

Taksang Monastery  
at over 10,000ft



# Tobacco Control Programme in Bhutan

BHUTAN NARCOTICS CONTROL AUTHORITY  
ROYAL GOVERNMENT OF BHUTAN





# Legal Framework

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## WHO Framework Convention on Tobacco Control (FCTC)

Signature



December 9, **2003**

Ratification

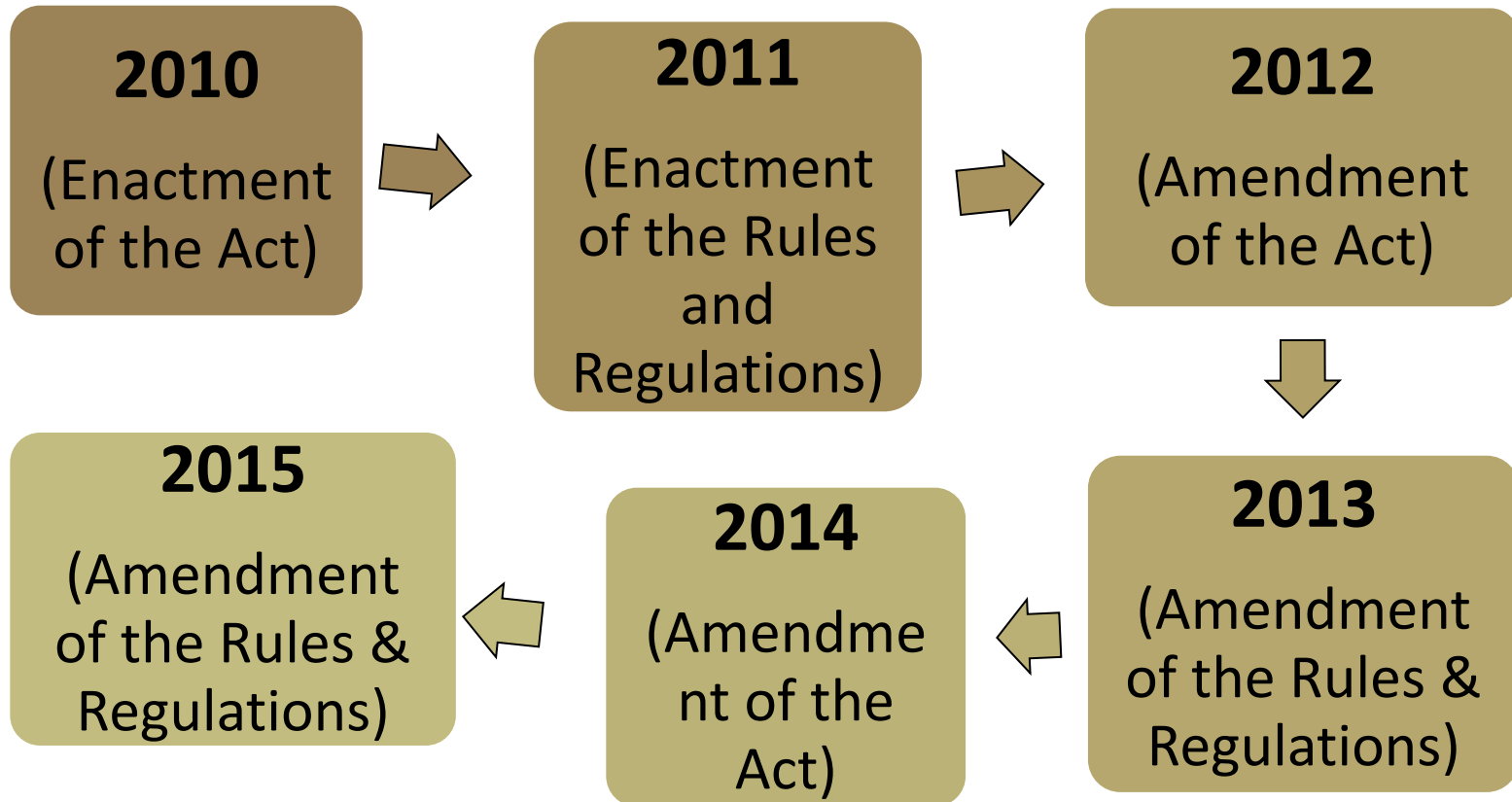


August 23, **2004**

# Legal Framework

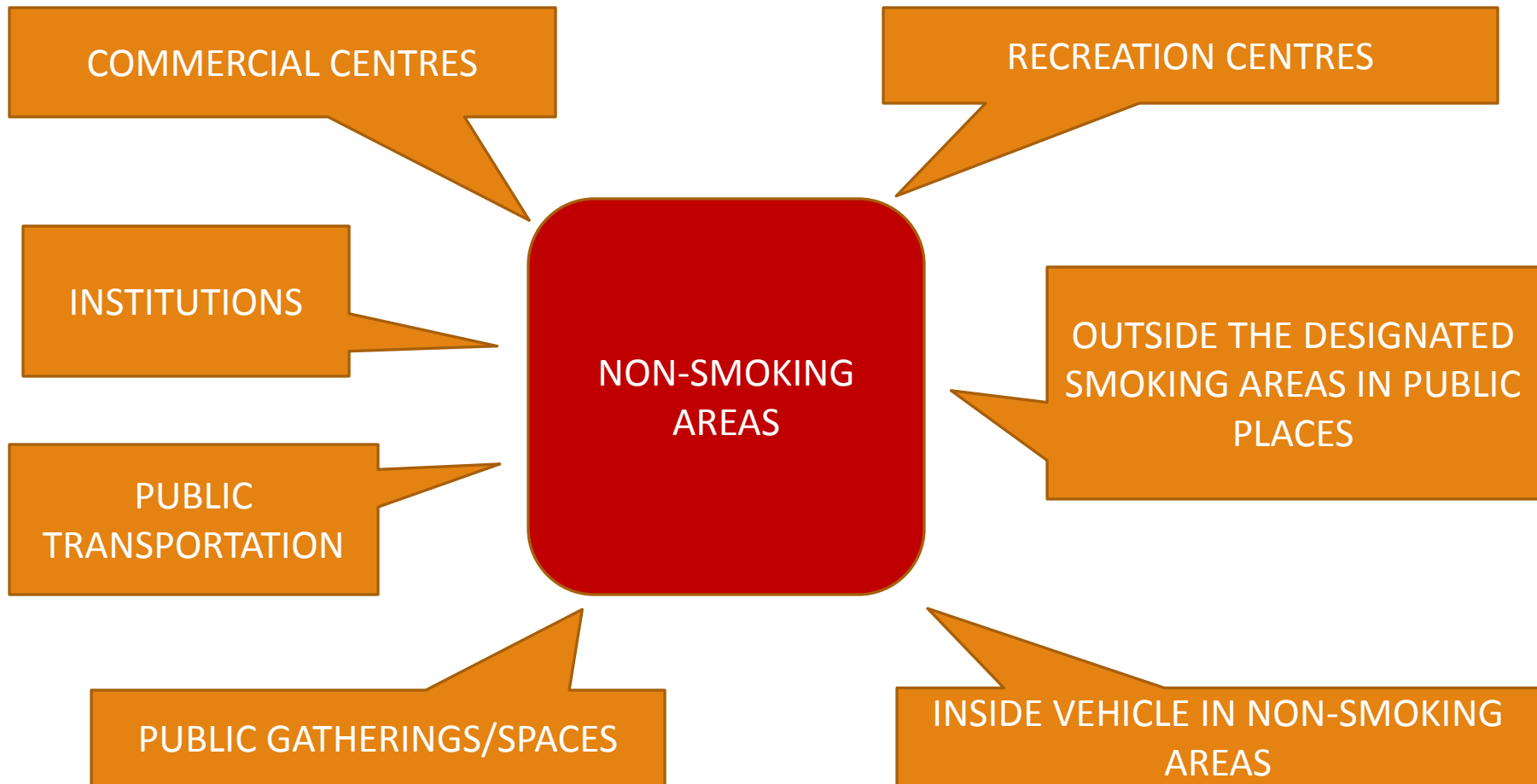


## TOBACCO CONTROL ACT & RULES



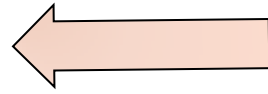


# Non-Smoking Areas





# FINE



# OFFENCE

Nu.500 per  
incident

- Smoking in a non-smoking area

Nu.1,000 per  
smoker

- Person-in-charge failing to ensure a smoke free zone in a non-smoking area

Nu.10,000

- Person-in-charge failing to display no-smoking signs

Nu.10,000  
minimum

- Failure of Person-in-charge of conveyance/vehicle



# BUYING TOBACCO PRODUCTS IN BHUTAN

within the permissible quantity	<ul style="list-style-type: none"><li>• <b>petty misdemeanor</b></li></ul>
more than the permissible quantity	<ul style="list-style-type: none"><li>• <b>misdemeanor and fine 3 times the value</b> of the tobacco or tobacco products</li></ul>
for the second time	<ul style="list-style-type: none"><li>• <b>misdemeanor and fine 6 times the value</b> of the tobacco or tobacco products</li></ul>
for the third time	<ul style="list-style-type: none"><li>• <b>felony of fourth degree</b></li></ul>



# **SELL, DISTRIBUTE, CULTIVATE, HARVEST OR MANUFACTURE**

**Sells, distributes,  
cultivates, harvests  
or manufactures  
tobacco or tobacco  
products**

❖ **misdemeanor** and pay fine  
equivalent to a minimum of  
**12 months** and maximum of  
**35 months** of minimum  
wage

**For the second time**

❖ **felony of fourth degree**



# TOBACCO ADVERTISEMENT, PROMOTION & SPONSORSHIP (A. 13)

## Through any Medium:

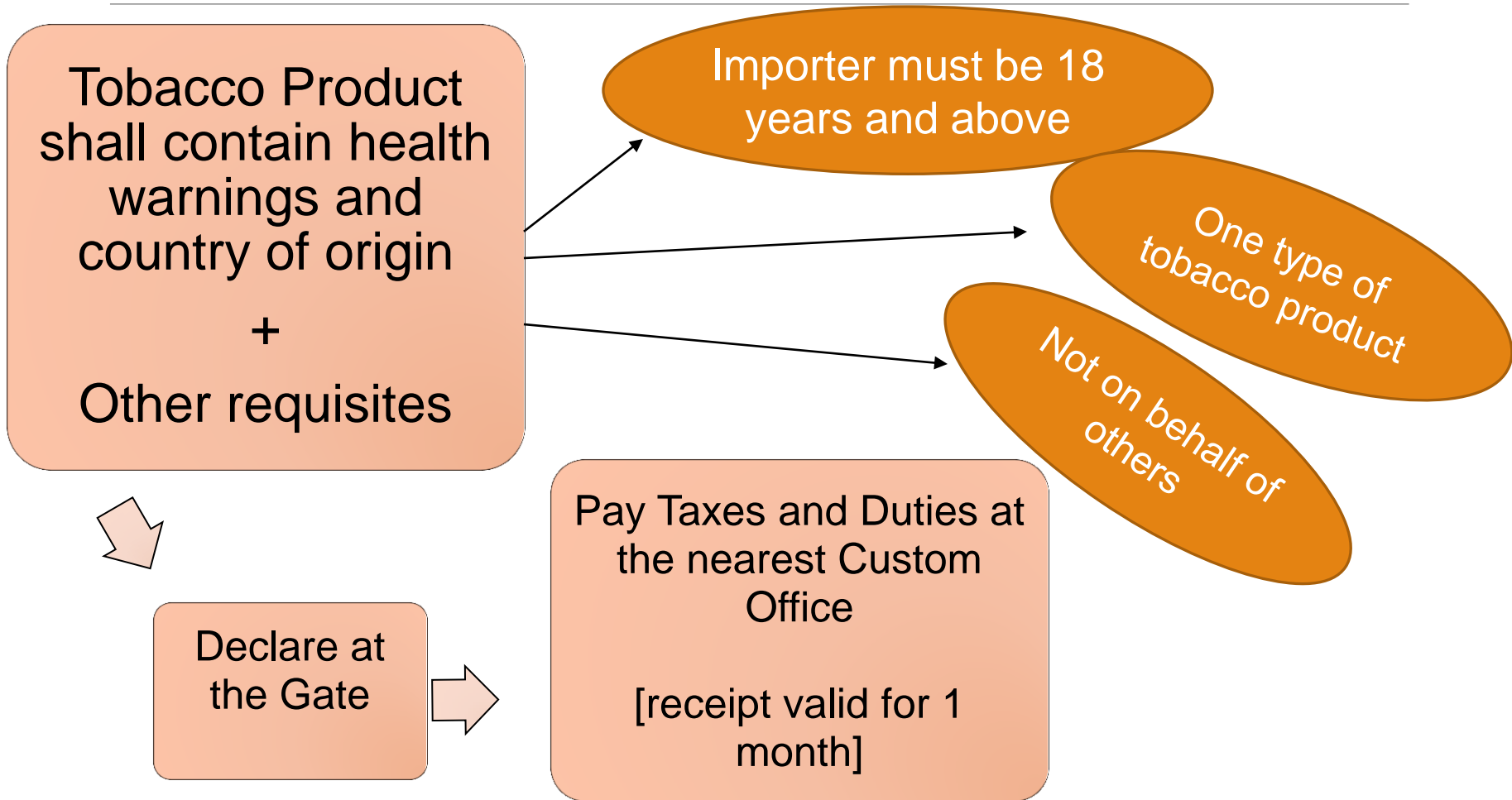
Posters, Banners, other edible/ any goods, name/ trademark, exchange of tobacco and other goods and promotion through video clip/movies etc... OTHER THAN EDUCATIONAL PURPOSES.

- ❖ Nu.1000-36000
- ❖ Petty Misd. For Promotion





# Import for Personal Consumption



# GYTS 2013 Recommendation



## 1. Comprehensive Programmes Targeting Youth



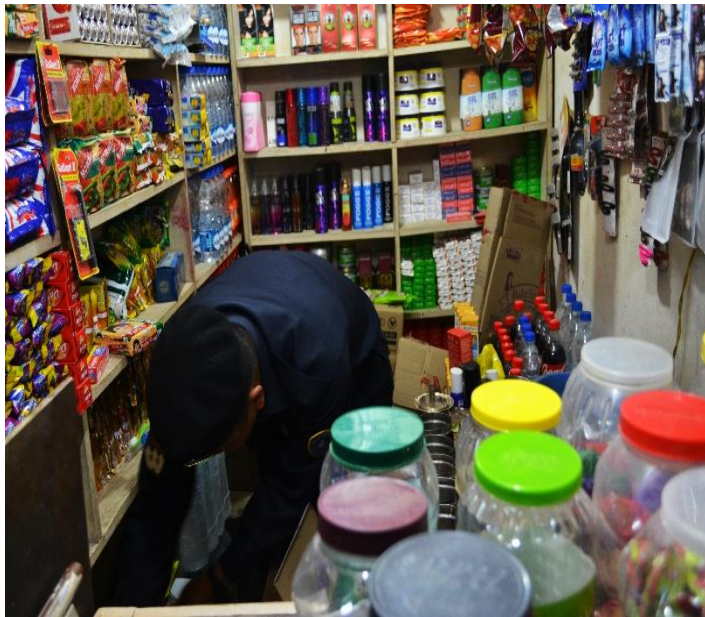
**Awareness Programmes Targeting Youths and Adults on Ill-effects of Tobacco and Drugs**



# GYTS 2013 Recommendation



## 2. Minimize Access to and Availability of Tobacco Products



**No. of Inspections:** >55 times joint inspection throughout the country



# GYTS 2013 Recommendation

## 3. Tobacco Cessation Programme and Helping the Dependents



**Launched Tobacco Cessation & Quit-line Service, Trained Health Professionals and Launched Pilot and Awareness Campaign of Available Services**



# GYTS 2013 Recommendation



## 4. Anti-tobacco Mass Media Campaigns



Awareness  
Through  
International Day  
Celebration



Awareness  
Through Road  
Walk Involving  
City  
Mayor/Thrompon



# Challenges

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- Porous Border
- New Modus Operandi
- Non-compliance
- Human Resource
- Lack of Coverage



# Way Forward

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**BNCA in collaboration with relevant stakeholders is putting in all efforts to decrease availability of tobacco by combating illicit trafficking (Supply Reduction) & making tobacco more expensive and less attractive (Demand Reduction).**





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**Tiger spotted in Bhutan**