



## **Association for Better Pakistan**

### **Baseline Assessment Report**

#### **Status of Tobacco Control Laws Implementation**

#### **in the Selected Districts of Punjab**

- Vehari
- Toba Tek Singh
- Muzaffargarh
- Dera Ghazi Khan

May 2024

## Contents

Introduction: .....	3
Study Objectives: .....	4
Methodology:.....	4
Data collection and analysis:.....	4
Key Findings: .....	5
<b>1. Public Places</b> .....	5
No Smoking Boards are visible at Public Place .....	5
People found smoking in the non-smoking area .....	5
Cigarette Butts Visible in the No-Smoking Area .....	6
Ashtray or matches Visible in the No-Smoking Area .....	6
Designated smoking area in the Public Place .....	6
Staff Aware of Ban on Smoking in Public Places .....	7
<b>2. Public Service Vehicles</b> .....	8
Conductor smoking in the Public Vehicle: .....	8
Passenger Smoking in the Public Vehicle.....	8
No Smoking Signs in Public Service Vehicle: .....	8
Public vehicle staff is aware of ban on smoking in public vehicles:.....	9
Cigarette butts visible inside the PSV .....	9
<b>3. Compliance with TCLs at Retail Outlets by District</b> .....	10
Sale of cigarettes to minors .....	10
Vendor checks ID cards of buyers.....	10
No Sale to Minor / Persons Under 18 sign on display .....	10
Cigarette packs without graphic health warning available for sale.....	10
Availability of Loose Cigarettes.....	11
Cigarettes Placed next to Children's Products.....	11
Advertisement of cigarettes outside the store.....	11
Promotions Discount and Gifts / Giveaways: .....	12
Location of the store close to school .....	12
Impact of Increased taxes on sale of cigarettes.....	12
Emerging trend in case of reduces of sale: .....	13
Vendor Registration Under TVA-1958: .....	13
<b>4. Compliance with Ban on TAPS in Market Places by District</b> .....	14
Conclusion:.....	15

## List of Tables

Table 1 Public Places with "No Smoking" Signboards.....	5
Table 2 People Found Smoking in the Non Smoking Area.....	6
Table 3 Cigarette butts visible in the No Smoking areas .....	6
Table 4 Ashtray or Matches visible in the no-smoking area .....	6
Table 5 Designated smoking area in the Public Place.....	7
Table 6 Staff aware of Ban on Smoking in Public Places.....	7
Table 7 Conductor smoking in Public Vehicle .....	8
Table 8 Passenger smoking in the Public Vehicle .....	8
Table 9 No Smoking Sign Board in Public Vehicle .....	8
Table 10 Public vehicle staff is aware of ban on smoking in public vehicle.....	9
Table 11 Cigarette butts visible inside the PSV.....	9
Table 12 Sale of cigarettes to minors.....	10
Table 13 Vendor Check ID card for sale of cigarettes .....	10
Table 14 "No Sale to Minors/Under 18" Signboard on Display .....	10
Table 15 Cigarette Packs without graphic health warning .....	11
Table 16 Availability of Loose Cigarettes .....	11
Table 17 Cigarettes placed next to children's products.....	11
Table 18 Advertisement of cigarette outside the store.....	12
Table 19 Store located within 50M radius to the school.....	12
Table 20 Impact of increased taxes on sales .....	12
Table 21 Vendor Registration under TVA 1958 .....	13
Table 22 Compliance with Ban on TAPS in Market Places by District .....	14

## Introduction:

The World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) and its guidelines establish 100% smoke-free policies in workplaces and public places as the best practice to protect people from exposure to secondhand smoke (Article 8 and guidelines).

MPOWER, the WHO's technical assistance package of evidence-based policies, also identifies the adoption of 100% smoke-free policies as a critical strategy to reversing the tobacco epidemic.

Over the last two decades, Pakistan has enacted a number of Tobacco Control Laws (TCLs) at the Federal and Provincial level, which have been devised to meet Pakistan's Framework Convention on Tobacco Control (FCTC) commitments with respect to Tobacco Control. The "Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002" has been a milestone in this regard which prohibits smoking at Public Places, Public Vehicles and restricts sales and distribution of Tobacco Products to minors and around the educational institutes.

Well-designed compliance studies can help assess the effectiveness of comprehensive laws and highlight the potential need for improved implementation and enforcement of Tobacco Control Law "Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002" and "The Punjab Tobacco Vending Act – 1958" in Pakistan.

Association for Better Pakistan (ABP) is implementing a project that aims to facilitate the enforcement of TCLs in the selected districts of Punjab including Toba Tek Singh (TTS), Vehari, Muzaffargarh and Dera Ghazi Khan (DG Khan). The purpose of this observation based study was to assess the baseline status of the implementation of Tobacco Control Laws in these districts.

The study was carried out based on a tool used for similar kind of study in some other districts and lead by Heartfile in partnership with different civil society organizations. It has also been approved by Vital Strategies and recommended for such studies.

## **Study Objectives:**

The study was designed to observe the compliance on the clauses 5 to 10 of the “Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002” and subsequent SROs in the selected districts of Punjab, Pakistan.

## **Methodology:**

The standard methodology, as adopted in the previous survey, was adopted in it as well. A total of 50 sites were selected from each district which were further categorized as under;

1. Public Places = 13
2. Public Service Vehicles = 13
3. Retail Outlets = 12
4. Commercial / Market places = 12

The survey was based on two parts i.e. it included the observation of the site to be visited and a brief interview of the person responsible at the place of visit about awareness regarding TCLs and their compliance status.

The sample was selected on Random selection basis considering the representativeness of the sample as to represent the whole district. Hence, the sample size was selected from different tehsils of the district.

## **Data collection and analysis:**

The field tested, approved and earlier used tool was used for data collection. The tool comprised of the indicators of compliance for a venue, which were derived from Tobacco control laws in Pakistan included following:

- Observed smoking
- Designated Areas for smoking
- Observation of Ashtrays
- Observations of No-Smoking Signs, Smoking is an offence Display
- Presence of Cigarette Butts

A four member team collected data from each district. The team was led by Project Coordinator ABP who was provided training to use the data collection tool as per the approved methodology. The training was replicated to the enumerators as well. On average, the team took 3-days to collect data from one district.

A data collection portal, based on Google Forms was developed and used to collect data from the field and directly entering into an excel based database. The quality assurance team was frequently reviewing the data for its accuracy and completeness. The data was cleaned before its analysis on excel based system.

## Key Findings:

Following are the district wise key findings of the survey;

### 1. Public Places

The first part of the questionnaire was about the compliance at the Public Places. The Public Places largely included the followings;

- Restaurant
- Government Office
- Hotel
- Health Facility
- Educational Institution
- Sports facility
- Entertainment / Shopping facility
- Bank
- Private Office
- Public Service Vehicles
- Public Service Terminals

### No Smoking Boards are visible at Public Place

A total of 52 Public places were visited (13 from each district). The observation found that there the “No Smoking” signboards were displayed at 31 (60%) of the places. Hence the overall compliance to this indicator was 60%. Out of the four districts, Toba Tek Singh was at the highest in compliance while DG Khan, Muzaffargarh and Vehari are at 54% in compliance.

Public Places with "No Smoking" Boards visible					
District	N=52	NO	YES	% Compliance	% Violation
DG Khan	13	6	7	54%	46%
Muzaffargarh	13	6	7	54%	46%
Toba Tek singh	13	3	10	77%	23%
Vehari	13	6	7	54%	46%
<b>Grand Total</b>	<b>52</b>	<b>21</b>	<b>31</b>	<b>60%</b>	<b>40%</b>

Table 1 Public Places with "No Smoking" Signboards

### People found smoking in the non-smoking area

The next indicator was about the people found smoking in the non-smoking area at the time of visit. In this regard, out of a total of 52 sites observed, 07 (13%) were found having the smokers at the time of visit. Hence the compliance for this indicator was 87%. Here again the highest compliance was in DG Khan and TTS with 92% each, followed by Vehari 85% and Muzaffargarh with 77%.

People found smoking in the non-smoking area at the time of visit					
District	N=52	NO	YES	% Compliance	% Violation
DG Khan	13	12	1	92%	8%
Muzaffargarh	13	10	3	77%	23%
Toba Tek singh	13	12	1	92%	8%
Vehari	13	11	2	85%	15%
<b>Grand Total</b>	<b>52</b>	<b>45</b>	<b>7</b>	<b>87%</b>	<b>13%</b>

Table 2 People Found Smoking in the Non Smoking Area

### Cigarette Butts Visible in the No-Smoking Area

The next question was about the visibility of cigarette butts in the no-smoking area. The response further verified the findings of the previous question as there was an overall 85% compliance to this indicator in the target districts.

Cigarette butts visible in the No-smoking area:					
District	N=52	NO	YES	% Compliance	% Violation
DG Khan	13	12	1	92%	8%
Muzaffargarh	13	13	0	100%	0%
Toba Tek singh	13	10	3	77%	23%
Vehari	13	9	4	69%	31%
<b>Grand Total</b>	<b>52</b>	<b>44</b>	<b>8</b>	<b>85%</b>	<b>15%</b>

Table 3 Cigarette butts visible in the No Smoking areas

### Ashtray or matches Visible in the No-Smoking Area

The next indicator was regarding the visibility of Ashtray and matches in the no-smoking area. The findings showed that there no ashtray or matches in the no-smoking areas of the public places visited for survey. Hence there was 100% compliance of this indicator in all the four districts.

Ashtrays or matches visible in the no-smoking area:					
District	N=52	NO	YES	% Compliance	% Violation
DG Khan	13	13	0	100%	0%
Muzaffargarh	13	13	0	100%	0%
Toba Tek singh	13	13	0	100%	0%
Vehari	13	13	0	100%	0%
<b>Grand Total</b>	<b>52</b>	<b>52</b>	<b>0</b>	<b>100%</b>	<b>0%</b>

Table 4 Ashtray or Matches visible in the no-smoking area

### Designated smoking area in the Public Place

In response to the question about designated smoking area in the Public Place, a total of 96% compliance was observed. It was found that there was no designated area in the Public places except for one place each at Vehari and DG Khan. Both of them were hotels. It calls for focus on enforcement campaign at the hotels and restaurants etc.

Is there a “designated smoking area” in the public place?					
District	N=52	NO	YES	% Compliance	% Violation
DG Khan	13	12	1	92%	8%
Muzaffargarh	13	13	0	100%	0%
Toba Tek singh	13	13	0	100%	0%
Vehari	13	12	1	92%	8%
<b>Grand Total</b>	<b>52</b>	<b>50</b>	<b>2</b>	<b>96%</b>	<b>4%</b>

Table 5 Designated smoking area in the Public Place

### Staff Aware of Ban on Smoking in Public Places

Apart from observation, the staff of the public places was also probed about their awareness of the ban on smoking in Public Places. The response shows that as many as 83% of the staff was aware that there is ban on smoking in Public Places. This is a good number considering that it is a baseline survey. This compliance is highest in Muzaffargarh as 100% and lowest in Toba Tek Singh as 62%.

Staff is aware of ban on smoking in public place					
District	N=52	NO	YES	% Compliance	% Violation
DG Khan	13	1	12	92%	8%
Muzaffargarh	13	0	13	100%	0%
Toba Tek singh	13	5	8	62%	38%
Vehari	13	3	10	77%	23%
<b>Grand Total</b>	<b>52</b>	<b>9</b>	<b>43</b>	<b>83%</b>	<b>17%</b>

Table 6 Staff aware of Ban on Smoking in Public Places



## 2. Public Service Vehicles

### Conductor smoking in the Public Vehicle:

The public service vehicles (PSVs) were observed for the compliance of TCLs. The first indicator for observation was the conductor smoking in PSV. Out of the total 52 vehicles observed, the conductors were found smoking in 07 (13%) vehicles. There was a good number of 87% compliance in this regard as shown in table 7 below.

Conductor smoking in public vehicle					
District	N=52	NO	YES	% Compliance	% Violation
DG Khan	13	11	2	85%	15%
Muzaffargarh	13	11	2	85%	15%
Toba Tek singh	13	12	1	92%	8%
Vehari	13	11	2	85%	15%
<b>Grand Total</b>	<b>52</b>	<b>45</b>	<b>7</b>	<b>87%</b>	<b>13%</b>

Table 7 Conductor smoking in Public Vehicle

### Passenger Smoking in the Public Vehicle

The next observation was about the passenger smoking in the Public Service vehicle. In this regard a total of 12 (23%) of the vehicles were found with passenger smoking in them. This number was highest in Muzaffargarh (31%) and lowest in TT Singh i.e. 15%.

Passenger smoking in public vehicle					
District	N=52	NO	YES	% Compliance	% Violation
DG Khan	13	10	3	77%	23%
Muzaffargarh	13	9	4	69%	31%
Toba Tek singh	13	11	2	85%	15%
Vehari	13	10	3	77%	23%
<b>Grand Total</b>	<b>52</b>	<b>40</b>	<b>12</b>	<b>77%</b>	<b>23%</b>

Table 8 Passenger smoking in the Public Vehicle

### No Smoking Signs in Public Service Vehicle:

It was observed that as many as 40% of the vehicles were in compliance for this indicator. This number was further very low in Muzaffargarh (8%) DG Khan (23%) and Vehari (38%), however, it was considerably good in TT Singh with 92% compliance.

No Smoking sign in public service vehicle					
District	N=52	NO	YES	% Compliance	% Violation
DG Khan	13	10	3	23%	77%
Muzaffargarh	13	12	1	8%	92%
Toba Tek singh	13	1	12	92%	8%
Vehari	13	8	5	38%	62%
<b>Grand Total</b>	<b>52</b>	<b>31</b>	<b>21</b>	<b>40%</b>	<b>60%</b>

Table 9 No Smoking Sign Board in Public Vehicle

### Public vehicle staff is aware of ban on smoking in public vehicles:

The next indicator was about the awareness of the PSV staff about the TCLs. In this regard a total of 71% of the staff was aware of the law that there is ban on smoking in the PSVs. District TT Singh was highest in this regard with 100% compliance and DG Khan was lowest with 38%.

Public vehicle staff is aware of ban on smoking in public vehicles:					
District	N=52	NO	YES	% Compliance	% Violation
DG Khan	13	8	5	38%	62%
Muzaffargarh	13	3	10	77%	23%
Toba Tek singh	13	0	13	100%	0%
Vehari	13	4	9	69%	31%
<b>Grand Total</b>	<b>52</b>	<b>15</b>	<b>37</b>	<b>71%</b>	<b>29%</b>

Table 10 Public vehicle staff is aware of ban on smoking in public vehicle

### Cigarette butts visible inside the PSV

The cigarette butts were observed inside the PSV in as many as 15 (29%) of the vehicles, hence there was a compliance of 71%. The highest compliance was in Vehari (77%) while other districts were same on 69%.

Cigarette butts visible inside the PSV					
District	N=52	NO	YES	% Compliance	% Violation
DG Khan	13	9	4	69%	31%
Muzaffargarh	13	9	4	69%	31%
Toba Tek singh	13	9	4	69%	31%
Vehari	13	10	3	77%	23%
<b>Grand Total</b>	<b>52</b>	<b>37</b>	<b>15</b>	<b>71%</b>	<b>29%</b>

Table 11 Cigarette butts visible inside the PSV

### 3. Compliance with TCLs at Retail Outlets by District

#### Sale of cigarettes to minors

Regarding the compliance at retail outlets, there was an indicator about the sale of cigarettes to minors. It was observed that there was compliance of 50% to this indicator. The highest compliance was in district TT Singh (75%) followed by DG Khan (50%), Muzaffargarh (42%) and Vehari (33%).

Are sales of cigarettes to minors taking place at the outlet?					
District	N=48	NO	YES	% Compliance	% Violation
DG Khan	12	6	6	50%	50%
Muzaffargarh	12	5	7	42%	58%
Toba Tek singh	12	9	3	75%	25%
Vehari	12	4	8	33%	67%
<b>Grand Total</b>	<b>48</b>	<b>24</b>	<b>24</b>	<b>50%</b>	<b>50%</b>

Table 12 Sale of cigarettes to minors

#### Vendor checks ID cards of buyers

The next question was about the determination of age of the buyer by checking ID card, in case there is doubt of the age. Almost all the vendors (except for 2) said that they don't check the buyer ID card.

Does the vendor check ID cards of buyers before selling cigarettes?					
District	N=48	NO	YES	% Compliance	% Violation
DG Khan	12	11	1	8%	92%
Muzaffargarh	12	12	0	0%	100%
Toba Tek singh	12	12	0	0%	100%
Vehari	12	11	1	8%	92%
<b>Grand Total</b>	<b>48</b>	<b>46</b>	<b>2</b>	<b>4%</b>	<b>96%</b>

Table 13 Vendor Check ID card for sale of cigarettes

#### No Sale to Minor / Persons Under 18 sign on display

It was observed that these signboards were displayed on 8 (17%) retail outlets while remaining 83% didn't have this signboard. There was a violation of this indicator at 83% outlets.

Is there a 'No Sales to Minors/Persons Under 18' sign on display?					
District	N=48	NO	YES	% Compliance	% Violation
DG Khan	12	10	2	17%	83%
Muzaffargarh	12	12	0	0%	100%
Toba Tek singh	12	8	4	33%	67%
Vehari	12	10	2	17%	83%
<b>Grand Total</b>	<b>48</b>	<b>40</b>	<b>8</b>	<b>17%</b>	<b>83%</b>

Table 14 "No Sale to Minors/Under 18" Signboard on Display

#### Cigarette packs without graphic health warning available for sale

The next question was about the availability of cigarette packs without Graphic Health Warning. This indicator was in 100% compliance at all the four districts.

Cigarette packs without graphic health warning available for sale					
District	N=48	NO	YES	% Compliance	% Violation
DG Khan	12	12	0	100%	0%
Muzaffargarh	12	12	0	100%	0%
Toba Tek singh	12	12	0	100%	0%
Vehari	12	12	0	100%	0%
<b>Grand Total</b>	<b>48</b>	<b>48</b>	<b>0</b>	<b>100%</b>	<b>0%</b>

Table 15 Cigarette Packs without graphic health warning

### Availability of Loose Cigarettes

Regarding the availability/sale of loose cigarettes, it was observed that all the retail outlets had loose cigarettes and the sale of loose cigarettes was also going on.

Availability of loose cigarettes:					
District	N=48	NO	YES	% Compliance	% Violation
DG Khan	12	0	12	0%	100%
Muzaffargarh	12	0	12	0%	100%
Toba Tek singh	12	0	12	0%	100%
Vehari	12	0	12	0%	100%
<b>Grand Total</b>	<b>48</b>	<b>0</b>	<b>48</b>	<b>0%</b>	<b>100%</b>

Table 16 Availability of Loose Cigarettes

### Cigarettes Placed next to Children's Products

The next observation was about the placement of cigarettes i.e. whether it is placed next to the children's products like candies, snacks and chocolates etc. it was found that as many as 28 (58%) of the outlets had the cigarettes placed next to these products. This violation was highest in TT Singh (92%) followed by Vehari and DG Khan with 58% each.

Cigarettes placed next to candies, snacks or children's products					
District	N=48	NO	YES	% Compliance	% Violation
DG Khan	12	5	7	42%	58%
Muzaffargarh	12	9	3	75%	25%
Toba Tek singh	12	1	11	8%	92%
Vehari	12	5	7	42%	58%
<b>Grand Total</b>	<b>48</b>	<b>20</b>	<b>28</b>	<b>42%</b>	<b>58%</b>

Table 17 Cigarettes placed next to children's products

### Advertisement of cigarettes outside the store

Regarding the observation about the advertisement of cigarettes outside the store, there were as many as 14 (29%) of the outlets who advertised the cigarettes outside the store. Highest numbers of violations were observed in TT Singh (50%) and lowest in DG Khan (17%) whereas the other two districts were on 25% in violation for this indicator. As against there were negligible promotions (01; 08%) inside the stores.

Advertisement of cigarettes outside the store					
District	N=48	NO	YES	% Compliance	% Violation
DG Khan	12	10	2	83%	17%
Muzaffargarh	12	9	3	75%	25%
Toba Tek singh	12	6	6	50%	50%
Vehari	12	9	3	75%	25%
<b>Grand Total</b>	<b>48</b>	<b>34</b>	<b>14</b>	<b>71%</b>	<b>29%</b>

Table 18 Advertisement of cigarette outside the store

### Promotions Discount and Gifts / Giveaways:

Regarding the promotions, discounts and giveaways there was no such incident observed and it was 100% compliance of this indicator.

### Location of the store close to school

It was observed that a total of 8 (17%) stores were located close to the school or educational institute. this number was highest in TTS (25%) and lowest in Muzaffargarh (8%).

Is the store located within 50m of an educational institution					
District	N=48	NO	YES	% Compliance	% Violation
DG Khan	12	10	2	83%	17%
Muzaffargarh	12	11	1	92%	8%
Toba Tek singh	12	9	3	75%	25%
Vehari	12	10	2	83%	17%
<b>Grand Total</b>	<b>48</b>	<b>40</b>	<b>8</b>	<b>83%</b>	<b>17%</b>

Table 19 Store located within 50M radius to the school

### Impact of Increased taxes on sale of cigarettes

There was a question from the retailers that after the increase of taxes on cigarettes in February 2023, is there and impact on sale of cigarettes. In response to it 46 (96%) of the respondents said that the sale has been reduced. When asked how much it has been decreased, the overwhelming response was that there is a decrease from 20% - 30%. It highlights the importance to reduce the sale of cigarettes with the increased taxes.

Has the recent increase in taxes in cigarettes in Feb.'23 reduced overall cigarettes sales					
District	N=48	NO	YES	% Not Affected	% Affected
DG Khan	12	0	12	0%	100%
Muzaffargarh	12	0	12	0%	100%
Toba Tek singh	12	1	11	8%	92%
Vehari	12	1	11	8%	92%
<b>Grand Total</b>	<b>48</b>	<b>2</b>	<b>46</b>	<b>4%</b>	<b>96%</b>

Table 20 Impact of increased taxes on sales

### Emerging trend in case of reduces of sale:

There were questions about the emerging trend as a result of decreased sale. All the respondents (100%) said that there is increase in the sale of loose cigarettes, smuggled brands, nicotine pouches and has also increased and niswar.

### Vendor Registration Under TVA-1958:

Another indicator was regarding the registration of the vendors under TVA-1958. It was found that none of the vendors in these districts was registered under TVA.

Is the vendor registered under TVA-1958 ?					
District	N=48	NO	YES	% Compliance	% Violation
DG Khan	12	12	0	0%	100%
Muzaffargarh	12	12	0	0%	100%
Toba Tek singh	12	12	0	0%	100%
Vehari	12	12	0	0%	100%
<b>Grand Total</b>	<b>48</b>	<b>48</b>	<b>0</b>	<b>0%</b>	<b>100%</b>

Table 21 Vendor Registration under TVA 1958

#### 4. Compliance with Ban on TAPS in Market Places by District

Generally it was observed that all the four districts were in compliance with the Tobacco Advertisement, Promotions and Sponsorship (TAPS). Table 21 below shows that there is 100% compliance of TAPS in all the four target districts except for one indicator i.e. “Hangings with Tobacco Product Advertisement can be seen in the area” where one hanging was observed in District Toba Tek Singh.

Compliance with Ban on TAPS in Market Places by District				
Indicator	% compliance by District			
	DG Khan	Muzaffargarh	T.T. Singh	Vehari
Billboards with Tobacco Product advertisement can be seen in the area?	100%	100%	100%	100%
POS posters with Tobacco Product advertisement can be seen in the area	100%	100%	100%	100%
Neon signs with Tobacco Product advertisement can be seen in the area?	100%	100%	100%	100%
Hangings with Tobacco Product advertisement can be seen in the area?	100%	100%	92%	100%
Fliers with Tobacco Product advertisement can be seen in the area?	100%	100%	100%	100%
Banners with Tobacco Product advertisement can be seen in the area?	100%	100%	100%	100%
Other types of advertisement with Tobacco Product Adds can be seen in area?	100%	100%	100%	100%
Is sports sponsorship taking place in the area?	100%	100%	100%	100%
Is Entertainment Event sponsorship taking place in the area?	100%	100%	100%	100%
Is Brand stretching (sharing logo with other companies) taking place in the area?	100%	100%	100%	100%
Are incidents of giving away of gifts/samples/giveaways taking place in the area?	100%	100%	100%	100%
Are incidents of Promotional items (shirts, caps etc.) taking place in the area?	100%	100%	100%	100%

Table 22 Compliance with Ban on TAPS in Market Places by District

## **Conclusion:**

The findings of the survey will serve the purpose of baseline to start intervention in these districts. It will also be helpful in designing the enforcement related intervention in the area. The findings highlight the need to focus more on the enforcement at Public Places and Public Service Vehicles. Similarly the areas like sale of loose cigarettes and sale to minors are also the areas of concern. The placement of cigarettes close to the products of children use like candies, cookies and chocolates etc. is also the area to be addressed. Further the registration of tobacco vendors under The Punjab TVA-1958 needs to be expedited as well.