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## **1. The tobacco epidemic in India**

### **Tobacco Production and Use impacts**

**1. Health impacts:** Tobacco is the most widely recognised preventable cause of disease and death in the world. It causes a wide range of diseases and affects those consuming it as well as those cultivating it. After China, India has the world's highest number of tobacco consumers — nearly 26 crore, according to an estimate in 2016-2017. Additionally, the health of more than 60 lakh people employed in the tobacco industry is also placed at risk because of the absorption of tobacco through the skin, which can cause various diseases.

**2. Depletes Soil Nutrients:** Tobacco's deleterious influence extends beyond human health. It is a highly erosive crop that rapidly depletes soil nutrients. This requires more fertilizers to be used which further worsens soil quality.

**3. Deforestation:** The plant is also a major contributor to deforestation. Up to 5.4 kg of wood is required to process 1 kg of tobacco.

**4. Waste Generation:** The production and consumption of tobacco generates nearly 1.7 lakh tonnes of waste every year in India.

Therefore, tobacco production and use impose a heavy economic burden on India.

### **Economic burden**

A 2021 study estimated that the country incurred a loss exceeding ₹1.7 lakh crore as a result of tobacco's effects on the health of its consumers in the fiscal year 2017-2018. To compare, the Union Budget allocated for health in the same year was ₹48,000 crore. In addition, cleaning up tobacco waste has been estimated to cost close to ₹6,367 crore a year. These estimates exclude the costs due to soil erosion and deforestation.

### **The status of tobacco use in India**

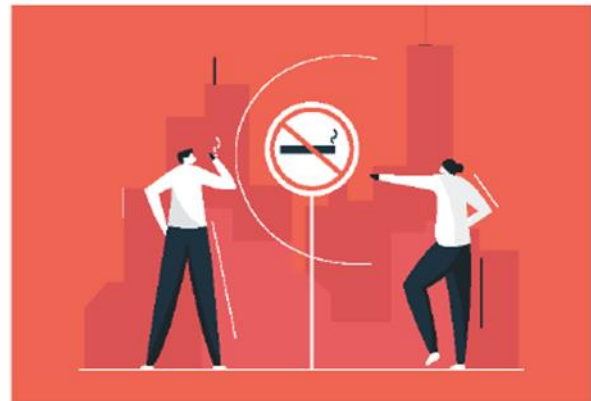
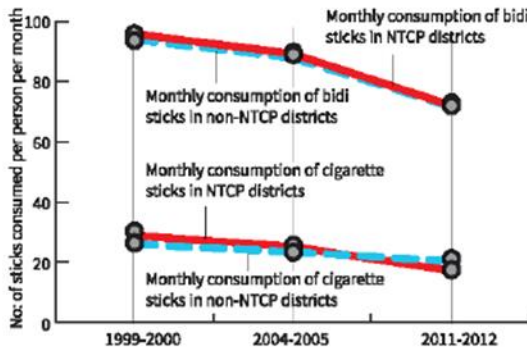
The Global Adult Tobacco Survey (GATS), the Global Youth Tobacco Survey (GYTS), and India's National Family Health Survey (NFHS) capture the status of tobacco use in India. GYTS assesses tobacco use in students between the ages of 13 and 15 years and GATS and NFHS in people above 15 years of age.

Overall, the results of these surveys have been promising: tobacco use has gone down in the population groups studied by these surveys. An exception to this is tobacco use in women, which went up by 2.1% between 2015-2016 and NFHS 2019-2021.

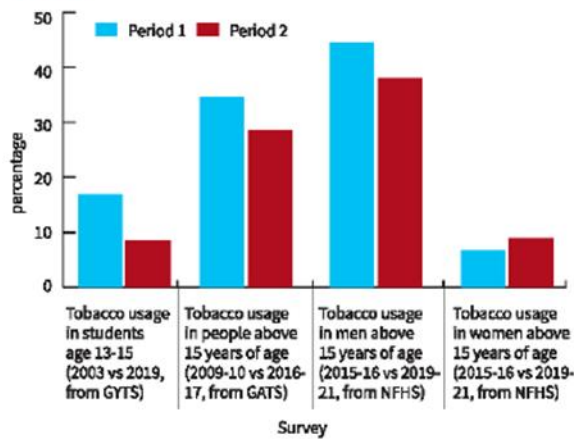
# To go up in smoke

Nearly 26 crore Indians are tobacco consumers, according to an estimate in 2016-2017. While usage and consumption has been going down, effective tobacco control is still a pipe dream

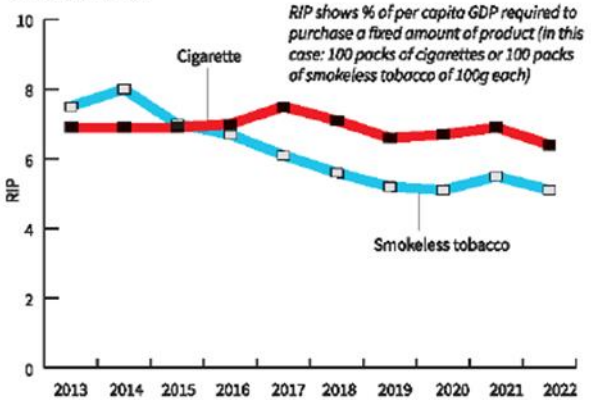
**Chart 1:** Comparison of monthly consumption of bidi and cigarettes between National Tobacco Control Program (NTCP) districts and non-NTCP districts



**Chart 2:** Trends in tobacco usage in different population groups



**Chart 3:** Trends in Relative Income Price (RIP) for cigarettes and smokeless tobacco



Source: Nazar, G.P. et al, 2020 doi:10.1136/tobaccocontrol-2018-064621, Health Taxes in India, The World Bank

## Awareness and control programmes

India is one of the 168 signatories of the WHO's Framework Convention on Tobacco Control (FCTC), launched in 2005. It aims to reduce tobacco usage worldwide by helping countries develop demand and supply reduction strategies. A law to govern tobacco sales in India has existed since 1975 and was amended in 2003. The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply, and Distribution) Act (COTPA) 2003 has 33 sections governing the production, advertisement, distribution, and consumption of tobacco.

India also launched the National Tobacco Control Program (NTCP) in 2007. NTCP is designed to improve the implementation of COTPA and FCTC, improve awareness about the harms of tobacco use, and help people quit it. Apart from these interventions, tobacco taxation — a globally accepted method to effectively control tobacco use — is also applied in India.

However, existing measures are poorly implemented. Smokeless tobacco products (SLTs) have predominantly been non-compliant with COTPA packaging guidelines. Smuggled tobacco products — both smoked and smokeless forms — have also been badly regulated. To make matters worse, the fines for violating COTPA regulations have not been updated since 2003.

For instance, a tobacco company is fined a maximum of only ₹5,000 for violating packaging restrictions for the first time.

Further, while the COTPA bans direct advertisements, the position on indirect advertisements is unclear, which has allowed surrogate advertisements: they popularise the brand using a proxy product like elaichi, to promote tobacco manufactured by the same brand. The ICC Men's Cricket World Cup 2023 displayed surrogate advertisements for at least two tobacco brands, which were endorsed by famous cricketers. These advertisements are problematic as they indirectly promote tobacco use.

Relevance: GS Prelims & Mains Paper II; Governance

Source: The Hindu

## 2. Anish Kapoor and his art: What makes him the most successful Indian artist alive

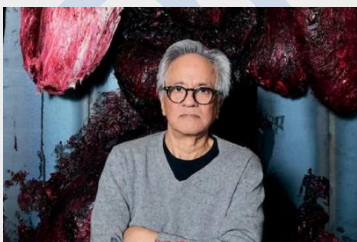
### Why in News?

Anish Kapoor, one of the most influential artists of his generation, known for arresting abstract forms and large-scale installations, has topped the Hurun India Art List of most successful Indian artists alive for the sixth consecutive year.

Issued by Shanghai-based Hurun Research Institute, the list ranks the top 50 living Indian artists, according to the value of their works sold in public auctions (as of January 1, 2024). Other names on the list include artist-pedagogue Gulam Mohammed Sheikh (rank 2), Arpita Singh (rank 3), and the 98-year-old modernist Krishen Khanna (rank 5).

Commenting on Kapoor's work, Hurun India's report states: "His sustained achievement is largely due to the robust sales of his artworks at public auctions, which amounted to INR 79.9 cr".

### About Anish Kapoor



#### 1. He was born in Mumbai, India

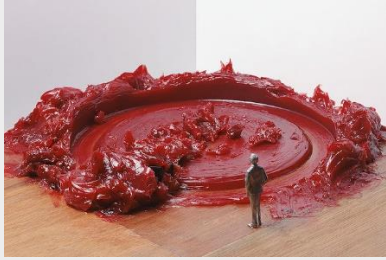
Anish Kapoor was born in Mumbai, India on March 12, 1954. He attended an elite boarding school in India called The Doon School.

#### 2. He moved to London in 1973

In 1973, he decided to become a professional artist and moved to the United Kingdom, where he studied at Chelsea School of Art and Design.

#### 3. He began to use red wax in the 90s

In the 1990s, he started using the red wax so characteristic of his work, evoking blood, human flesh and transfiguration. Kapoor commented on his personal connection to the color when he said that for him it represented his homeland.



*Wax model by Anish Kapoor*

#### **4. He began producing giant works in the late '90s**

Since the late 1990s, Kapoor has been producing gigantic pieces.

#### **5. His recent works use reflective surfaces and mirrors**



Sky Mirror, Blue, 2016 © Anish Kapoor

Kapoor's recent works rely on reflective surfaces and mirrors, offering the viewers a distorted image of themselves. One example of his reflective works is Sky Mirror.

#### **6. He was named a Commander of the Order of the British Empire.**

In 2003, Kapoor was named a Commander of the Most Excellent Order of the British Empire. He was then knighted in 2013, in recognition of his contribution to the arts in Britain.

#### **7. He bought exclusive rights to a pigment**

In 2016, Kapoor bought the exclusive artistic rights to a pigment called Vantablack. The pigment was produced by Surrey NanoSystems, and was promoted as the blackest black to exist in the world, absorbing almost all visible light.

#### **8. He won the Turner Prize in 2011**

Kapoor won the Turner Prize, the prestigious contemporary art award given by the Tate Gallery, in 1991.

Relevance: GS Prelims; Miscellaneous

Source: Indian Express