Hon'ble Vice-Chancellor of National Law University Odisha, Cuttack, with the primary aim of promoting research in the field of public health laws. Since its inception, the Centre has worked to bridge the gap between law and public health by fostering interdisciplinary research and dialogue.

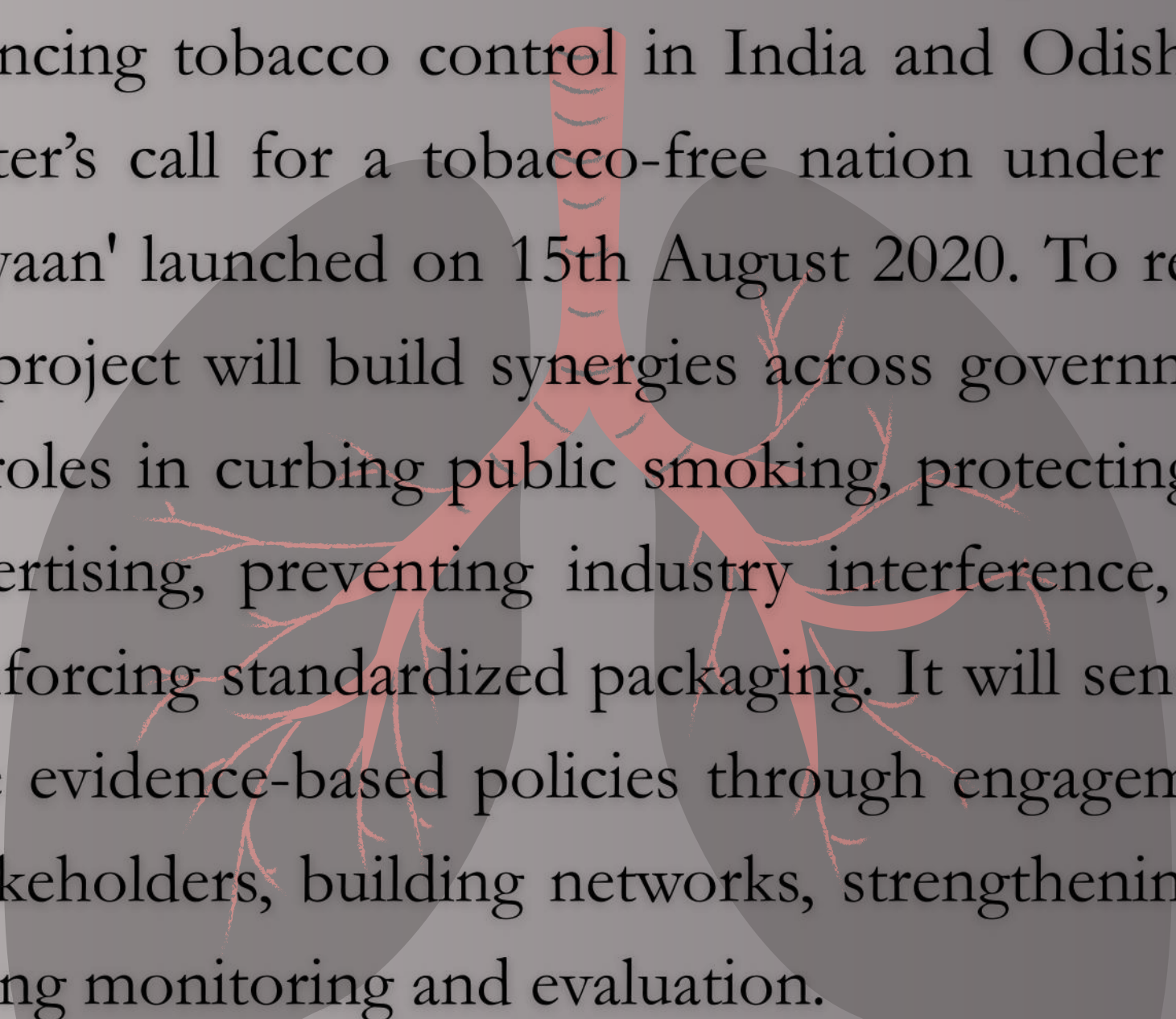
In addition to research, the Centre actively provides guidance and consultancy to both government and non-government organizations on matters related to health policy. A core aspect of its work involves critically examining the compatibility of various public health policies and programs with the fundamental rights regime, ensuring that health interventions align with constitutional principles and promote equity.

The Centre's objectives are broad and interlinked. It is committed to conducting research on pressing public health issues from a socio-legal perspective and engaging in critical scrutiny of existing health policies to assess their alignment with fundamental rights. It also seeks to organise meaningful debate on the challenges of inequitable access to healthcare in India and to question dominant narratives surrounding health justice. Furthermore, the Centre endeavours to evaluate the effectiveness of global frameworks for health protection and supports the implementation of public health programs by offering technical and policy assistance to relevant stakeholders. In its outreach efforts, the Centre aims to raise awareness and sensitise the public to the importance of robust and inclusive public health policy.





# ABOUT PROJECT TOBACCO CONTROL INITIATIVES



Project Tobacco Control Initiatives aims to bridge training and capacity gaps in advancing tobacco control in India and Odisha, supporting the Prime Minister's call for a tobacco-free nation under the 'Nasha Mukta Bharat Abhiyaan' launched on 15th August 2020. To reduce the tobacco burden, the project will build synergies across government departments, clarify their roles in curbing public smoking, protecting minors, banning tobacco advertising, preventing industry interference, prohibiting illicit trade, and enforcing standardized packaging. It will sensitize stakeholders and promote evidence-based policies through engagement with national and state stakeholders, building networks, strengthening policy research, and conducting monitoring and evaluation.





# ABOUT NATIONAL LAW UNIVERSITY TRIPURA

National Law University (NLU) Tripura is a prestigious institution established to advance legal education, research, and advocacy in India. It is the 25th National Law University in India, located in the northeastern state of Tripura. NLU Tripura aims to foster a deep understanding of law in its theoretical and practical dimensions and produce competent legal professionals, scholars, and policymakers.

A State Level Multi-Stakeholders Workshop on Tobacco Control was organized by Voluntary Health Association of Tripura, Agartala and National Law University, Tripura in the premises of NLU Tripura at Narsingarh on 23 May 2025. The workshop brought together a diverse group of stakeholders, including representatives from Health department, law enforcement agencies, educational institutions, civil society organizations, legal experts, and youth advocates. The primary objective was to strengthen coordination among stakeholders, enhance the enforcement of tobacco control laws, and explore innovative legal and policy measures to curb tobacco use in the state. The inaugural session was graced by Smt. Kalyani Saha Roy, Hon'ble Chief Whip, Tripura Legislative Assembly, Prof. Yogesh Pratap Singh, Vice-Chancellor, NLU Tripura, Ms. Megha Jain, IAS, Additional District Magistrate, West Tripura, Dr. Abhijit Das, SPO, NTCP, Tripura and Dr. Sreelekha Ray, President, VHAT.



# ABOUT VITAL STRATEGIES

Vital Strategies (New Delhi) is a leading public health organisation working across 73 countries to strengthen and reimagine public health systems. Established as a trusted partner to government ministries, NGOs, and civil society, it excels in public health intelligence—transforming data into actionable policy—and strategic communications that drive awareness and behaviour change, particularly in areas such as tobacco control, noncommunicable disease prevention, road safety, environmental health, and social determinants of health. The office is a recognised thought leader, having led the innovative Tobacco Enforcement and Reporting Movement (TERM), which in 2022 uncovered over 2,000 instances of hidden tobacco marketing on social media in India, providing the evidence base for stronger regulation.



# FOCUS OF THE WORKSHOP

This two-day national level Workshop-Cum-Consultation aims to bring together stakeholders from law, public health, academia, civil society, and policy to critically examine the current tobacco control regime and deliberate on pathways for legal reform and improved implementation. The event seeks to:

1. Analyse the strengths and gaps in existing tobacco control legislation in India.
2. Examine challenges in enforcement and compliance at national and sub-national levels.
3. Reflect on best practices and legal innovations from other jurisdictions.
4. Facilitate dialogue among legal scholars, health experts, and government representatives.
5. Contribute towards building a roadmap for strengthening tobacco control laws in India.



# THEMATIC SESSIONS

The Workshop will be structured around the following broad themes:

## **Theme 1: Tobacco Products and its Use in India**

- Historical background of tobacco consumption
- Forms of tobacco: smoking and smokeless
- Current prevalence and demographic patterns
- Psychosocial and cultural drivers
- Role of peer pressure and media

## **Theme 2: Health Burden of Tobacco Use in India**

- Tobacco-attributable diseases and deaths
- DALYs and economic costs of disease burden
- Vulnerable populations (youth, poor, tribal communities)
- Role of Ministry of Health and Family Welfare (MoHFW)  
and FSSAI



# THEMATIC SESSIONS

## Theme 3: Legal and Institutional Framework of Tobacco Control in India

- Review and reform of existing tobacco control laws (COTPA and beyond)
- Legal pathways to achieving 100% smoke-free public spaces
- Developing state-specific legal tools to operationalize national guidelines
- Supporting legal drafting and implementation: institutional roles and collaboration
- Prohibition of E-Cigarettes
- Implementation of ToFEI Guidelines
- Role of the Judiciary in Tobacco Control

## Theme 4: Advancing Progressive Tobacco Control Policies and Regulations

- Policy innovations: Tobacco 21, vendor licensing, and point-of-sale restrictions
- Towards a total ban on TAPS (Tobacco Advertising, Promotion and Sponsorship)
- Local governance and urban regulation of tobacco sales and usage: Strengthening of NTCP
- Lessons from successful policy shifts in other Indian states and global contexts
- Coordination of Stakeholders: Role of other ministries MoE, MoTA, MHA, MoRD, MoHUA



# THEMATIC SESSIONS

## Theme 5: Countering Tobacco Industry Interference

- Understanding and identifying tobacco industry tactics in India
- Operationalizing WHO FCTC Article 5.3 at national and sub-national levels
- Government code of conduct for public officials: transparency and accountability
- Role of civil society and media in exposing and resisting industry interference

## Theme 6: Evidence, Evaluation, and Accountability in Tobacco Control

- Monitoring and evaluation frameworks for tobacco control policy impact
- Data-driven policymaking: leveraging research for reform
- Strengthening state capacity for surveillance and reporting
- Role of academic institutions in tobacco policy research and dissemination
- Comparative Lessons with Other Countries
- Environmental Burdens of Tobacco
- Financial Burdens of Tobacco & Tobacco Taxation
- Gender and Tobacco Use



# THEMATIC SESSIONS

## Theme 7: Youth, Vulnerable Populations, and Rights-Based Approaches

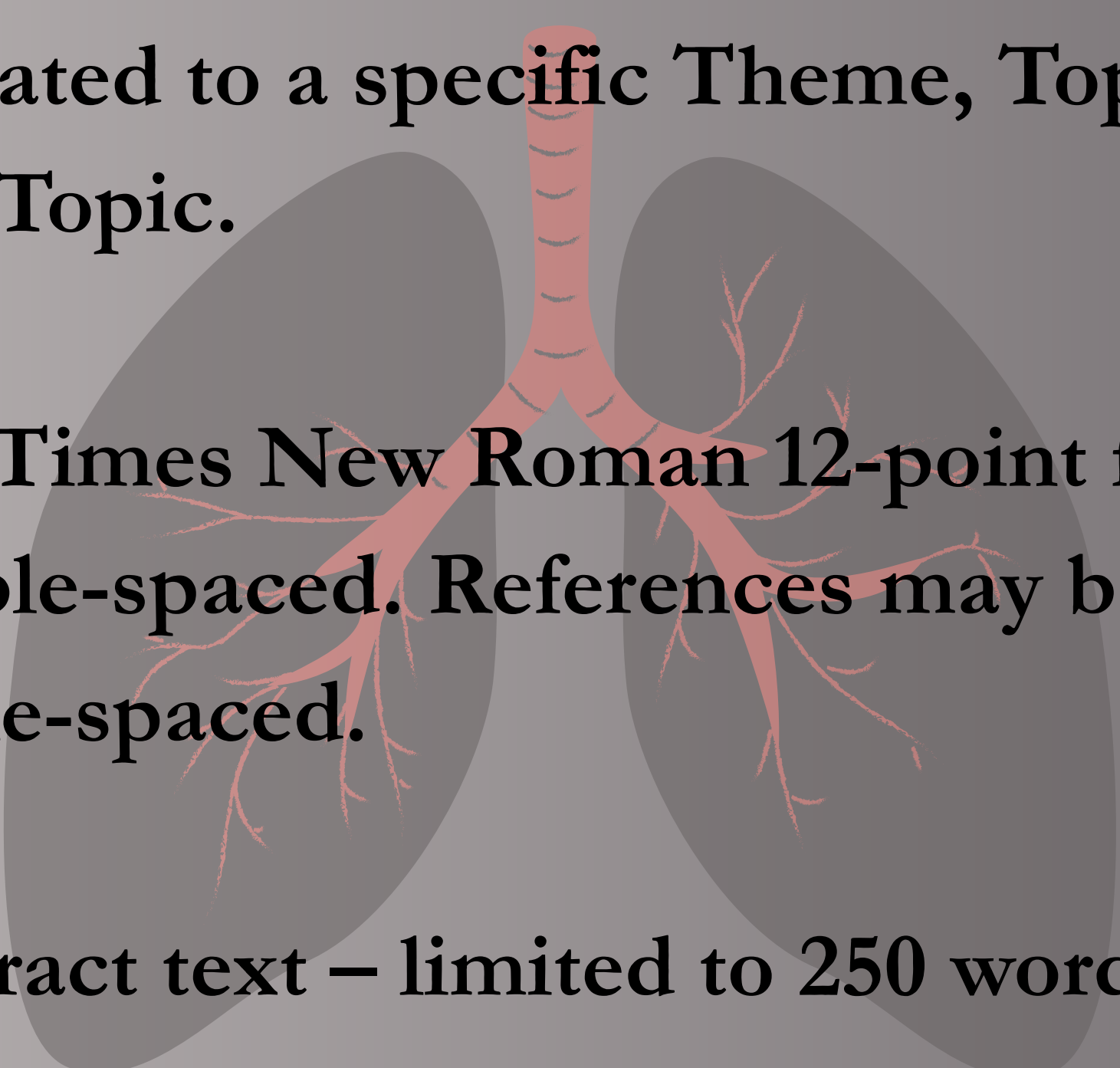


- Digital and Social Media Marketing: Youth Exposure and Regulatory Gaps
- Targeting and Advertising for Women
- Examining the role of influencers, entertainment media, and online platforms in promoting tobacco
- Addressing indirect and surrogate advertising targeting young audiences
- Regulatory innovations to address online tobacco marketing and enforcement challenges

These are only suggestive sub-themes, and the participants submit a paper on a related theme as long as it aligns with the objectives of the workshop.





# ABSTRACT SUBMISSION GUIDELINES

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- Abstract Topic – abstracts must be allocated to a specific Theme, Topic and Sub-Topic.
  - Use Times New Roman 12-point font, double-spaced. References may be single-spaced.
  - Abstract text – limited to 250 words
  - 4-5 Keywords
  - All abstracts must be submitted in .doc/.docx format via the [Google form](#).
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# SUBMISSION GUIDELINES

- The corresponding author's contact details must match the submitting author's details to ensure correct receipt of all correspondence.
- Each paper may be submitted to only one thematic session.
- Papers must not have been previously presented, scheduled for presentation, published, or accepted for publication by any journal, publisher, or organisation.
- If a paper is under review at the time of submission, it must not appear in print before the conference.
- No changes in paper title, abstract, authorship, or submitted content will be allowed after the submission deadline.



# SUBMISSION GUIDELINES

- Submissions can be in the following format:
  - Research Papers – 4000 to 6000 words
  - Expert Comments/Short Report – 3000 to 4000 words
  - Judgement Analysis/Case Comment – 2000 to 3000 words
  - Legislative Analysis/Comment – 2000 to 3000 words
  - Book/Report Review – 2000 to 3000 words
- Word limit is exclusive of title page, abstract, tables, figures, graphs, footnotes, and appendices.
- Use Times New Roman, 12-point font, double-spaced for the main text.
- References will be in the nature of footnotes only (not endnotes) in Times New Roman, 10-point font, single-spaced.
- Reference style will be OSCOLA.



# SUBMISSION GUIDELINES

- Submissions must include the title page (in title case), a 250-word abstract, and the full paper in Microsoft Word format (.doc or .docx).
- Abstracts and Full papers may be submitted to the Google Form
- Participants must register prior to the registration deadline in order to present their papers.



# POSTER PRESENTATION

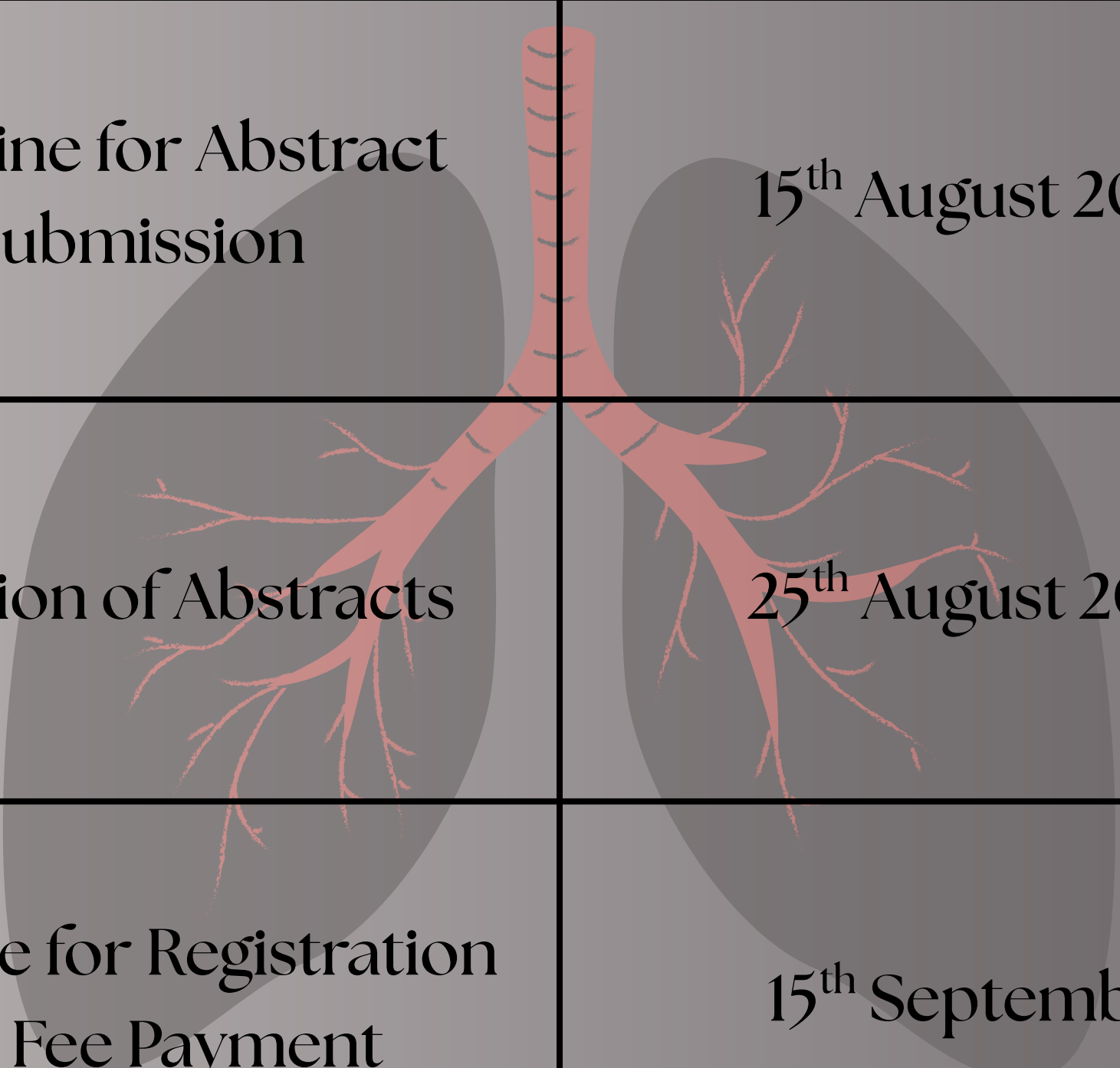
To accommodate diverse forms of academic engagement, select teams will be allowed to present their research exclusively through posters instead of formal paper presentations. This segment offers an interactive platform for researchers to visually communicate their work and engage in direct discussions with attendees.

## POSTER GUIDLINES

- **Title:** The title should be at the top of the poster in large, bold font. The full title of the research paper must be included.
- **Authors:** The names of all authors, along with their affiliations must be listed.
- **Size of Poster:** Size of the Poster Should be 36 inches (width) by 48 inches (length)
- **Orientation:** Posters should be in portrait orientation.
- **Font size:**
  - Title: 72 pt (or larger)
  - Section Headers: 36 pt
  - Body Text: 24 pt
  - Captions: 18-20 pt
- **Image & Graphics:** Use high-resolution images. Avoid overcrowding the poster with text; use bullet points and visuals to convey information succinctly.
- **White Space:** Leave adequate white space to avoid clutter and ensure readability.
- **QR Codes:** Optional, but encouraged. QR codes can be used to link to additional resources, full papers, or contact information.
- **Submission Format:** The poster must be submitted in pdf format.



# TIMELINES



Call for Abstracts	14 <sup>th</sup> July 2025
Deadline for Abstract Submission	15 <sup>th</sup> August 2025
Selection of Abstracts	25 <sup>th</sup> August 2025
Deadline for Registration and Fee Payment	15 <sup>th</sup> September
Submission of Paper for the ISBN Book	5 <sup>TH</sup> October 2025
Proposed Date of Workshop	14 <sup>th</sup> & 15 <sup>th</sup> November 2025



# REGISTRATION FEE DETAILS

<u>Category</u>	<u>Registration Fees*</u>
Students or Full Time Researchers Presenters	Rs. 2500/- (per participating author)
Professionals (Presenters)	Rs. 3000/- (per participating author)
Participants**	Rs. 2000/- per person

\*The fee mentioned is the Registration fee includes registration kits, lunch and refreshments for both days of the conference.

\*\*All those who wish to attend the conference only for the purpose of participation will be provided with a certificate of participation. All such students, professionals, academicians or research scholars are not allowed to make any type of submission or presentation at the Conference.



# REGISTRATION DETAILS

This national workshop comes at a timely juncture where the need for an integrated, participatory, and legally robust response to the tobacco epidemic is more urgent than ever. Through dialogue, collaboration, and critical reflection, the event aims to contribute meaningfully to India's ongoing efforts to create a tobacco-free society.

1. Click on the URL - <https://www.onlinesbi.sbi/sbicollect/>
2. Click on 'Educational Institutes' on the SBI Collect Home Page.
3. In the search bar, type 'NATIONAL LAW UNIVERISTY ODISHA' and select the same from the drop-down menu.
4. Select Payment Category 'Registration for Seminar and Events'. Fill 'Tobacco Control Workshop' in the 'Name of Event' column and furnish the other required details to make payment.
5. Download the SBI Collect Receipt to be attached in the form.
6. Fill the Google form for Registration for Presentation.

*\*No Accommodation will be provided by the Organisers.*

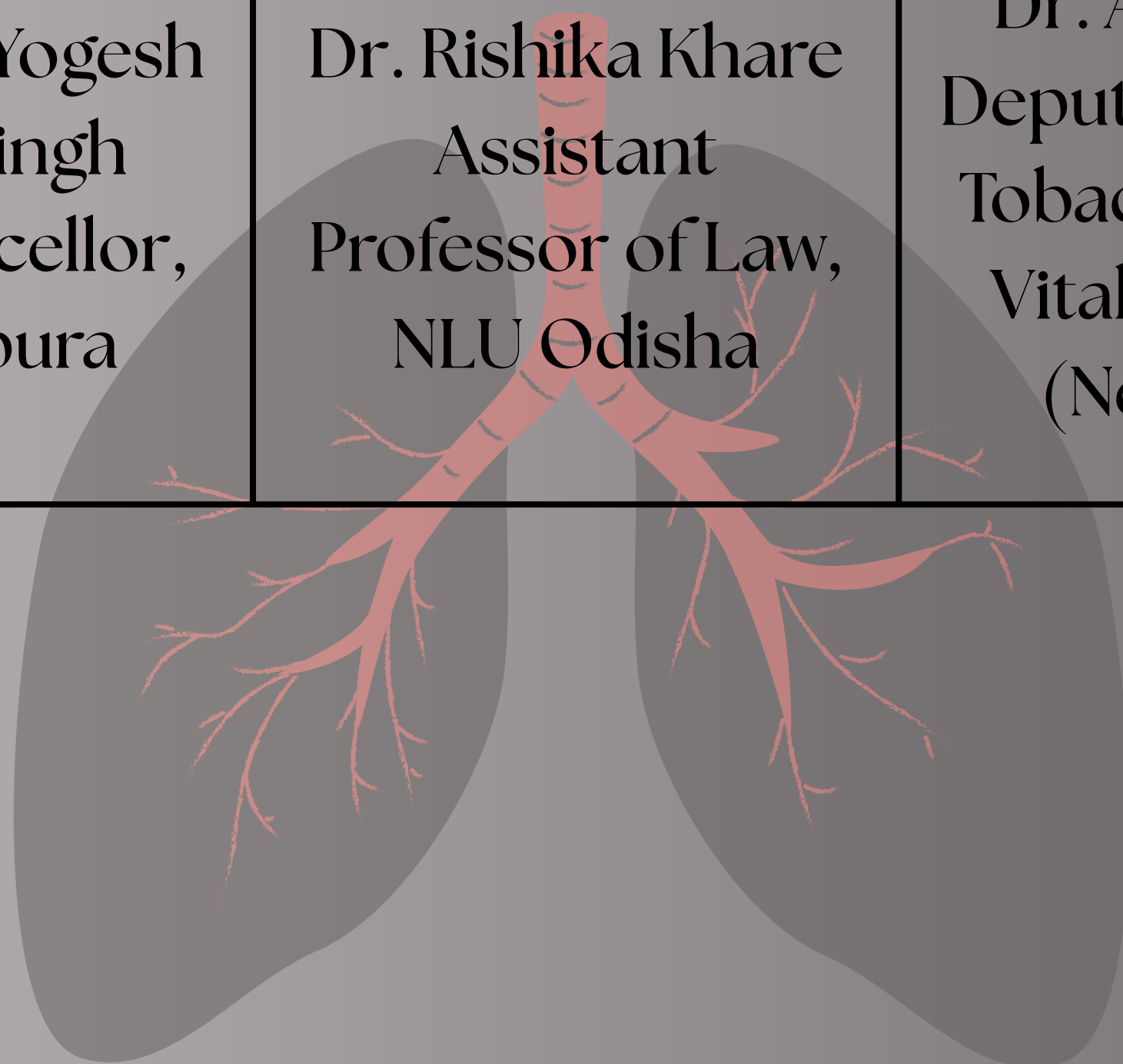


# CORE ORGANISING COMMITTEE

Prof. (Dr.) Yogesh  
Pratap Singh  
Vice Chancellor,  
NLU Tripura

Dr. Rishika Khare  
Assistant  
Professor of Law,  
NLU Odisha

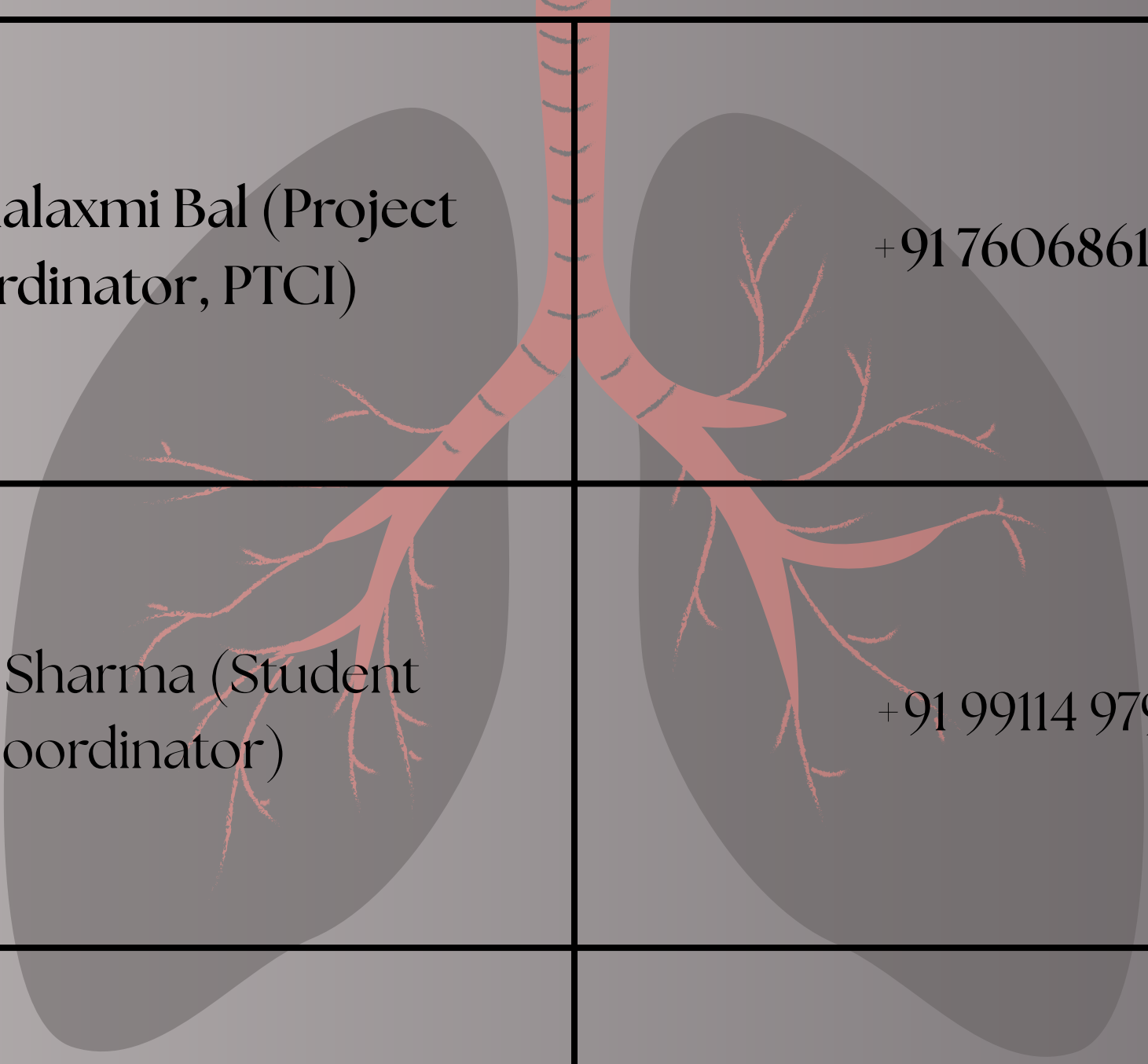
Dr. Amit Yadav  
Deputy Director –  
Tobacco Control  
Vital Strategies  
(New Delhi)





# CONTACT INFORMATION

Project on Tobacco Control Initiatives, National Law University  
Odisha - [ptci@nluo.ac.in](mailto:ptci@nluo.ac.in)



Dr. Subhalaxmi Bal (Project Coordinator, PTCl)	+91 7606861778
Khushi Sharma (Student Coordinator)	+91 99114 97934
Prachi Pravasini (Student Co-Coordinator)	+91 7978043088