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Achieving a Tobacco-Free Bangladesh by 2040: A Qualitative Analysis of the Tobacco Advertising Environment and Prohibitions in Bangladesh

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3 1 **Achieving a Tobacco-Free Bangladesh by 2040: A Qualitative Analysis of the Tobacco**
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5 2 **Advertising Environment and Prohibitions in Bangladesh**
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3 1 **Achieving a Tobacco-Free Bangladesh by 2040: A Qualitative Analysis of the Tobacco**
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10 4 **ABSTRACT**
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12 5 **Objectives** In 2016, the Prime Minister of Bangladesh declared the country would be tobacco-
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14 6 free by 2040. While banning tobacco advertising, promotion, and sponsorship (TAPS) was not
15
16 7 explicitly mentioned within the declaration, Bangladesh is committed to implement this policy
17
18 8 through the World Health Organization's Framework Convention of Tobacco Control. Our
19
20 9 paper explores the Bangladeshi TAPS legislative environment to highlight any potential policy
21
22 10 loopholes and to facilitate the identification of additional provisions for inclusion.
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25
26 11 **Methods** We conducted a qualitative health policy analysis using the health policy triangle
27
28 12 model to frame the collection and extraction of publicly available information from academic
29
30 13 literature search engines, news media databases, and websites of national and international
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32 14 organisations, published up until December 2020. The thematic framework approach was
33
34 15 employed to code and analyse the textual data and the resulting themes were used to map any
35
36 16 connections across the data and to explore relationships among the sub-themes and themes.
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38

39
40 17 **Results** Four themes underpin the Bangladesh legislative environment on TAPS: 1) engaging
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42 18 international actor interest in TAPS policies, 2) the incremental approach to TAPS
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44 19 policymaking, 3) time-sensitive TAPS monitoring data, and 4) innovative TAPS monitoring
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46 20 and policy enforcement system.
47
48

49 21 **Conclusion** The role of tobacco control advocates is crucial in TAPS policymaking,
50
51 22 monitoring and enforcement in low- and middle-income countries. However, tobacco industry
52
53 23 interference coupled with increasing pressure on advocates and legislators, may block progress
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55 24 in tobacco endgame approaches.
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1 **Keywords:** Bangladesh, tobacco advertising promotion and sponsorship, policy analysis,
2 low- and middle-income countries
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13 **Strengths and limitations of this study**

- 14 • This study is the first study assessing the implementation of the WHO FCTC Article
15 13 in Bangladesh, a low-income country which is committed to become “tobacco-free”
16 by 2040, despite the existing tobacco industry interference efforts.
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18
- 19 • Use of the Health Policy Triangle, a model specifically designed for the analysis of
20 health sector policies in low- and middle-income countries.
21
22
- 23 • Limited to data in English language, that were publicly available or to documents
24 provided to the authors.
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26
- 27 • The analysis of historical context and the criticism circulated during that time period is
28 prioritised throughout the study over. As a result, specific tobacco marketing practices
29 are not overanalysed but presented under a non-exhaustive list.
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43 **INTRODUCTION**

44 The complete ban on tobacco advertising, promotion, and sponsorship (TAPS) is one of the
45 requirements of the WHO Convention on Tobacco Control [FCTC],[1] a global treaty which
46 covers more than ninety percent of the whole population.[2] Bangladesh is one of the first
47 countries to have signed and then ratified the treaty, in 2003 and 2004 respectively.
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57 Twelve years later, at the “South Asian Speakers Summit to Achieve the Sustainable
58 Development Goals (SDGs)” in 2016, the Prime Minister of Bangladesh declared[3] the
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3 1 country would be tobacco-free by 2040. Nevertheless, tobacco use remains high in Bangladesh.
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5 2 Thirty five percent of the adult population (46% among males and 25% among females in
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7 3 2017) consumes tobacco, with most of them (20.6% overall, 16.2% among males and 24.8%
8
9 4 among females in 2017) in smokeless form.[4,5] This data places Bangladesh in second place
10
11 5 for country-level tobacco use in the South East Asia Region, preceded only by Myanmar[6]
12
13 6 and in third position for smokeless tobacco use, following Myanmar and India.[7]
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19 8 The Prime Minister's speech prioritised the effective implementation of the national tobacco
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21 9 control law, and whether it was necessary to improve the law to meet the WHO FCTC
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23 10 standards.[3] While TAPS was not explicitly mentioned, notable measures have been
24
25 11 introduced in this regard including: amendment[8] of TAPS related provisions in the Smoking
26
27 12 and Tobacco Products Usage (Control) Act of 2005,[9] introduction of additional amendments,
28
29 13 such as displaying health warnings during tobacco use depictions in movies, as part of the
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31 14 Tobacco Usage Act in 2015,[10] and the introduction of a TAPS ban enforcement mechanism
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33 15 (e.g. mobile courts).[11]
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40 17 Due to the relatively recent policy developments and delays in collected tobacco use data, the
41
42 18 WHO international surveys, including the most recent Global Youth and Adult Tobacco
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44 19 Surveys conducted in Bangladesh (2013 and 2017 respectively)[4,12] do not reflect the
45
46 20 potential impact of the above policy measures on smoking prevalence. The Global Youth
47
48 21 Tobacco Survey[12] highlights that no significant reduction occurred in youth exposure to
49
50 22 TAPS between the 2009 and 2013 survey rounds. For the adult population,[4] the report states
51
52 23 that between 2009 and 2017, while the exposure to any cigarette related advertisements
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54 24 decreased from 48.7% to 39.6% respectively, it increased for bidi (from 29.8% to 36.5%) and
55
56 25 smokeless tobacco (from 16.5% to 24.4%) advertisements.
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2 To achieve the Prime Minister's goal of a tobacco-free Bangladesh by 2040,[3] a
3 comprehensive ban on TAPS to the standard of the WHO FCTC Article 13 (*Tobacco*
4 *advertising, promotion and sponsorship*)[1] is required. Under this Article, Bangladesh must
5 meet six obligations: to prohibit deceptive promotion of tobacco products, to comprehensively
6 ban TAPS in all media, to put health warnings on all TAPS, to prohibit tobacco sponsorship of
7 international events and/or the participation therein, to restrict direct or indirect incentives
8 encouraging tobacco product purchase, and, in case of a non-comprehensive ban adoption, to
9 disclose tobacco industry expenditure on any TAPS not yet prohibited to governmental
10 authorities. Given the crucial role TAPS bans play in reducing tobacco use, it is important to
11 develop a holistic perspective on the current TAPS legislative environment in Bangladesh, as
12 well as to identify the policy priorities remaining to be addressed.

13

14 To assist policymakers towards this aim, we examined the TAPS legislative environment in
15 Bangladesh to highlight any potential loopholes existing in TAPS-related legislation. We also
16 identified TPAS policy advocacy opportunities to aid civil organisations with agenda setting.
17 For this purpose, we formulated three research questions: What is the context surrounding the
18 current TAPS policy in Bangladesh? Which circumstances led to the development of the
19 current legislative text? Finally, what is the involvement of the different actors, including
20 policymakers, industry, and advocates, in developing and monitoring legislation?

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23 **METHODS**

24 **Study design, data collection and analysis**

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3 1 We conducted a qualitative health policy analysis, using the health policy triangle (HPT)
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5 2 model[13] as a conceptual approach, the READ technique (Readying the materials, Extracting
6
7 3 data, Analysing data and Distilling findings)[14] as our study procedure, and the thematic
8
9 4 framework[15] as our analytical approach. The methodological approach is described
10
11 5 elsewhere,[16] but also is
12
13 6 provided as supplementary information (see Supplementary File 1), including the databases
14
15 7 used during the data collection procedure (see Supplementary File 2), and the detailed
16
17 8 framework matrix -summary of data per category from each document collected and analysed
18
19 9 (see Supplementary File 3), that was generated from our analysis. Table 1 illustrates the
20
21 10 summary of these findings.
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1 **Table 1:** Framework index for the tobacco advertising, promotion, and sponsorship policy in Bangladesh

Themes	Definition	Sub-themes	Categories
Engaging international actor interest	International actors entered Bangladesh TAPS policymaking arena via identified opportunities	Technical assistance	<ul style="list-style-type: none"> ➤ Contributions to TAPS policy making ➤ Facilitation to policy implementation and enforcement ➤ Identification of funding sources
		Capacity building and sustainability	<ul style="list-style-type: none"> ➤ Grant schemes ➤ Funding relationships with international and local organisations
		Corporate political activities	<ul style="list-style-type: none"> ➤ First interference and marketing activities ➤ Aligning with political situation ➤ Current criticism and advocacy for inclusion
Incremental approach to TAPS policymaking	Actor engagement led to incremental TAPS policy changes due to identified loopholes	First TAPS legislation and actor engagement	<ul style="list-style-type: none"> ➤ Early tobacco industry's policy infiltration ➤ Voyage of Discovery marketing campaign and advocacy response ➤ Act of 2005: industry and policy content ➤ Policy loopholes and advocacy ➤ Industry's policy response
		Policy loopholes and amendments after WHO FCTC adoption	<ul style="list-style-type: none"> ➤ Rules of 2006: content and identified loopholes ➤ Gazette of 2013: content and identified loopholes ➤ Tobacco industry's interference ➤ Rules of 2015: content
		Late policy developments	<ul style="list-style-type: none"> ➤ National tobacco control policy draft ➤ Stakeholders' response to the drafted measures ➤ Government's measures against pandemic: industry's and advocates' response
Time-sensitive TAPS monitoring data	High frequency documentation of tobacco industry marketing practices providing time sensitive information	Documentation of marketing practices	<ul style="list-style-type: none"> ➤ Smokeless tobacco products ➤ Cigarette packages ➤ Point-of-Sale ➤ Cultural activities ➤ Market segmentation (students and women) ➤ Corporate social responsibility activities ➤ Other practices ➤ TAPS exposure data

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Innovative TAPS monitoring and policy enforcement system	An approach involving a vigilance system with a mobile enforcement system	Multi-stakeholder taskforces & mobile courts	<ul style="list-style-type: none"> ➤ Multi-stakeholder approach for TAPS monitoring ➤ Mobile courts for legislation enforcement ➤ Indicators for TAP ban implementation ➤ Challenges and recommendations
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1 **Patient and public involvement**

2 No patients or members of the general public were involved in the design, or conduct, or
3 reporting, or dissemination plans of the research.

6 **RESULTS**

7 Four themes underpin the Bangladesh's legislative environment on TAPS: 1) engaging
8 international actor interest, 2) incremental approach to TAPS policymaking, 3) time-sensitive
9 TAPS monitoring data, and 4) innovative TAPS monitoring and policy enforcement system
10 (see Table 1).

12 **Engaging international actor interest**

13 TAPS policymaking processes in Bangladesh engaged international actors, such as
14 multinational organisations, key donors, and transnational corporations, who entered the
15 policymaking arena through local government, tobacco control advocates, and businesses.[17]

16 Actor engagement opportunities were via providing technical assistance, addressing funding
17 needs and deploying corporate social responsibility (CSR) activities. These opportunities
18 reflect international actor agendas to either progress, or obfuscate, the implementation of TAPS
19 legislation in Bangladesh.

20
21 For example, Bangladeshi policymakers have acknowledged and appreciated the contributions
22 received from the WHO and the Bloomberg Initiative (BI),[18] and have engaged with both
23 groups as official governmental partners.[19] Namely, the WHO has provided technical
24 assistance, such contributing to drafting the national tobacco control law of 2005 and its
25 amendment in 2013, and assistance with policy implementation and enforcement

1 direction).[20] The WHO has also facilitated governmental officials in approaching
2 international donors for tobacco control program funding.[21] The BI responded to this call
3 and secured program capacity building and sustainability[22,23] by supplementing the
4 implementation infrastructure via a grant.[24] The BI also maintains funding relationships with
5 several international and local tobacco control organisations (Campaign for Tobacco-Free Kids
6 [CTFK], The Union, Work for a Better Bangladesh Trust [WBB], and Knowledge for Progress
7 [PROGGA]) which contribute to exposing tobacco industry interference tactics in
8 Bangladesh[19] through very low budget but effective advocacy.[25]

9
10 On the other side, the transnational tobacco companies, primarily market leader British
11 American Tobacco Bangladesh [BATB], have employed CSR activities to infiltrate the policy
12 arena. In the early 2000s, the tobacco industry in Bangladesh was increasingly under public
13 pressure from tobacco advocacy organisations due to its marketing activities[26] and the anti-
14 tobacco stance of the news media.[25] As a response, the tobacco industry started promoting
15 itself as a responsible company[25] by deploying CSR activities which were aligned with the
16 governmental policy agenda,[26] namely around climate change, community development, and
17 harm reduction via product development.[26] The industry also uses its CSR reports and related
18 websites[27] to criticise TAPS policies (specifically the one preventing the industry from
19 donating or using its brands in CSR activities), and to advocate for involvement in
20 policymaking processes.[27]

21 22 **Incremental approach to TAPS policymaking**

23 Inevitably, these competing agendas led to lobbying engagement within the TAPS policy arena.
24 As a consequence of this engagement, TAPS legislation loopholes have been highlighted and

1 the Bangladeshi government has attempted to address this with incremental policy changes.

2 This engagement activity and policy incrementalism are chronologically detailed below.

3

4 The tobacco industry entered the policy arena as early as 1990, when the first TAPS media ban
5 was introduced but never enacted due to industry claims the media would suffer income
6 loss.[26,28] However, when a BAT's campaign (Voyage of Discovery, 1999) was introduced
7 in Bangladesh, followed by billboard, newspaper and TV advertisements promoting the
8 initiative,[25,29] tobacco control advocates responded by forming the Bangladesh Anti-
9 Tobacco Alliance (BATA).[30] BATA litigated against the government on the grounds that
10 BAT's campaign was a contravention of the government's obligation to uphold the right to
11 life,[31] which then forced the revision of tobacco control laws.[25,26,32]

12

13 The tobacco industry was consulted, via the Bangladesh Cigarette Manufacturers'
14 Association,[26] for the development of the "Smoking and Tobacco Products Usage (Control)
15 Act 2005",[9] following the WHO FCTC enactment that same year.[33] This legislation
16 defined tobacco products, the extent of the TAPS ban coverage, and the fines for any violations
17 (see details in Table 2). According to tobacco control advocates,[23,34–38] the legislation
18 included loopholes, such as the non-inclusion of provisions related to: chewing products, CSR
19 activities, advertising and promotion at point-of-sale (PoS), misleading descriptors (e.g.
20 "light", "blue"), or items resembling tobacco products. After the policy implementation, the
21 tobacco industry removed most of its advertisements from billboards, TV and newspapers,[39]
22 but started advertising at PoS and by producing flyers/posters without specifying the company
23 or brand.[39–41] The tobacco control organisations highlighted these loopholes and started
24 advocating for policy amendments.[42]

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3 **Table 2:** Tobacco advertising, promotion, and sponsorship legislation progression at national and state level in Bangladesh and legislative
4
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6 loopholes identified.

Year	Legislation	Definitions	TAPS ban related key-points	Sanctions	Gaps identified
2005	Act No. XI of 2005 or “Smoking and Tobacco Products Usage (Control) Act 2005”	<u>Tobacco product:</u> Any product made from tobacco which can be inhaled through smoking, and also includes bidi, cigarette, cheroot, cigar and mixture used by pipe	Ban coverage: tobacco ads display in cinema halls, public and private radio and television stations, printed & electronic media, depiction of tobacco ads on films or videos, billboards, distribution of leaflets, sponsorship of events and individuals, promotional activities (free product distribution, awards, stipends, scholarships) vending machines	BDT 1,000 or imprisonment up to three months or both	<u>Definition does not include:</u> smokeless tobacco. <u>Ban coverage does not include:</u> Corporate Social Responsibility (CSR) activities, advertisements & promotions at PoS, use of misleading descriptors (e.g. “light”), manufacturing items resembling tobacco products.
2006	The Smoking and Using of Tobacco Product (Control) Rules	(None stated)	Ban of direct and indirect exhibition of tobacco products at PoS <u>Exception:</u> Distribution and supply of leaflets, handbill, or any document	(None stated)	Absence of bans related to smoking depiction in plays and movies, gifting items, and marketing through brand name, logo or colours
2013	Gazette of 2013 or “Act for the Amendment of Smoking And Tobacco Products Usage (Control) Act, 2005”	<u>Tobacco product:</u> Any product made from tobacco, its leaves or its extract which can be sucked or chewed, or inhaled through smoking, and also includes bidi, cigarette, cheroot, granulated, pug cats, snuff, chewing tobacco, cigar and mixture used in pipe	Ban coverage: (everything included in 2005 legislation, plus) depiction of tobacco use on local and international movies, TV programs, radio, internet, or any other public media, products’ resemblance with the cover, packet or box of a tobacco product, display of tobacco products’ advertisement at PoS in any way, using tobacco company name, sign, trademark, symbol against sponsoring corporate social responsibility programs, use of brand elements (e.g. light, mild) Formation of National Tobacco Control Cell, under the Ministry of Health and Family Planning, for the proper implementation of the Act, observation of	BDT 100,000 or imprisonment up to three months or both If he contravenes the provisions more than once, every time the amount of fine or punishment	Absence of code of conduct for interactions with tobacco industry and no protection of policy making from tobacco industry interference. Tobacco product display at PoS is a form of tobacco advertisement, but the legislation should explicitly ban it greater clarity.

		<p><u>Tobacco advertisement:</u> Means conducting any kind of commercial programs for encouraging the direct or indirect usage of tobacco or tobacco products</p>	<p>the tobacco control activities, research and completion of other relevant activities.</p> <p><u>Exception:</u> Depiction on movies with the necessity of plot (however, scene should be accompanied with a health warning message displayed on the screen)</p>	<p>shall be doubled</p>	
<p>2015</p>	<p>Gazette 2015 or “Smoking and Tobacco Products Usage (Control) Rule 2015”</p>	<p>(None stated)</p>	<p>A health warning shall be displayed in the middle of the screen covering at least one-fifth of the screen, in white letters against a black background, in Bengali with the following words "Smoking/consuming tobacco causes death", and the health warning shall be continuously displayed as long as the scene continues.</p> <p>In case of telecasting, after the first advertisement break i.e. before starting the scene and also before the second advertisement break i.e. after the completion of the scene, a health warning shall be displayed in full-screen for at least 10 (ten) seconds in white letters against a black background, in Bengali with the following words "Smoking/consuming tobacco causes death".</p> <p>In case of a movie showed in a cinema hall which has scenes of tobacco consumption, a health warning shall be displayed before starting the movie, before and after the break and after completion of the movie, the health warning shall be displayed in fullscreen for at least 20 (twenty) seconds in Bengali with the following words "Smoking/consuming tobacco causes death."</p>	<p>(None stated)</p>	<p>(None stated)</p>

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3 1 The following year, the government enacted the “Smoking and Using of Tobacco Products
4
5 2 (Control) Rules, 2006”[43] which only included a ban of direct and indirect exhibition of
6
7 3 tobacco products at PoS. Tobacco advocates suggested further bans (e.g. on smoking depictions
8
9 4 in plays and movies, tobacco branded gifted items, and marketing through the use of brand
10
11 5 name, logo and colours),[44–46] which were not addressed until the following legislation, the
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13 6 Gazette of 2013 (“Amendment of Smoking and Tobacco Products Usage (Control) Act,
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15 7 2005”).[8]
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24 9 Despite the tobacco industry’s opposition[47] which led to a four year enactment delay,[48,49]
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26 10 the adopted 2013 Gazette included smokeless tobacco products, defined “tobacco advertising”
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28 11 as per the WHO FCTC (see Table 2), and banned the promotion of the CSR activities,
29
30 12 misleading descriptors, and marketing at PoS.[50] Once again, new loopholes were identified
31
32 13 by tobacco control advocates, such as the absence of provisions that would protect
33
34 14 policymaking from industry interference,[19,51] and the lack of an explicit ban on tobacco
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36 15 product displays at PoS.[51,52] The following Ministry of Health’s “Smoking and Tobacco
37
38 16 Products Usage (Control) Rule, 2015”[10] did not address these gaps either, but it provided
39
40 17 additional details about displaying health warnings during tobacco depictions in movies (see
41
42 18 details in Table 2). A provision though not enforced.[53]
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20 Two more events occurred after the adoption of the 2015 Rule. Initially, in 2019, a new national
21 tobacco control policy was drafted[54] with the aim to include all electronic (non-)nicotine
22 delivery systems and devices under the “tobacco products” definition. The Bangladesh
23 Cigarette Manufacturers’ Association questioned[55] the measures proposed, while tobacco
24 control advocates and the World Bank suggested[55,56] further measures (e.g. disclosure of
25 marketing expenditures and funds given as philanthropical or political contributions, and a ban

1 on internet sales and tobacco industry sponsorship publicity). As of this writing, the legislation
2 has not been adopted. The following year (2020), during the initial outbreak of the COVID-19
3 pandemic, the Bangladeshi government decided to stop the production, supply, marketing, and
4 sale of all tobacco products as part of the nationwide shutdown. In response to these measures,
5 the tobacco industry sent letters to the Ministry of Industry[55,57,58] and managed to acquire
6 special permission to continue their activities. Tobacco control advocates protested and
7 requested that the Ministry resist this shutdown measures.[58–60] However, the request was
8 rejected on the grounds that tobacco products are an essential product (Essential Commodity
9 Act 1956) and over fears of the impact of an economic recession.[59]

10

11 **Time-sensitive TAPS monitoring data**

12 The tobacco industry is actively advertising in Bangladesh, however local tobacco control
13 advocates monitor and publish evidence these activities (see an extensive but not exhaustive
14 list of identified practices' examples in Table 3). The magnitude of these documented tobacco
15 industry marketing practices demonstrates that the industry does not comply with the local
16 TAPS legislation.

17

1 **Table 3:** An extensive but not exhaustive list of the documented advertising practices deployed in Bangladesh.

Advertisement types	Examples of practices
Smokeless tobacco products	<ul style="list-style-type: none"> • Use of flavour • Low pricing • Packages bearing headshots of people (men dressed in western-style business wear or in traditional dress, women in bridal veils or other non-western attire, children and infants with similar to men dress wear) • Free tokens (that can be exchanged with cash) for each bidi package bought annually.
Cigarette packages	<ul style="list-style-type: none"> • Use of English (e.g. English brand name or English textual communication or both) • Use of alternative than the legislative banned descriptors (e.g. “light”, “mild”, “ultra”, etc.), such as coloured (e.g. “blue”, “gold”) or taste (e.g. “soft”, “smooth”) related descriptors. • Free tokens (that can be exchanged with cash) for each cigarette package bought annually. • Rewards for returning empty packets
Point-of-Sale (PoS)	<ul style="list-style-type: none"> • Tobacco advertisements (e.g. posters, signs), promotions (e.g. discounts, free gifting), product display (e.g. in shelves, on a tray, power wall) • Stores’ decoration in colours matching particular cigarettes packs of foreign tobacco companies • Stores located around bus stands, near bazaars, hospitals or clinics, entertainment centers and educational institutions. • Around schools, point-of-sale deploy practices directed to youth (e.g. signages advertising tobacco flavours, free tobacco give away, free promotional gifts, displayed tobacco products next to candy, sweets or toys, or displayed at the eye level of the children) • Tobacco industry’s representatives visits for providing advertising materials (e.g. free samples, cash money), brand stretching and/or sharing items (e.g. T-shirts with brand names and colours, Union Jack flags) or incentives (e.g. discounts on bulk procurement, organised picnics and tours, easy payment methods, prizes or additional opportunities when meeting sales targets, financial support for decoration purposes) • Industry provides misleading information about the law and encourages PoS owners to use different promotional practices • Industry lends money to the vendors who violated the law, for paying the fines • Industry initiated a toll-free call center for providing services (number posted at stores with a brand logo)
Cultural activities	<ul style="list-style-type: none"> • Concert contests and culture related camps (e.g. Star Search and Art Camps by British American Tobacco Bangladesh -BATB, “Road to Rock Nation” and “Rock City” by Philip Morris International) • Sponsorship of sports events (e.g. Asia Cup football competition by BATB) • Use of celebrities as brand ambassadors (e.g. singer Tahsan Khan by Japan Tobacco International) • Display and sale of tobacco brands together with free gifting during the events

<p>Market segmentation (students and women)</p>	<ul style="list-style-type: none"> • Studentships and school programs' funding • Recruitment of Campus Ambassadors for accessing university students • Distribution of cigarettes with gift items (e.g. lighters, bags, caps) with brand logos at campuses • Fly-posters at universities with slogans such as "smoking makes you smarter and more manly" • Establishment of e-cigarette shops nearby universities and selling products directly or via online shopping system • Direct promotions via an invitation-only student festivals (e.g. promotional agents collect students' contact information at different stores and later send invitations for the festival) • Tobacco advertisements addressed to women students • "Battle of Minds" campaign targeting university students every year • Public awareness campaigns focused on school education or environmental issues • Job fairs at private universities • Concert and cultural events at universities • Tobacco promotion via Facebook pages
<p>Corporate social responsibility (CSR)</p>	<ul style="list-style-type: none"> • Climate and environmental conservation activities (e.g. afforestation programs, clean water initiatives, solar home system instalments) • Promotion of women empowerment and industry's won gender equality awards • Rebranding (e.g. BAT's "A Better Tomorrow") • Promotion of harm reduction initiatives (e.g. development of alternative tobacco products) • Incentives for farmers (e.g. in a form of cash or in kind like seeds and equipment) • Funding health related non-governmental organisations through the Foundation for Smoke Free World (e.g. BRAC-Bangladesh)
<p>CSR activities related to COVID-19 pandemic</p>	<ul style="list-style-type: none"> • Donation of personal protection equipment to Central Medical Stores Depot • Donation to the Bangladesh Labour Welfare Foundation and promotion on the media • Promotion of tobacco industry's activities against the pandemic (e.g. efforts for developing vaccine derived from tobacco leaves, home delivery of vaping products as part of the "stay at home" advice)
<p>Other activities</p>	<ul style="list-style-type: none"> • Declaration of expenses on promotion (the legislation prohibits this kind of activity) • Tobacco advertisements on hospital websites • Creation of products (e.g. electronic gadgets like computer speakers, or boxes, trays and youth clothes) resembling tobacco packets • Display of mini billboards behind bicycles • Production of music videos that include brand advertisements

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3 1 The magnitude and the frequency of industry marketing practices documentation is valuable,
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5 2 as it provides timely sensitive information. For example, a national TAPS monitoring
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7 3 survey[61] was conducted by tobacco control organisations between June and August of 2020,
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9 4 as a response to the tobacco advertising practices taking place during the SARS-CoV-2
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11 5 infection pandemic. Such an information would not be captured by the WHO's global
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13 6 standardised tobacco surveys, as these are not time-sensitive to document marketing practices
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15 7 adjusted to specific circumstances (e.g. SARS-CoV-2 infection pandemic).
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9 **Innovative TAPS monitoring and policy enforcement system**

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24 10 The collection of TAPS evidence data is attributed to the Bangladesh's TAPS monitoring and
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26 11 enforcement system. To achieve a comprehensive ban on all forms of TAPS, the Bangladeshi
27
28 12 government has established a unique approach, which includes a multi-stakeholder taskforce
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30 13 (vigilance) system and mobile courts as key enforcement tools.[62,63] The vigilance system,
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32 14 each district and sub-district has its own, consists of expert groups (e.g. health professionals,
33
34 15 lawyers, media) working closely with civil society or tobacco control organisations – who
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36 16 report any violations – and the public authorities (e.g. health and police departments) – who
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38 17 enforce tobacco control policy in their local communities. The outcome of this collaboration is
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40 18 the creation of a very low-cost, yet tailored to local needs, system with the ability to address
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42 19 any TAPS related violations in a timely and public manner.[63]
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21 The taskforce system is also supported by mobile courts which conduct random inspections, or
22 they are dispatched when authorities receive report of a violation. Their tasks include: try
23 offences at the scene,[62,64] impose penalties,[65] and destroy any illegal advertisements,[63]
24 specifically those related to tobacco advertising displayed at PoS.[62,66] Since 2005, more
25 than a thousand mobile courts have been conducted,[39] with all enforcement activities (e.g.

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3 1 number and types of TAPS removed, fines distributed, reports received from the district
4
5 2 taskforce committees) being publicly posted on a regular basis on the National Tobacco Control
6
7 3 Cell website.[20] The annual number of these enforcement activities is then used as an indicator
8
9 4 of the national TAPS ban implementation.[21,67] This judicial system has been acknowledged
10
11 5 at the WHO FCTC Conference of the Parties (FCTC/COP/6/5)[11] as a unique approach for
12
13 6 the enforcement of national advertising ban legislation. Additionally, the WHO has
14
15 7 characterised[4] the mobile courts' strict penalties as an effective deterrent to offenders,
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17 8 ensuring the implementation of the TAPS related provisions in Bangladesh.
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24 10 Some administrative issues remain to be addressed. Members of the taskforce committee have
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26 11 highlighted[68] the lack of logistic support for conducting the mobile courts, while police
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28 12 personnel have acknowledged[69] having limited education on the existing TAPS bans and
29
30 13 what sanctions follow violations. Lastly, some critics have requested[70] the government
31
32 14 provide a more sustainable enforcement mechanism by reducing the operational costs of the
33
34 15 taskforces. Three solutions have been proposed: a) introducing a one percent health tax on
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36 16 cigarettes, which could be allocated to the taskforces b) allowing the district taskforces to use
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38 17 revenue collected from the local law violation fines, and c) expanding the activities of
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40 18 taskforces by increasing the number of the mobile courts conducted and the fines issued.[70]
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49 21 **DISCUSSION**

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51 22 This case study scrutinised the main characteristics and processes underpinning Bangladesh's
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53 23 legislative environment on TAPS: engagement of international actor interest (through e.g.
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55 24 technical assistance, funding, and CSR) on the TAPS policies, the incremental approach to
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3 1 TAPS policymaking, the collection of time-sensitive TAPS monitoring data, and the innovative
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5 2 TAPS monitoring and policy enforcement system.
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10 4 These characteristics provide valuable lessons for other low- and middle-income countries
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12 5 (LMICs). Most importantly, they highlight the importance of tobacco control advocate
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14 6 involvement in TAPS policy monitoring, enforcement, and development as this strengthens
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16 7 tobacco control policies overall.[71,72] The participation of the Bangladeshi tobacco control
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18 8 advocates in the multi-stakeholder taskforce (vigilance) system, by conducting frequent
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20 9 compliance monitoring, publicly highlighting the advertising activities of the tobacco industry
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22 10 and informing the mobile courts about any TAPS violations, reinforces legislation
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24 11 enforcement. Such collaborations have been proven successful for the implementation of TAPS
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26 12 policies in other LMIC contexts too, like Thailand[73] and Nepal.[74] In the case of
27
28 13 Bangladesh, advocate engagement with government led to the amendment of TAPS related
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30 14 policies and closed several loopholes. According to the BATA's view,[25] the key to this
31
32 15 continuous success is maintaining a close working relationship with policymakers and
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34 16 providing voluntary services to the government (e.g. organizing governmental events, briefing
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36 17 government on WHO FCTC) rather than just criticising existing policies and advocating for
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38 18 changes.
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47 20 Bangladesh also seems to have addressed the sustainability of the tobacco control programme
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49 21 by incorporating a three-tier approach. Initially, it introduced multi-stakeholder committees
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51 22 responsible for policy surveillance, then it established mobile courts for enforcement and
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53 23 finally it included international partners (e.g. WHO and BI) for identifying solutions through
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55 24 technical and funding support that could not be addressed with local expertise and resource
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57 25 capacity alone. A similar approach could be used by other LMICs encountering sustainability
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1 challenges with their tobacco control programmes.[72] The tobacco control program in
2 Bangladesh is largely funded agenda by international organisations, as neither the program or
3 tobacco control organisations receive any permanent funding from government.[75] As such,
4 the capacity to effectively deliver their responsibilities could be threatened[75] in the future so
5 some caution is needed.

6
7 Two underlying challenges remain in Bangladesh. Tobacco endgame approaches, like
8 Bangladesh's "tobacco-free by 2040" initiative, are vulnerable to tobacco industry when health
9 policymaking processes are not protected from actors with vested interests through interference
10 legislation.[76] The magnitude of the documented tobacco industry marketing practices
11 illustrates that the industry succeeds in adjusting its practices in an evolving legislative
12 environment. Bangladesh's score on the Tobacco Industry Interference Index has increased
13 between 2020 and 2021 (from 68 to 72 in 2021),[55,71] suggesting a worsening trend of
14 interference that threatens the realisation of Bangladesh's vision of becoming tobacco-free by
15 2040.[75] Divestment of the government's shares in British American Tobacco Bangladesh and
16 introduction of policy protecting mechanisms to the standards of the WHO FCTC Article 5.3
17 (Protecting tobacco control policies from the influence of the tobacco industry) were
18 recommended[77] as solutions for resolving this conflict of interest with the tobacco industry.
19 Similar studies[75,76] investigating the implementation of tobacco control legislation in
20 Bangladesh echo this argument.

21
22 And finally, new TAPS policy opportunities and legislative loopholes will continue to arise.
23 For example, surveys[78–80] showcase that the Bangladeshi public is supportive towards
24 further TAPS measures, such as the introduction of plain tobacco packaging,[78] a retailers'
25 licencing scheme which would reduce TAPS marketing at PoS,[79] and a ban on tobacco

1 advertisements and tobacco industry events on campuses.[80] An investigation of tobacco
2 control stakeholder perspectives on strengthening the existing TAPS legislations and
3 advocacy[81] in Bangladesh could be explored. The gained knowledge from this investigation
4 would inform policy and advocacy direction, and help prioritise needs to achieve a tobacco-
5 free Bangladesh by 2040.[3]

8 **Limitations**

9 We were limited to data that were publicly available at the time of the data collection and to
10 documents available in the English language. Despite these limitations, we collected large
11 amounts of information, especially around the evolution of the TAPS legislation provisions
12 (second theme) and the documentation of tobacco industry marketing practices (third theme
13 respectively). We prioritised the analysis of the historical context and the criticism circulated
14 during these time periods, as we believe, they are important to the reader's understanding of
15 the Bangladesh's TAPS context. To manage the magnitude of information around tobacco
16 marketing practices, we decided to stratify this information under an extensive but not
17 exhaustive list (see Table 3). Future investigation can focus on these activities and provide
18 explicit themes characterising them.

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Supplementary File 1: Detailed methodological approach

Study design, public policy model and procedure

We employed a qualitative health policy analysis to explore the TAPS situational context in Bangladesh, in order to explain how and why the current policy was developed, and to identify areas for improvement.

We used the health policy triangle (HPT) model,[1] as a conceptual approach informing this investigation, guided by the research questions.[2,3] The HPT model is specifically designed for the analysis of health sector policies in low- and middle-income countries (LMICs),[1] and has already been employed in various health policy areas,[4,5] including the tobacco control field.[6] The HPT investigates the contextual factors that influence the policy, the processes by which the policy was initiated, formulated, developed, implemented, and enforced, the content of the health policy and finally, the actors involved in the policy making and implementation.[7]

The READ technique (Readying the materials, Extracting data, Analysing data and Distilling findings)[8] informed the study procedure for collecting relevant documents and eliciting information, and is further detailed below.

Data collection

We searched for information from academic literature search engines (PubMed, Embase, Scopus, Science Direct and Web of Science), news media databases (Nexis and ProQuest), websites containing tobacco control policy documents for Bangladesh (e.g. CTFK-Tobacco Control Laws), websites of key transnational tobacco industries operating domestically (e.g. British American Tobacco Bangladesh -BATB), websites of national or transnational

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3 organizations or coalitions focused on tobacco control (e.g. Work for a Better Bangladesh-
4 WBB, WHO, Bangladesh's Anti-Tobacco Alliance-BATA) (see detailed list in online
5 Supplementary File 2). We also extracted references in all the acquired documents
6 (snowballing) and used identified key information items (e.g. specific legislation) to find
7 additional information (pearl growing).[9] To identify the literature, we used the combination
8 of the keywords "Bangladesh" and "tobacco advertising" (or "tobacco marketing" or "tobacco
9 promotion"). We used the same keyword combinations within the documents to confirm their
10 relevance to the study's research questions.
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24 The study data collection timeframe was November-December of 2020, no retrospective
25 chronological limit was set.
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31 Data analysis

32 We drew on the thematic framework approach, as described by Gale et al.,[10] to inform the
33 study analysis. The framework approach aims to identify commonalities or differences within
34 the investigated policy data and seeks to draw descriptive and/or exploratory relationships
35 clustered around themes.[10] Its defining feature is the "matrix" output, a spreadsheet that
36 summarizes data by codes and analysed units. This benefits the comparison and contrasting of
37 the views expressed from the data sources connected both within the individual source and
38 across all analysed sources. Furthermore, unlike other qualitative methods, the thematic
39 framework is not underpinned by any particular epistemological, theoretical, or philosophical
40 idea which shapes the analytical approach, making it a flexible and adaptable tool.[10]
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55 We started the analytical procedure[10] with data familiarisation and then we applied a
56 descriptive label (a "code") to text passages with thematic relevance to the HPT's model
57 concepts and the research questions. We particularly focused on how the TAPS environment
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3 is formulated (e.g. advertising activities, exposure, existing policies), what factors had
4 supported or obscured the adoption of a TAPS policy in Bangladesh, and how these had
5 influenced the adopted legislative text. All data was coded using NVivo 12.0 software.
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12 After coding forty per cent of the collected documents to ensure that we would cover the most
13 important aspects described within the total volume of the documents, we grouped together
14 similar codes into categories. This formed a “working analytical framework”,^[10] which we
15 applied to the rest of documents (“indexing”), while iteratively expanding and amending until
16 reaching the final format (“framework index”) (see Table 1). Following this, we “charted” the
17 data on a spreadsheet (summary of data per category from each document) and generated a
18 “framework matrix” (see online Supplementary File 3). The final stage involved the “data
19 interpretation”, where we mapped connections across the categories and explored any
20 relationships (as clustered around “sub-themes” and “themes”).
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Supplementary File 2: Table of sources from where data was extracted

Name	URL
Academic literature search engines	
PubMed	https://pubmed.ncbi.nlm.nih.gov
Embase	https://www.embase.com
Scopus	https://www.scopus.com
Science Direct	https://www.sciencedirect.com
Web of Science	https://webofknowledge.com
News media databases	
Nexis	https://nexis.com
ProQuest	https://www.proquest.com
Tobacco control policy documents	
CTFK-Tobacco Control Laws	https://www.tobaccocontrollaws.org
Tobacco Industry websites	
British American Tobacco - Bangladesh	https://www.batbangladesh.com/
Governmental sources	
National Tobacco Control Cell	https://ntcc.gov.bd/
National or transnational organizations or coalitions focused on tobacco control	
World Health Organization (WHO)	<p>Global site: https://www.who.int</p> <p>Regional site: https://www.who.int/southeastasia</p> <p>Country Office site: https://www.who.int/bangladesh/</p> <p>Institutional Repository for Information Sharing (IRIS) site: https://apps.who.int/iris</p>
WHO Framework Convention Secretariat (WHO FCTC)	https://untobaccocontrol.org/impldb/sudan/
Framework Convention Alliance (FCA)	https://fctc.org/
Association for Community Development (ACD)	https://acdbd.org/
AID Foundation	https://aid-bd.org/
Foundation through Research and Knowledge (ARK) Foundation	https://arkfoundationbd.org/
Dhaka Ahsania Mission (DAM)	http://www.ahsaniamission.org.bd/
National Anti-Tuberculosis Association of Bangladesh (NATAB)	http://www.natabbd.org/
Knowledge for Progress (PROGGA)	http://progga.org/
Work for a Better Bangladesh Trust (WBB Trust)	http://www.wbbtrust.org/
Bloomberg Initiative – Tobacco Control Grants Program	https://tobaccocontrolgrants.org/
Campaign for Tobacco Free Kids (CTFK)	https://www.tobaccofreekids.org
Global Center for Good Governance in Tobacco Control (GGTC)	https://ggtc.world
Southeast Asia Tobacco Control Alliance (SEATCA)	https://seatca.org/

Stopping Tobacco Organizations and Products (STOP) & Tobacco Tactics	<i>STOP site:</i> https://exposetobacco.org <i>Tobacco Tactics site:</i> https://tobaccotactics.org
International Union Against Tuberculosis and Lung Disease (The Union)	https://theunion.org

For peer review only

Supplementary Material 3: Framework index

Theme: Engaging the international actor interest

Sub-theme	Category	Coded Text	Source
Technical assistance	Contributions to TAPS policy making	<p>Outcomes:</p> <p>✓ Contributed to Bangladesh’s national tobacco control law of 2005 and its amendment in 2013. ✓ Enabled Bangladesh to make progress in many areas in the implementation of the Convention. ✓ Served as a guiding framework and an instrument to support legislative, executive and administrative measures, and provided direction for implementation. ✓ Supported the Ministry of Health and Family Welfare and partners in making the case for health and rallied the NGO/civil society sector into pressing for action</p>	[1]
		<p>Bangladesh enacted a tobacco control law in 2005 and formulated regulations for its implementation in 2006. WHO provided comments and suggestions to the National Tobacco Control Cell of the Ministry of Health to remove many loopholes in the law.</p>	[2]
		<p>Official Partners and Allies: WHO, Bloomberg initiative, The Union, Campaign for Tobacco Free Kids (CTFK)</p>	[3]
		<p>The Union’s achievements</p> <p>The Union piloted the Smokefree implementation and enforcement workshop in Bangladesh in January 2013. During the workshop, delegates joined together to issue a press release warning against designated smoking areas being included in forthcoming legislation. Most importantly, delegates also developed action plans aimed at passing the tobacco control law amendment bill in Parliament by April</p>	[4]

		<p>2013 and conducting a smokefree public information campaign in all public places and on public transport.</p> <p>For twelve months prior to the passage of the amended Act in 2013, The Union conducted regular advocacy meetings with high-level government ministers. This engagement across ministerial stakeholders helped move the legislation through the Cabinet Ministers' review, and, in particular, pass the Ministry of Finance which had blocked the legislation for over a year. The Union provided specific recommendations to MPs for addressing existing loopholes, particularly regarding removal of the provision for designated smoking rooms.</p>	
	<p>Facilitation to policy implementation and enforcement</p>	<p>With the support from WHO Bangladesh, NTCC taken the initiative to conduct mobile courts in all 64 districts in Bangladesh during October 2017.</p> <p>The WHO is contributing to the implementation of MPOWER measures in Bangladesh through providing technical assistance for developing tobacco control legislation in compliance with the WHO FCTC. It also provides technical and logistical support to the (i) National Tobacco Control Cell, (ii) National Board of Revenue, (iii) various professional bodies and, (iv) non-governmental organisations in their tobacco control programmes. WHO also works closely with the country to strengthen enforcement of tobacco control law, create public awareness and to impose higher taxes on all types of marketed tobacco products.</p> <p>WHO, along with other partners, supported government efforts - technically and financially - to formulate the rules for implementation of the new law and make some of the amended clauses operational. In Bangladesh, the WHO works closely with national authorities to fully enforce the amended tobacco control law, thereby contributing positively towards protecting public health. WHO organises workshops for government and non-government stakeholders on countering tobacco industry interference, on tobacco advertising, promotion and</p>	<p>[5]</p> <p>[2]</p> <p>[2]</p>

		<p>sponsorship bans, on tobacco cessation and tobacco taxation, as well as on implementation and enforcement of smoke-free zones.</p> <p>The WHO FCTC has prompted intersectoral collaboration between government departments, civil society and NGOs working for tobacco control in Bangladesh. The WHO FCTC boosted tobacco control NGOs and galvanized the civil society movement. For example, the Bangladesh Anti-Tobacco Alliance (BATA) serves as one of the major sources of information for the public and government about the law and reporting violations.</p>	[1]
	Identification of funding sources	<p>The national strategic plan of action will be the main tool and background document for mobilizing resources for tobacco control activities. Based on this document suitable proposal for resource mobilization would be developed. Donors will be approached with support from WHO for the fund.</p>	[6]
Capacity building and sustainability	Grant schemes	<p>Since the inception of the Bloomberg Initiative (BI), the WHO Regional Office for South-East Asia (SEARO) has been providing regional and in-country leadership and using the opportunity provided by the Initiative to support growing national capacity for tobacco control as well as monitoring the progress of implementation of the Initiative. The Initiative is expected to supplement and complement the regional tobacco control efforts and also to support countries to effectively implement the WHO FCTC. The Grant Mechanism has been an important source of funds for tobacco control in the BI focus countries (Bangladesh, India, Indonesia and Thailand) and in Sri Lanka and Nepal which have been the only non-BI focus countries that have received grants in this Region. Bloomberg Initiative annual reports have been produced and disseminated across the Region to share the experiences of the four Bloomberg focus countries.</p>	[7]

		In the 2010-2011 baseline biennium at least 80% of planned expenditure for activities in countries will take place in the four BI focus countries (Bangladesh, India, Indonesia and Thailand).	
	Funding relationships with international and local organisations	<p>"Bloomberg Initiative (BI) grants in Bangladesh and Pakistan are assisting the respective governments to set up implementation infrastructures for tobacco control laws already in place in order that the benefits reach the communities. The BI grants for these countries have been strengthened and backed up by a robust capacity building programme which will lead to sustainability of these programmes. It is the responsibility of the governments to lead and fund tobacco control in their countries with a view to make the attainment of effective tobacco control much easier and sustainable in the years to come."</p> <p>Bangladesh appreciates the support being provided by the Bloomberg Global Initiative for Tobacco Control. Bangladesh is one of the four countries in the Region that has been selected under the Bloomberg Initiative. We consider the support from the Initiative very useful for strengthening the public sector for effective tobacco control. However, the activities under the Bloomberg Initiative should be designed and developed in such as way that they supplement and complement the efforts of the Parties to meet their obligations under the WHO Framework Convention on Tobacco Control. In order to use the opportunity provided by the Bloomberg Initiative, Bangladesh has established the National Tobacco Control Cell as the functional arm of the Ministry of Health to steer all the national actions for tobacco control, including implementation of the Framework Convention in the country. The Cell hosts the Bloomberg country staff and the WHO country focal point for tobacco control. The Cell works closely with nongovernmental organizations and has made provisions for nongovernmental organizations to use its facilities for their tobacco-control activities. As you have seen in the programme of the lunch time Seminars, there will be a briefing on the Bloomberg Initiative on 4 July</p>	<p>[8]</p> <p>[9]</p>

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		<p>2007. Experiences of the establishment of the Bangladesh national Tobacco Control Cell will be shared as a best practice in that briefing session. I welcome you all to join us there. In conclusion, I should like to add that we have a long way to go for effective tobacco control and full implementation of the WHO Framework Convention on Tobacco Control. A least-developed country and Party like Bangladesh needs continuing support for its tobacco-control efforts. We need to strengthen the National Tobacco Control Cell to make it the centre point for guiding the process for development and implementation of tobacco-control programme and activities. We expect that both WHO and the Bloomberg Initiative will assist us in our endeavours. I thank you all for your attention.</p> <p>Bloomberg Initiative Grants 1. National Tobacco Control Cell (NTCC), Ministry of Health and Family Welfare Project to promote the enforcement and amendment of national tobacco control legislation in order to achieve full compliance with the FCTC 2. WBB Trust - Work for a Better Bangladesh Project to strengthen Bangladeshi tobacco control through Government-NGO cooperation for improved FCTC implementation</p> <p>People’s Initiative to Tobacco Control in Rajshahi and Rangpur Division Association for Community Development The purpose of the project is to strengthen implementation of the newly amended tobacco control law in Rajshahi & Rangpur Division with a focus on ensuring 100% Smoke Free public places, enforcement of the bans on tobacco advertising, promotion and sponsorship, and of sale to and by minors. This will be done through combined effort of the 4 consortium partners who will independently lead initiatives to support implementation efforts in their own areas, as well as collectively build</p>	<p>[10]</p>
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		<p>support for higher compliance to the laws in the North Western region of Bangladesh. Country: Bangladesh Start Date: Apr 2014 End Date: Mar 2015</p> <p>Consortium to Strengthen Tobacco Control Law Regarding Packaging Consumers Association of Bangladesh (CAB) To strengthen packaging and labeling laws by instituting pictorial warnings, strengthen existing warnings and address enforcement mechanisms by mobilizing civil society, media, NGO's and other stakeholders in the drive to modify existing tobacco control laws. Country: Bangladesh Website: www.consumerbd.org Start Date: Feb 2008 End Date: Aug 2010</p> <p>"Advocacy with national level stakeholders to strengthen implementation of TAPS ban in Bangladesh through institutional directives and strategic litigations " Environment Council Bangladesh The purpose of the project is to mobilize key stakeholders for development and issuance of necessary decisions/circulars/orders from relevant bodies to ensure effective implementation of TAPS ban mandated by the amended tobacco control law. Project seeks Country: Bangladesh Website: http://www.ecbangladesh.org Start Date: Apr 2015 End Date: Jun 2016</p> <p>Advocating for and supporting a comprehensive Tobacco Advertising, Promotion and Sponsorship ban in Bangladesh</p>	<p>[10]</p> <p>[10]</p> <p>[10]</p>
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		<p>Environment Council Bangladesh (ECB) Country: Bangladesh Website: http://www.ecbangladesh.org Start Date: Nov 2012 End Date: Mar 2015</p> <p>Implementation of Bans on Tobacco Advertising, Promotion and Sponsorship of Tobacco Control Laws of Bangladesh in Barisal Division Grambangla Unnayan Committee The overall purpose of this project is to control tobacco advertising, promotion, and sponsorship through implementation of effective enforcement measures in 12 Bangladeshi towns Country: Bangladesh Website: http://www.grambanglabd.org Focus: Ad Bans Approach: Capacity building Start Date: Oct 2018 End Date: Sep 2020</p> <p>Protecting Women from Tobacco: Advocacy for Better Tobacco Control Policies and Law Amendment through the Anti-Tobacco Women's Alliance UBINIG (Pvt) Ltd. The project aims to mobilize women to successfully advocate with Parliament in general- and with female Members of Parliamentarians in particular- for an amendment to the national tobacco control legislation that contains comprehensive tobacco advertising bans and warning labels for smokeless tobacco products. Country: Bangladesh Start Date: Feb 2011 End Date: Jan 2013</p>	<p>[10]</p> <p>[10]</p>
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		<p>Union grantees, Work for a Better Bangladesh (WBB Trust) received an award from the Ministry of Health and Family Welfare for contributions to tobacco control.</p> <p>Violators of tobacco advertising, promotion and sponsorship bans face on-the-spot justice from ‘mobile courts’ in Bangladesh. Illegal displays of tobacco are destroyed and vendors fined by magistrates during random checks by tobacco control taskforces, which involve local government, magistrates, law enforcers and civil society. The Union provided grants and advice on management and infrastructure to support the development of this unique approach</p> <p>Current Donors: Campaign for Tobacco Free Kids and Bloomberg Philanthropies</p> <p>Introduce, implement and monitor National and Sub national licensing policy for tobacco sales through advocacy, capacity building and multi-stakeholder engagement. AID Foundation This project aims at introducing stringent licensing system for tobacco sales in Bangladesh. This will be achieved through formulating bi-laws or gazette notification or a government order by a local government ministry. Local government institutes and other stakeholders will also be mobilized to support law enforcement of all provisions of tobacco control legislation by the local governments. Country: Bangladesh Website: http://www.aid-bd.org Focus: Tobacco Control Policy (general) Approach: Advocacy Start Date: Sep 2017 End Date: Aug 2019</p>	<p>[11]</p> <p>[11]</p> <p>[12]</p> <p>[10]</p>
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		<p>People's Jubilant Engagement for Tobacco Free Chittagong City. Bangladesh Institute of Theatre Arts (BITA) To create a Tobacco Free Chittagong through effective implementation of the tobacco control law with an emphasis on comprehensive TAPS ban provisions. Country: Bangladesh Website: www.bitactg.org Start Date: Aug 2018 End Date: Jan 2020</p>	[10]
		<p>Advocacy for Comprehensive Implementation of TC Law in Dhaka City Dhaka Ahsania Mission The purpose of the project is to support effective implementation and enforcement of the newly amended tobacco control law in Dhaka city, with a focus on ensuring 100% Smoke Free public places, enforcement of the bans on tobacco advertising, promotion and sponsorship, and of sale to and by minors. Country: Bangladesh Start Date: Jan 2014 End Date: Jan 2015</p>	[10]
		<p>Advocacy for mainstreaming and sustainable implementation of Tobacco Control Law and campaign against TI tactics targeting students and youths. DHAKA AHSANIA MISSION The purpose of this project is to advocate for the sustainable implementation of the tobacco control law through capacity building and policy advocacy and to monitor and counter industry efforts to undermine tobacco control in Bangladesh. Country: Bangladesh Website: http://www.ahsaniamission.org.bd</p>	[10]

		<p>Start Date: Feb 2017 End Date: Jul 2018</p> <p>Implementation of TAPS ban laws in Bangladesh through capacity building, effective enforcement and strengthening reporting and monitoring system National Anti-Tuberculosis Association of Bangladesh (NATAB) This project aims to control tobacco use through implementing TAPS ban in 12 districts under Dhaka and Mymensingh Divisions in Bangladesh and sensitizing policy makers to take measures to scale up the best practice of the project throughout the country. Country: Bangladesh Website: http://Natabbd.org Focus: Ad Bans Approach: Capacity building Start Date: Mar 2018 End Date: Mar 2020</p> <p>Strengthening Bangladeshi tobacco control through GO-NGO cooperation for improved FCTC implementation WBB Trust This project aims to strengthen tobacco control in Bangladesh, emphasising FCTC implementation, correct weaknesses in the current law, and increase the role of NGOs in enforcement. Country: Bangladesh Website: http://www.wbbtrust.org Focus: Tobacco Control Policy (general) Start Date: Aug 2007 End Date: Jul 2009</p> <p>Further broadening the tobacco control movement in Bangladesh: a focus on institutions</p>	<p>[10]</p> <p>[10]</p> <p>[10]</p>
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		<p>WBB Trust The aim of this project is to support government and agencies in the implementation and monitoring of the national tobacco control law. It will promote support for amendments to strengthen the law, and for tax increases. It will also explore linkages between non-communicable diseases, poverty and law. The project will work to strengthen the capacity of network organizations. This includes establishing a resource centre at WBB for use by government, NGOs, journalists and others. Country: Bangladesh Focus: Tobacco Control Policy (general) Start Date: Nov 2011 End Date: Jan 2013</p> <p>Strengthen collaboration among Government-NGO-CSOs to support tobacco control law amendment & regulations and implementation WBB Trust The aim of this project is to strengthen and expand the existing network in tobacco control focusing on the national tobacco control law’s amendment and implementation, with special emphasis on smoke free policy. As a resource centre for tobacco control, the project will provide technical advice and strengthen public support on the law amendment and related rules notification. It will continue fostering collaboration for effective implementation of the law. The project will also support the government to incorporate tobacco control into NCD strategy. The project will also work with government, NGOs and CSOs to implement policy on FCTC Article 5.3. to protect tobacco control policies from tobacco industry interference. Country: Bangladesh Focus: Tobacco Control Policy (general) Start Date: Mar 2013 End Date: Feb 2015</p>	<p>[10]</p>
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		<p>Strengthen a multi-sectoral approach into tobacco control in Bangladesh. WBB Trust This project aims to create guidelines for the development of a sustainable funding mechanism for tobacco control and health promotion in Bangladesh using the new 1% health surcharge on tobacco products. It will engage multiple sectors and stakeholders in order to pass the guidelines, strengthen implementation of the tobacco control law and Article 5.3, and monitor tobacco industry activities. Country: Bangladesh Website: http://www.wbbtrust.org Focus: Tobacco Control Policy (general) Approach: Capacity building Start Date: Feb 2015 End Date: Jan 2016</p>	[10]
		<p>Revising the Guangzhou tobacco control regulation and strengthening law enforcement to build 100% smoke-free environment WBB Trust To support the adoption and implementation of a a sustainable funding mechanism policy; Monitor and promote successful FCTC Article 5.3 implementation; Further develop Bangladesh Anti-Tobacco Alliance (BATA) capacity. Country: Bangladesh Website: http://www.wbbtrust.org Approach: Legislation - passage Start Date: Feb 2016 End Date: Jul 2017</p>	[10]
		<p>Strengthening implementation of MPOWER policy in Bangladesh WBB Trust</p>	[10]

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		<p>Submit an evaluation on the effectiveness of current MPOWER policies, proposing opportunities to address policy gaps and establish monitoring and evaluations systems to policy and decision makers. Build awareness on the need for a National Strategic Plan of Action on Tobacco Control to government agencies, NGOs, civil society, professional organizations and the media.</p> <p>Country: Bangladesh Website: http://www.wbbtrust.org Focus: Tobacco Control Policy (general) Start Date: Dec 2016 End Date: May 2017</p> <p>Preparation of draft revised tobacco control law for Bangladesh Work for a Better Bangladesh (WBB) Trust To draft stronger tobacco control law ammendments, address weaknesses in the existing law, and ensure that Bangladesh meets the legal requirements under the FCTC in close collaboration with the National Tobacco Control Cell (NTCC) and relevant Ministries.</p> <p>Country: Bangladesh Website: www.wbbtrust.org Start Date: Oct 2008 End Date: May 2009</p> <p>Advancing tobacco control in Bangladesh through raising tobacco taxes, strengthening TAPS ban, stopping TII and developing a National Tobacco Control Program.</p> <p>Work for a Better Bangladesh (WBB) Trust This project will strengthen existing nationwide tobacco control movement, through stakeholder responses for MPOWER policies and developing a national tobacco control program (NTCP) with dedicated government budget.</p> <p>Country: Bangladesh</p>	<p>[10]</p> <p>[10]</p>
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		<p>Website: http://www.wbbtrust.org Focus: Tobacco Control Policy (general) Start Date: Oct 2017 End Date: Mar 2019</p> <p>Capacity building of the NGOs and government agencies is being done through the Bloomberg Initiatives (BI). NGOs and government agencies are working in different fields of tobacco control with grants from BI. One NGO has obtained a grant from BI for a project aiming to understand religious leaders' attitudes to smoking and smoke-free polices and to establish coalition of religious organizations, providing training and capacity building for leaders. Under a BI grant, a consortium of NGOs running a project to strengthen packaging and labeling laws by instituting pictorials warnings, strengthening existing warnings and addressing enforcement mechanisms, as well as to mobilize civil society, media, NGOs and other stakeholders in the drive to modify existing tobacco control legislation. Projects also has been undertaken to advocate for more effective tobacco tax policies, FCTC implementation, updating of current law and support for tobacco farmers to switch to food crops under a Bloomberg Initiative grant.</p> <p>Bangladesh systematic, concerted, and methodical efforts by nongovernmental organizations (NGOs) provide a model of very low-budget but effective advocacy against what seemed to be impossible odds.</p> <p>One way of overcoming lack of funds is through partnerships with local NGOs or with institutions in developed countries. To help provide at least minimal operating funds, PATH Canada offered the WBB some startup funding, shared office space, and, perhaps more important, ongoing technical input. PATH Canada's support enabled the WBB to focus on tobacco control work, including the building of BATA, rather</p>	<p>[13]</p> <p>[14]</p> <p>[14]</p>
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		<p>than on seeking funds. The relationship also gave the WBB the assurance that small, necessary expenses could be met, such as those involved in holding a press conference and establishing computer and e-mail links for global networking. The technical assistance has been valuable in gathering evidence to support arguments for tobacco control. It enabled the WBB to provide the essential foundation and minimum operating costs for BATA, with other organizations contributing some funds and large amounts of time and expertise.</p> <p>Having created an excellent track record in its first year of work, BATA was able to gain supplementary funding in the following forms:</p> <ul style="list-style-type: none"> • Three small one-year grants from the American Cancer Society to three BATA member organizations—the LSTB, to support legal advocacy; the Welfare Association for Cancer Care, to work on issues affecting women and children; and the WBB, to strengthen BATA through divisional workshops and printed materials • A two-year grant from the Canadian International Development Agency (CIDA) to PATH Canada, the WBB, and BATA to develop and print materials, hold workshops, develop the capacity of WBB and BATA staff, and design and air counter-advertising. In addition to these specific grants, BATA members have received funding from the WHO, the Rockefeller Foundation, the Canadian Cancer Society, and other groups to attend workshops, meetings, and conferences. Because dependence on external funding is a concern, BATA is seeking to increase contributions from its member organizations and to finance some of its publications by accepting advertising. <p>Writing letters, holding meetings, organizing public demonstrations, and talking to politicians cost little. Rather than waiting for funds to materialize, it is best to make a start, utilizing existing resources. If the work is successful, it will be easier to find funding in the future.</p> <p>Bangladesh is a party to the WHO Framework Convention on Tobacco</p>	<p>[15]</p>
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		<p>Control. The country has also developed national tobacco control legislation, national strategy and plan of action for tobacco control. A National Tobacco Control Cell (NTCC) has been established under the Bloomberg initiative to steer all national activities for tobacco control.</p> <p>People's Response On Tobacco law Enforcement through Campaign against Tobacco (PROTECT). For saving the public health from the harmful effect of smoking and using tobacco products, the Government of Bangladesh enacts 'Smoking and using of Tobacco products (Control) (Amendment) Act, 2013.' In order to effective enforcement of the law, particularly the section 4 as Smoking prohibited in public places and in the vehicles and section 5 as Prohibition of advertisement of tobacco products, AID has taken initiative its Tobacco control project since 2009. During the period AID has implemented 3 projects with the financial and technical support of The International Union against Tuberculosis and Lung Diseases, Inc. (The Union). Among these project the last one "People's Response on Tobacco law Enforcement through Campaign against Tobacco (PROTECT)" has been implemented during the period 01 October, 2013 to 31 September, 2015. For effective enforcement of this law it was needed to involve local government authorities, activate the tobacco control law enforcement authorities and sensitize mass people with appropriate activities.</p> <p>Recognizing the adverse effect of tobacco on health, social, economic and environmental aspect, AID Foundation initiated its Tobacco Control project in 2007. Since then, it has been working on tobacco control field with the financial and technical support of The Union, France since 2009. Now the following project for regulating the retail sales of tobacco products through licensing and TAPS Bans is being implemented in a national context.</p>	<p>[16]</p> <p>[17]</p> <p>[17]</p>
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		<p>Project Title: Strengthen Local Government Initiation for Licensing of the Tobacco vendors and enforcement of TAPs bans (November 2019- April 2021)</p> <p>Easy availability of tobacco products and promotion techniques of tobacco industries is making people tobacco addiction. Tobacco industry manipulates tobacco vendors for selling it to the minors through different tempting process and consequently is increasing new tobacco users. There is no data about the numbers of tobacco vendors in the country. In this context the objective of the project to initiate the licensing of tobacco sales by LGIs, to strengthen tobacco control law through enforcement of TAPS bas provision and organize public opinion against unregulated tobacco trades and TAPS.</p> <p>Working Area: National & Subnational (Khulna Division) Duration: 18 months (1st November 2019 to30th April 2021) Donor: Vital Strategies through The Union. Beneficiaries: 5-10 Million</p> <p>Smokeless Tobacco Products in Bangladesh This study was carried during April to September, 2012 by TABINAJ members with coordination by Narigrantha Prabartana with the sponsorship of Campaign for Tobacco Free Kids (CTFK). It was done in the context of the process of tobacco control law amendment. It was found that there is very little information on the smokeless tobacco products. A lot of samples of smokeless tobacco products could be found in the market and the users are there for these products. However, very little information is available on its production, sale and distribution. This is an investigative study rather than a full research.</p> <p>Objectives of the study: The main objective of the investigation was to assess the implementation of existing laws in the light of amendment and to collect information on production, sale and use of smokeless tobacco products. Specific objectives were to collect information on smokeless tobacco products and to provide those to activists involved with tobacco control and work on policy level.</p>	<p>[18]</p> <p>[19]</p>
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		<p>Dhaka Ahsania Mission (DAM) as a BI grantee working with other BI grantees and government agencies. DAM organized different activity like- develop and finalize the different sectors policies through organize advocacy workshop with relevant authority. DAM also undertake extensive media campaigns different advocacy materials has developed and distributed.</p> <p>The Union provided support to the Ministry of Health and Family Welfare and the National Tobacco Control Cell to prepare the tobacco control law amendment bill and summary for presentation to the Cabinet. Union grantees WBB Trust, NATAB and ACLAB, AID garnered public support for the amendment process through a series of public information campaigns and cultural events. Technical Advisor to The Union in Bangladesh, Ishrat Chowdhury, has met regularly with high-profile members of the Cabinet over the last few months to advise them of the need to amend the legislation as soon as possible in order to stem the health cost of the tobacco epidemic in Bangladesh.</p>	[20]
Corporate political activities	Approach in early 2000s	<p>In addition to the WHO other international influences to be noted here include the Centre for Disease Control (CDC), USA, the Bloomberg Initiatives and Path, Canada which have supported various anti-tobacco organisations in Bangladesh. As we noted earlier “ADHUNIK” was established in 1987 followed by BATA in 1999 specifically in response to a huge promotional campaign for one of the ABC’s products. Since then the anti-tobacco movement has accelerated and gained further strength. The pressure from the anti-tobacco group was identified by one of the interviewees as follows:</p> <p>I think prior to social reporting there wasn’t much engagement with the anti-tobacco groups [...] Social reporting allows you to have that kind of engagement and to get ideas from them. At least you’re talking to them rather than being suspicious and thinking that they’re plotting conspiracy. The whole point of social reporting is to develop a bridge.</p>	[21]

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		<p>[...] There are areas we can agree on and let's do that for a start. There are things which you can't agree on. Let's say the anti-tobacco groups said that they wanted us to shut down our factory. Then obviously we can't do that. It's impossible. That's all we do. But if they ask us to be responsible in the marketing of cigarettes; yes, we can do something about it (Interview 2: Head of Corporate Affairs).</p> <p>Articulating the company's relationship with the anti-tobacco groups in Bangladesh the above interviewee further added:</p> <p>Some people from the anti-tobacco lobby sit on the other side of the spectrum. It's a position of opposition and fear. Between us and them there is this silent member of the public and the policy makers. The point is that their level of commitment and opposition affects us [...]. The question is which position is the reasonable one for society? The only judges for that are the people sitting in between us and them. The more people realise that we're responsible, we're reasonable and we're trying our best the better. They are trying the same thing as well [...]. More and more people are realising that we're a responsible company within a controversial industry (Emphasis added).</p> <p>In addition to the anti-tobacco groups another important local influence on the company's CSR and its reporting is the Bangladeshi media. For example, Bhorer Kagoj, a local Bengali newspaper which has long refused to carry tobacco advertisements, convened a roundtable meeting in 1999 to discuss strategies for countering the promotional campaign of the company discussed above. Indeed on many other occasions media and anti-tobacco groups have worked together to promote anti-tobacco activities in Bangladesh. One interviewee emphasised the importance of the media noting that:</p> <p>[...] Now you have 8 or 9 TV channels or even more in Bangladesh. Newspapers are becoming very vocal and more organised. These people are playing a very influential role in terms of putting pressure on us (Interview 5: Development Affairs Manager).</p>	[21]
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		<p>Another interviewee drew attention to the importance of the media in the following terms: You know that the media plays a very important role in the modern world. The global shift towards responsible business practice has had an influence in our country. The businesses in our country are also realising the importance of CSR (Interview 8: Social Reporting Manager).</p> <p>The High Court of Bangladesh, in response to a petition brought by members of the Bangladesh Anti-Tobacco Alliance (BATA), recently held that this mode of flashing the warning is in violation of the law. The court went on to say that all tobacco advertising should be banned. The case is currently on appeal. As part of its attempt to resist regulation, BAT has promoted itself as a responsible company. It has done this in several ways:</p> <ul style="list-style-type: none"> • In 2001 the company issued a voluntary code of conduct that limited tobacco advertisements on television and radio to the hours of 10 p.m. to 6 a.m. (BAT 2000). • BAT claims that it offers samples only to smokers or tobacco users over 18 years of age. • In newspaper advertisements and in programs distributed at cultural events sponsored by BAT, messages such as "Our events promote more than just our brands" are displayed. • A tree nursery program supported by BAT has brought the company much positive attention. The minister of the environment has visited the Dhaka nursery, and the trees and accompanying advertising signs line some medians in Chittagong, the main port city. In August 2001 BAT set up highly publicized roadside stands in Dhaka to hand out tree saplings. On July 28, 2001, BAT launched a so-called Youth Smoking Prevention Campaign consisting of 30-second television advertisements, three 1-minute radio scripts, billboards, and stickers. In all the materials, BAT claimed that smoking is an adult choice, that those under 	[14]
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		<p>age 18 should not smoke, and that BAT feels a responsibility to curtail and prevent youth smoking. More astute young people easily see through this campaign and recognize the contradiction between the company's heavily advertising its brands and yet telling youths not to smoke (WBB and PATH Canada 2001). For many, however, the campaign seems to offer evidence of how responsible and well-meaning BAT is, and it provides a further excuse for the inaction of lawmakers who wish to avoid passing tough laws to control tobacco.</p>	
	<p>Aligning with political situation</p>	<p>he second social report was published in 2005. While this report featured most of the first year's themes (consumer information, public smoking, youth smoking prevention, environmental management and corporate citizenship) the theme of responsible marketing was dropped and replaced with that of harm reduction. This was done at a time when local awareness about the health hazards of tobacco use was increasing with the Ministry of Health having established a NTCC working closely with WHO, Bangladesh. The company also dropped the themes relating to regulation and taxation. Are these changes a mere coincidence? In 2005 Bangladesh passed a Smoking and Tobacco Products Usage (Control) Act which imposed a comprehensive ban on tobacco advertising whilst tax increases had been imposed following the publication of national policy and strategy documents on tobacco. Whilst, as noted above, in its first two reports ABC covered a wide range of themes relating to the production and use of tobacco it was on the specific theme of environmental management that stakeholders' concerns were most clearly expressed, particularly concerning the harmful effects of tobacco farming. Local media and antitobacco groups were also highly critical of tobacco farming in the country with, additionally, evidence of community level protests and rallies against tobacco cultivation taking place which were prominently reported in the media. Unsurprisingly, therefore, the company decided to focus on tobacco farming in its third and final report published in 2007. As one senior manager of the company explained: NGOs and the media made a</p>	<p>[21]</p>

		<p>big fuss about it [tobacco farming] and we decided to respond via our third social report (Interview 2: Head of Corporate Affairs).</p> <p>Another company interviewee articulated the rationale behind the focus on tobacco cultivation as follows: We also observed that towards the end of 2005 and in early 2006 there were many negative media reports on the environmental effects of tobacco cultivation, for example tree cutting and reduction in soil fertility. So public expectations changed from tobacco marketing to tobacco cultivation. This trend was particularly observable in the negative media reporting (Interview 8: Social Reporting Manager). The above analysis shows that ABC's CSR and its reporting in Bangladesh appears to be driven by a combination of global and local forces that are many and complex. Several interviewees attempted to explain the drivers of the social reporting process in the company. When the social reporting process started in 2002 the then Head of corporate affairs emphasised that it was intended to be a continuous exercise: Believe me this is a commitment we are taking very seriously [...]It's not going to happen in one year. It's going to take the first year to understand it; the second year will be a little better and hopefully in the third year things will be in line. Then we are not thinking of abandoning it, we are not thinking of a box ticking exercise because we are raising our own standards (Interview 1: Head of Corporate Affairs, emphasis added). The current Chairman of the company who was the leading champion behind the introduction of social reporting in ABC gave the background of this initiative in the following words: I think it came about with the active encouragement of the head office. There was a huge debate in the management at that time, of which I was a part, whether we should do it or will it open a Pandora's Box? Since other subsidiaries of the group had started it we felt that we should not lag behind. Why not start something new in the country which could be</p>	<p>[21]</p> <p>[21]</p>
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		<p>an example in the future for other companies [...] (Interview 9: Chairman, emphasis added).</p> <p>Another interviewee also highlighted the circumstances which led to the development of social reporting in the company:</p> <p>Around the world I think the work on the FCTC was gaining momentum. If you recall, the earlier provisions of the WHO’s proposal stipulated that no consultation will be made with the tobacco companies in the compilation of tobacco related policy. I think that was a trend around the world where we were no longer able to put forward our views [...]. That gave us an external push to do something. We realised that we’re becoming irrelevant in the policy discussion [...]. I think at that time there was a growing anti-tobacco movement around the world. I think social reporting helped us to get back as a relevant force within society. I think in the context of Bangladesh if we do not participate in any social programmes whatsoever then we’re nothing more than a trading company sucking all the economic benefits and profits out of Bangladesh to our head office and that’s it. Then why would any government agency or civil society here want to engage with us (Interview 2: Head of Corporate)</p> <p>The above analysis reveals that one of the big pushes for social reporting came from head office which, in turn, was influenced by the WHO’s FCTC. The WHO not only influenced the parent company but also influenced the Bangladesh subsidiary’s CSR and its reporting via its Bangladesh office which has a large tobacco control programme. Indeed, WHO Bangladesh provided technical assistance to the Ministry of Health for the preparation of its national tobacco control strategy paper.</p> <p>The Government of Bangladesh and its various agencies also exert an important influence on the activities of the company. This was</p>	<p>[21]</p> <p>[21]</p>
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		<p>emphasised by several corporate interviewees. For example, the above interviewee noted that: [...] in our business one of the important stakeholders is government because the government can create regulations and rules which have an impact on us. Another interviewee identified government agencies' importance for the company: I'd say that stakeholder groups like Ministry of Environment have a big stake in our company because our farmers need wood fuel for tobacco curing. The Ministry of Finance has a big stake because we contribute a large amount [of tax] to the national exchequer (Interview 8: Social Reporting Manager). In its Annual Report of 2005 the company commented: The biggest external influence on the industry was the Smoking and Tobacco Product Usage (Control) Act 2005. It was promulgated by the Government of Bangladesh in March 2005 to fulfil its obligations as a party to the FCTC (p. 5).</p> <p>During the years 2008-2010 the company mainly highlighted its flagship CSR activities on afforestation (this time with an added claim of helping to prevent climate change), community development (e.g. education, health care and provision of drinking water and flood relief) and EHS activities. It is also noteworthy that since 2007 as part of a structured directors' report the company included a section titled, "responsibility" which offered comment on its various CSR activities.</p> <p>Later in 2010 ABC did actually introduce a web site which contains a brief CSR section. However, nothing new appeared here other than ABC's claim to be a "responsible company" and a framing of its CSR agenda in terms of afforestation and community development initiatives (such as drinking water projects and promotion of sustainable agriculture in its tobacco farming areas). The web site also draws</p>	<p>[21]</p> <p>[21]</p>
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		<p>attention to the company’s support for “sensible” regulation and expression of the belief that the tobacco industry should be part of such a development. Another theme covered by the newly introduced web site centres around the issue of health. However, instead of countering claims concerning the issue of health hazards associated with tobacco cultivation and use the focus was one of on projecting an image of a company which is striving to minimise the harms arising from tobacco use[9].</p> <p>The Company conducts all its activities in line with the relevant laws and regulations. We have successfully complied with local regulations regarding the Graphical Health Warning (GHW) on our cigarette packets. We believe that GHW must be implemented on all tobacco products to ensure a level playing field. However, we also believe that regulations pertaining to GHWs should not be disproportionate, ensuring Tax Stamp visibility, otherwise it will not deliver the intended results, including Government revenue expectation and will significantly erode our Intellectual Property Rights.</p> <p>The Company supports sensible tobacco regulations that balances the interest of consumers with the interests of society and enables the business to continue to compete and prosper. The Company is conducting all its activities in line with the amended Smoking and Tobacco Products Usage (Control) Act, 2013. All of the sales activities are governed in compliance with the Smoking and Tobacco Usage (Control) Act, 2005 and Amendment Act, 2013 and the subsequent Rules along Company policies. These principles symbolize the commitment to market the Company products appropriately and only to adult users in compliance with local laws and regulations. We have successfully complied with the local regulations regarding the Graphical Health Warning on our cigarette packets. Graphical Health Warning must be implemented on all tobacco products to ensure level playing</p>	<p>[22]</p> <p>[23]</p>
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		<p>field. However, we always believe that the regulations with respect to Graphical Health Warnings should not be disproportionate, otherwise it will not deliver the intended results and will significantly erode our Intellectual Property Rights.</p>	
	<p>Current criticism and advocacy for inclusion</p>	<p>Tobacco consumption poses risks to health, so we agree that tobacco products should be regulated in appropriate ways.</p> <p>We support, and want to help deliver, a balanced tobacco regulation and we want to participate and support the Government with advice on and compliance with effective future laws.</p> <p>In Bangladesh, we support balanced regulation of the tobacco industry and believe strongly that we should participate and support the government with developments, enactments and compliance with future laws.</p> <p>Truly effective tobacco regulation needs co-operation between the Government and the industry. We have a market-leading position in over 50 countries and operations in more than 200 countries. We believe we have much experience and expertise to contribute. As manufacturer of the products, we are uniquely involved with and knowledgeable about their design, manufacture, distribution and sale.</p> <p>Bangladesh's tobacco industry is mainly regulated by the Smoking and Using of Tobacco products (Control) Act, 2005 and the Smoking and Using of Tobacco Products (Control) Rules, 2006. Amendment of the Smoking and Tobacco Usage (Control) Act was passed in May 2013. The amendments are:</p> <ul style="list-style-type: none"> Wider definition of tobacco products - Apart from Cigarette, Cigar and Biri, now Gul, Jorda, Khaini also part of tobacco products Ban on tobacco sale to minors - Retailers cannot sell tobacco product to anyone below 18 years of age Increased fine for public smoking - Authorized officer can fine Tk. 300 to a smoker for smoking in a public place, which was previously Tk. 50 	<p>[24]</p>

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		<p>Ban on advertising at POS (Point of Sale) - Advertising & promotion of tobacco products is banned</p> <p>50% Pictorial Health Warning - 50% Pictorial Health Warning on both sides of the principle areas</p> <p>Regulation on descriptor - Light, Mild, Low-tar, Extra, Ultra words as descriptors cannot be used</p> <p>Wider ban on public place smoking</p> <p>Ban on CSR initiative branding - Company name, sign, trademark & symbol cannot be used for branding of CSR initiatives.</p> <p>According to section 5(3) of Amendment of the Smoking and Tobacco Usage (Control) Act, “any person engaged in social activities under Corporate Social Responsibility or in case of donation on such activities, shall not use any name, sign, trademark, or symbol of any tobacco manufacturing company or cause them to be used or shall not encourage other persons to use those.”</p> <p>We believe that, such regulation will restrict companies like ours to contribute to the welfare of the country. As a responsible organisation, we have certain duties towards the environment and community in which we operate. Our CSR activities are, therefore, designed to contribute to the social and environmental sustainability of the community. Our CSR activities solely focus on improving the lives of farmers and do not promote any of our products.</p> <p>Thus, we want to reflect on the fact that the Government of Bangladesh should reconsider into this regulation furthermore and so that we do not face hindrances to contribute to the society.</p>	
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Theme: Incremental approach to TAPS policymaking

Sub-theme	Category	Coded Text	Source
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<p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15</p> <p>First TAPS legislations and actor engagement</p>	<p>Early tobacco industry's policy infiltration</p>	<p>Ershad was ousted before a 1990 ordinance banning tobacco advertisements on television and in the print media was enacted. After general elections in February 1991, the Khaleda Zia government reintroduced the ordinance as a bill in parliament. But soon after the government withdrew the bill under pressure from the tobacco industry and the media which said it would lose substantial income from advertisements.</p> <p>A Presidential decree passed in 1990 sought to ban tobacco advertisements in the country; it was, however, not enacted into law in the wake of active lobbying by the tobacco industry.</p>	<p>[25]</p> <p>[21]</p>
	<p>Voyage of Discovery marketing campaign and advocacy response</p>	<p>It was a specific marketing campaign by BAT that finally provided the impetus for a concerted and courageous effort by tobacco control advocates. Even though advocates had become used to the flashy, sophisticated cigarette advertisements on television, in newspapers, and on billboards throughout the country, BAT's Voyage of Discovery campaign in the summer of 1999 was startling. The idea of sailing a yacht carrying the John Player Gold Leaf brand logo to 17 countries in 177 days caught people's imagination. The excitement was enhanced by the choice of the port of Chittagong as the final destination. Alarming as were the billboards, newspaper advertisements, and cigarette display stands embossed with the Voyage colors and its slogan "Go for the Adventure," more worrisome were the lengthy and highly sophisticated television advertisements on the national TV station, Bangladesh TeleVision (BTV). Despite a law prohibiting BTV from carrying tobacco advertisements, the station repeatedly broadcast advertisements for the Voyage. This blatant disregard for national law in pursuit of profit, and the national fervor about the Voyage, caused a wave of unprecedented concern about tobacco control. But the concern was mixed with a sense of despair, as there seemed little that tobacco control advocates could do in the face of the wealth and power of BAT. In July 1999 Work for a Better Bangladesh (WBB), a new organization</p>	<p>[14]</p>

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		<p>devoted to tobacco control and urban environmental issues, organized a meeting to discuss possible responses to the Voyage campaign. Although only one other organization, the National Non-Smokers' Forum, was represented at this first meeting, the WBB was not deterred. What these tobacco control advocates lacked in wealth and power, they more than made up for in persistence. WBB staff contacted other organizations that might be interested—groups working on drug problems, development, consumer issues, and women's issues—and continued to organize meetings. Gradually attendance increased, and BATA was born. The WBB, on behalf of BATA, organized a press conference at which dignitaries, including Nurul Islam, founding president of ADHUNIK, spoke. At a seminar organized by BATA, a range of organizations presented their views, and barrister Tania Amir of the firm Law Associates offered her ideas on legal remedies that were unlikely to succeed but were worth trying in the absence of other possibilities. (Amir later founded Law and Society Trust, Bangladesh—LSTB—a member organization of BATA.)</p> <p>Besides attracting advocates to the cause, BATA faced the challenge of raising funds for its activities. Most of the groups in BATA were small and had limited funds, and the larger organizations faced administrative difficulties in committing a significant amount of money for advocacy work. To overcome the hurdle, all of the organizations involved agreed to contribute small amounts; PATH Canada provided further financial assistance.³ With a total of US\$3,000—in marked contrast to BAT's annual advertising budget of US\$3.3 million—the groups moved forward with their strategy.</p> <p>From September to November 1999, BATA members conducted a series of activities, with different organizations taking the lead for different events. The president of the WBB, Saifuddin Ahmed, flew to Chittagong and looked through the docking permits for the Voyage campaign. He discovered that the yacht had not obtained proper permission, having applied to dock on a visit rather than for commercial</p>	
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		<p>health and life.</p> <p>The judge agreed with the arguments of Sadat and Amir and issued a decision that urged the respondents, including the government, to:</p> <ul style="list-style-type: none"> • Ban production of tobacco leaf in phases, give subsidies to tobacco farmers to produce other agricultural products, and help tobacco workers find other jobs through such means as providing vocational training • Restrict permission and licenses for establishing tobacco factories and direct the owners to switch to other products in phases, compensating them if necessary • Persuade owners of tobacco factories not to continue with production of tobacco products beyond a reasonable time by banning such production • Discontinue advertising of tobacco products and forbid any show or • <p>Ban any promotional ventures such as the Voyage of Discovery statutory warning legibly in bold type in Bengali program that propagates smoking beyond the period of the existing contract or agreement</p> <ul style="list-style-type: none"> • Close down the bidi factories in phases and restrict the harvesting of tobacco to produce bidis • Prohibit import of tobacco "within a reasonable period" and in the meantime impose a heavy import tax; require all imports to print a • Ban smoking in public places.⁴ <p>The High Court had made an astonishingly strong ruling in favor of tobacco control, and BATA had been born out of the ashes of the Voyage campaign (Efroymson 2000a)</p> <p>British American Tobacco (BAT) owned the yacht, and had named it after one of its cigarette brands, the John Player Gold Leaf. In 1991, the yacht set sail on a “Voyage of Discovery” from London to 17 countries in 170 days, with the final destination being Chittagong – a port city in Bangladesh.</p>	<p>[26]</p>
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		<p>The voyage was a thinly veiled attempt by BAT to attract new smokers in targeted countries. As advertising for the voyage began to appear on billboards, in newspapers and at tobacco sales counters in these countries, civil liberties groups united in their outrage and began to plan ways to protest the voyage.</p> <p>Bangladesh -- Nurul Islam v. Government of Bangladesh, WP 1825 of 1999 (2000.02.07) (Tobacco Advertising Case)</p> <p>In June 1999 advertising for Voyage of Discovery, a huge multinational promotional campaign for BAT's John Player Gold Leaf cigarettes, began to appear. The campaign consisted of a yacht sailing to 17 countries in 170 days, with the final destination being Chittagong, a port city in Bangladesh.</p> <p>In the months that followed, more and more groups got together to discuss what to do about the Voyage, and possible collaboration in other areas of tobacco control. Outrage at the advertising campaign was universal, perhaps matched only by a sense of impotence in dealing with the multinational which in 1996 bought the controlling share of the former Bangladesh monopoly, Bangladesh Tobacco Company, and is now the biggest taxpayer in Bangladesh.</p> <p>As the months progressed and Voyage ads on billboards, in newspapers, and on tobacco sales cases multiplied, about 15 organizations came together to protest this Voyage in search of new cigarette addicts. With this surge of interest came a name: the Bangladesh Anti-Tobacco Alliance, or BATA. The Alliance consists of an informal alliance of health, anti-drug, tobacco control, and women's groups, including the Bangladesh Cancer Society, the National Anti-Drug Federation of NGOs, the Consumers' Association of Bangladesh, and the best-known tobacco control organization in Bangladesh, ADHUNIK.</p> <p>On the 23rd of October, BATA held a press conference denouncing Voyage for what it was: an attempt to find customers in poor countries</p>	<p>[27]</p> <p>[28]</p>
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		<p>to replace those who are giving up smoking in the wealthy ones. (Bangladesh, as one of the 20 poorest countries in the world, seems a particularly inappropriate target for the predatory tactics of BAT. The price at the time of Gold Leaf regular was 47 taka, or about one US dollar. The average per capita income for Bangladesh is only US\$230.) Things heated up when Bhorer Kagoj, the only national newspaper that voluntarily refuses to publish tobacco ads, convened a roundtable on the 13th of November. Tactics to counter Voyage were discussed, and Tania Amir, a barrister working pro bono on the issue, suggested filing a writ petition to prevent Voyage from docking in Chittagong. While she did not expect the petition to be successful, she explained that we could learn why they are allowed to land, and test the opinion of the High Court on tobacco advertising. (Bangladesh had a presidential decree banning advertising in 1990, but the Parliament never turned it into law, so it remained frozen and unused.) Voyage landed in Chittagong on the 21st, among protests and “Sinking Boat” posters, and the writ petition was filed on the 22nd—delayed due to anti-government strikes (hartal). BAT held an event celebrating the arrival of Voyage, at which the Mayor of Chittagong, among others, welcomed it to Bangladesh, explaining that while smoking is bad for health, he wished to support the economy. However, ticket sales for concerts and other events were continually postponed, as BAT was aware that the events might not be allowed. The High Court responded favorably to the petition, and banned all further promotional activities around Voyage, declaring it illegal based on the 1990 law, though unfortunately, the law did not seem to extend to other forms of tobacco advertising. As a result of the decision, the concerts and other events planned around Voyage were canceled, as were the newspaper ads that had been appearing daily in the newspapers. The boat left quietly a few days later. The victory was by no means an unmixed one. The billboards and display cases remain up. Bangladesh Television (BTV), which does not</p>	
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		<p>otherwise show tobacco advertisements—tobacco ads being banned on electronic media—repeatedly aired ads for Voyage. And the victory may have generated a bit of rancour against our movement, as some youth in Chittagong expressed their disappointment at the concerts being canceled.</p> <p>But the fight was not over. Tania Amir appeared in court again and again, along with the barrister representing ADHUNIK. On the 7th of February, in response to writs filed by BATA and ADHUNIK, the High Court reiterated that Voyage was illegal, and further declared that the Government of Bangladesh should ban the production and trade of tobacco. Although such a law would clearly be unfeasible, the High Court ruling did contain many feasible measures which BATA intends to pursue, starting with making the warnings on packs and billboards sufficiently large that people can actually see them; then banning advertising and banning smoking in public places.</p>	
	Act of 2005: industry and policy content	<p>Bangladesh signed the FCTC on 16 June 2003 and ratified it on 10 May 2004, being one of the first signatories from South Asia. Indeed, Bangladesh was actively involved in the development of the FCTC with the then Health Minister of Bangladesh presiding over the WHO's 56th session which approved the Convention in May 2003. One note of interest here is that whilst the WHO excluded the tobacco industry in the framing of the FCTC, ABC had been consulted in the development of tobacco legislation in Bangladesh with the company acting as a representative of the Bangladesh Cigarette Manufacturers' Association.</p> <p>(c) "tobacco product" means any thing made from tobacco which can be inhaled through smoking, and also includes Biri , Cigarette, Cheroot, Cigar and mixture used by pipe;</p> <p>(d) "smoking" means inhaling or exhaling the smoke of tobacco, and also includes keeping or controlling any flamed tobacco products;</p>	<p>[21]</p> <p>[29]</p>

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		<p>5. Prohibition of advertisement of tobacco product. – (1) No person shall - (a) display advertisement on tobacco products in cinema hall or government and non-government radio and television channel, and shall not make any exhibition of photographs audible or made audible; (b) sell or make sold any film or video tape or such other things containing advertisement of tobacco products; (c) print or publish or make published any advertisement in any books, magazines, handbills, bill-board, newspaper or printed papers published in Bangladesh; and (d) distribute or supply to public any leaflet, handbill or documents containing the name of brand of tobacco product, colour, logo, trade mark, sign, symbol or advertisement. Explanation.- In this section advertisement means circulation by written , printed or verbal words through electronic media, e-mail, internet, telecast, or any other media. (2) Nothing of clause (d) of sub-section (1) shall apply to such shopkeeper or trader who sells tobacco products. (3) No person shall, for the purpose of inspiring or inducing to sell tobacco product or offer to give away any sample of tobacco product to the public without any price. (4) No person shall, for the purpose of inspiring to use tobacco product, give or receive bestow, reward, stipend or scholarship or shall enter into any contract or agreement with other person to arrange any tournament. (5) If any person contravenes the provisions of this section, he shall be punished with simple imprisonment which may extend to three months or with a fine which may extend to one thousand taka or with both.</p> <p>6. Installation of Automatic Vending Machine.-(!) No person shall install or allow to install or place or allow to place any automatic vending machine in the passage, public place or in the public vehicles in order to sell tobacco product.</p>	<p>[29]</p> <p>[29]</p>
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		<p>(2) If any person contravenes the provisions of sub-section (1), he shall be liable to fine which may extend to one thousand taka.</p> <p>Explanation.- In this section automatic vending machine means such automatic machine by which tobacco or tobacco products are distributed normally or with the help of buyer by using coin, metal or any other thing.</p> <p>9. Power of authorized officer.- (1) The authorized officer within his jurisdiction entering into any public place and the public vehicle, for the purpose of carrying out the provisions of this Act, may inspect that place. (2) The authorized officer may remove the person, who contravenes the provision of this Act, from the public place or public vehicle. (3) If any person, contravening the provision of this Act, sells or offers to sell tobacco product, the authorized officer may use, transfer, destroy or seize the tobacco product in such manner as may be prescribed by rule. (4) If any proceedings are taken under sub-section (3), the authorized officer shall inform the Government in writing within 7 days from the date in which proceedings were taken.</p> <p>10. Health Warnings, etc. on packets.- (1) Each enterprise producing tobacco product shall print on the packed or package in capital letters clearly visible and in large size (not less than 30% of total area) any of the following warning, namely:</p> <p>(a) smoking causes death; (b) stroke occurs for smoking; (c) smoking is the cause of heart disease; (d) smoking is the cause of lung cancer; (e) smoking creates problems to breathing ; or (f) smoking is harmful to health. (2) No person shall buy or sell the packet or package of tobacco product which has not followed the provision of sub-section (1). (3) If any person contravenes the provisions of sub-section (1) or (2), he shall be punished with a simple imprisonment which may extend to three months or with a fine which may extend to one thousand taka or with both.</p>	<p>[29]</p> <p>[29]</p>
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		<p>15. Offence committed by company.- If the person committing offence under this Act is a company, the owner, director, manager, secretary or any other officer or agent of the company shall be deemed to have committed the offence, unless he can prove that such offence was committed without his knowledge or he has tried his level best to prevent such offence.</p> <p>Explanation.- In this section-</p> <p>(a) "company" includes any statutory corporation, trading organization, partnership business, association or organization also;</p> <p>(b) "director", in the case of trading institution, includes any partner or any member of the board of directors.</p>	[29]
	<p>Policy loopholes and advocacy</p>	<p>Tobacco Control Act of 2005 did not address the issue of tobacco companies' activities in the name of Corporate Social Responsibility (CSR).</p> <p>Additionally, the Act prohibits a variety of tobacco product advertising, some promotions, and sponsorships, but point-of-sale advertising and promotional discounts continue to be allowed.</p> <p>The 2005 Act restricts advertisements of tobacco products but implementation is less comprehensive. Most tobacco product advertising is banned, including on television and radio, in local print, and billboards, as well as tobacco company sponsorship of tournaments. However, point-of-sale advertising is allowed, as are promotional discounts. Despite the somewhat comprehensive ban, about half of adult Bangladeshis reported being exposed to tobacco company marketing in 2009, with two-thirds of smokers reporting exposure to any cigarette marketing.¹³ The exemption of the point-of-sale from the advertising ban accounts for much of this, with one-third of all adults and half of adult smokers reporting noticing advertising in stores. Reported exposure is even higher among youth, with nearly three-quarters of 13</p>	<p>[30]</p> <p>[31]</p> <p>[31]</p>

		<p>to 15 year olds reporting seeing cigarette ads on billboard and almost two-thirds reporting seeing cigarette ads in newspapers or magazines in 2007.</p> <p>Other restrictions on tobacco product labeling, including a ban on the use of misleading descriptors like “light” or “low tar” have not been adopted.</p> <p>Moreover, sub-national jurisdictions are not allowed to adopt stronger restrictions on smoking than those contained in the national legislation and compliance with the restrictions included in the Act is low.</p> <p>The speakers demanded ban on smoking zone in public places and public transports, ban on indirect tobacco ads by tobacco companies, inserting pictorial warning on 50% spaces of tobacco packets, ban on tobacco company’s promotional initiatives in guise of CSR, ban on manufacturing of any products in packets and jars like of tobacco products, empowering individual to take legal actions against tobacco companies for law violation, increasing penalty for outlawed companies and individuals, developing policy for tobacco taxation and alternative farming, expanding scope of authorized officers and introduction of penalty for failure of creating smoke-free places and its maintenance.</p> <p>The Government has passed Smoking and Tobacco products (Control) Law in 2005 for public interest. But tobacco companies taking the advantages of loopholes of the law are presenting ads and inspiring smoking which hinders effective implementation of the law. Law development is needed to avoid the pitfall. Speakers said while attending a demo in front of the National Press Club on 09 October 2010. General Secretary of Prattyasha Helal Ahmed said that as the law defines cigarettes as tobacco products only. As a result, necessary steps can not be adopted for other tobacco products like zarda, sada-pata,</p>	<p>[31]</p> <p>[31]</p> <p>[32]</p> <p>[32]</p>
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		<p>gool, Cigar, mixer used in pipes are not included as tobacco products in its definition though they are as harmful as cigarettes. The speakers demanded inclusion of the products in definition of tobacco products in the law for saving the people</p> <p>In accordance with the provisions of the Convention, the National Assembly of Bangladesh enacted the Smoking and Tobacco Product Usage (Control) Act 2005. A National Strategic Plan of Action for Tobacco Control 2007–2010 was also formulated with the support of the WHO. However, neither the legislation nor the Strategic Plan has any special provision for bidis. The Act mostly emphasizes prohibiting smoking in public places, banning the promotion and advertising of tobacco, and the effects of inhaling and exhaling the smoke of tobacco products. Bidi smoking was classified under the broad rubric of ‘smoking and tobacco use’, together with cigarettes, cheroots, cigars and pipe tobacco. Yet, bidi smokers are different from consumers of other forms of tobacco. In addition, there is considerable variation in the prices and availability of the different forms of tobacco: bidis are much cheaper than cigarettes and are more widely available.</p> <p>Producers of Bidi and smokeless tobacco products do not follow the health warnings as there is no instructions for them in the National Tobacco Control Act (NTCA), said the Global Audit Tobacco Survey (GATS)-2009. It said that large tobacco industries producing cigarettes are abiding by the law but bidi and smokeless tobacco makers are not doing so as they are not covered by the law. Ministry of Health and Family Welfare sponsored the report dubbed 'GATS-2009 in Bangladesh' released here lately. According to our correspondent, The NTCA made it compulsory for industries to provide written health warning on cigarette packets and the warning on smoking tobacco products must cover 30 percent of the front and back and six rotating warnings are to be used in six month rotation.</p>	<p>[33]</p> <p>[34]</p>
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		<p>Bangladesh was one of the first signatories to the FCTC in 2003 and ratified it in 2004. After the ratification, Bangladesh needed a national law. The country got the law in 2005, named 'Smoking and Tobacco Products Uses (Control) Act 2005'. But the problem arose when the law was put to implementation. Many weaknesses were identified. To overcome those weaknesses, an organisation called Work for a Better Bangladesh (WBB) Trust started its campaign for amendment of the FCTC law highlighting its weaknesses since 2006. WBB Trust organised a national campaign throughout the country in collaboration with Bangladesh Tamak Birodhi Jote (Bangladesh Anti-Tobacco Alliance called BATA in abbreviation) and its associate organisations. WBB and BATA also organised national divisional and national workshops on this issue in 2007 and 2008. From 2009, gradually many other organisations joined this campaign.</p> <p>The Ministry of Health and Family Welfare developed a draft amended law through a long process with the involvement of different government and non-governmental agencies. Already the draft has been approved by the cabinet and it is hoped that the law is going to enacted in the parliament.</p> <p>The draft amended law prohibits smoking in public places and public transports, but it does not include restaurants, factories/industries (like garments), individually-owned offices, business offices etc. As a result, women and children are exposed to passive smoking in many public places. Besides, there is no responsibility with the authorities in charge of public places or transport owners/managers/caretakers to ensure their places/transports smoke-free. The law prescribes a fine of Tk 50 on a smoker to be charged in prohibited places, but the fine is only collected by mobile courts in presence of executive magistrate. It is thus meaningless to ensure implementation of the penal provision. The law does not include chewing of tobacco (Sada Pata, Jorda, Gul etc) which is most common in rural areas and it is vastly used by the Bangladeshi</p>	[35]
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		<p>women. Recently, a global study shows that chewing tobacco consumption is the highest in the world among Bangladeshi women.</p> <p>By law, tobacco advertisements for all smoking products is banned in Bangladesh. But GATS Bangladesh has shown that almost 50% of adults are exposed to some form of tobacco marketing activities. Bans on tobacco advertising, promotion and sponsorship should be enhanced through:</p> <ul style="list-style-type: none"> • Modification of the national Tobacco Control Act to include a ban on advertisement of all kinds of tobacco products, including smokeless tobacco; • raising social awareness regarding tobacco's harm and exposing the selfishness of the tobacco industry's through promotion of tobacco; • coordinating with government and nongovernmental organizations for tobacco control at every level and especially in remote areas for systematic monitoring of tobacco industry advertising; • rigorously enforcing laws and regulations to eliminate tobacco industry advertising; and • increasing capacity of the task force to enforce tobacco legislation. <p>Given the fact that most smokers (> 90%) purchased cigarettes and bidis from stores and nearly half of them noticed cigarette advertisements in stores, national Tobacco Control Act needs to be amended to prohibit tobacco advertisements at the point of sale.</p>	<p>[13]</p> <p>[13]</p>
	<p>Industry's policy response</p>	<p>Tobacco companies in Bangladesh contacted by AFP all denied using illegal fly-posters or point of sales marketing, which the ministry of health hoped to stop with an amended version of the 2005 law.</p> <p>"BAT Bangladesh markets cigarettes in Bangladesh in full compliance of all applicable laws, rules, and regulations," company spokesman Shamim Zahedy told AFP, adding that their marketing only targeted existing smokers.</p>	<p>[36]</p> <p>[36]</p>

		Tobacco advertising was banned in Bangladesh in 2005, so the advertisements are usually fly-posters that do not specify the company behind the message.	[37]
Policy loopholes and amendments after WHO FCTC adoption	Rules of 2006: content and identified loopholes	<p>No shopkeeper or businessman who sells tobacco products, can make publicity or exhibit any kind of products directly or indirectly except only for distribution or supply of leaflet, handbill or any document to the purchaser of tobacco products in compliance with the conditions of sub-rule(2)</p> <p>(8) From 1 September 2006 no tobacco product shall be marketed by any person without printing warnings on it.</p> <p>Rokeya Prachy said that unnecessary smoking scenes in plays and cinemas should be banned and proper guidelines should be incorporated in the law. Professor Latifa Akand said that malnutrition of women and children can be removed by the money spent for tobacco consumption.</p> <p>Banning of tobacco advertisement in the mass media of Bangladesh has undoubtedly been a major success, other speakers said adding but the media is not yet completely free from sponsorship of different types from the tobacco companies. Pointing out that smoking scene of drama and films motivate people to use of tobacco, they urged the media to refrain to broadcast any scene of smoking in drama and cinema.</p> <p>During a recent National Press Club meeting, tobacco control activists from a range of tobacco control non-profit organisations called for these “other” products to be included in the country’s tobacco control law.</p> <p>The activists also demanded a range of other tobacco control measures be included in the law, such as:</p>	<p>[38]</p> <p>[38]</p> <p>[39]</p> <p>[40]</p> <p>[41]</p>

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		<ul style="list-style-type: none"> • Non-motorised vehicles, workplaces, private institutions, restaurants and salons also be included as smoke-free areas. • Legal action against tobacco farming to save agricultural land and the environment. • Stronger tobacco marketing rules through preventing tobacco companies from advertising through their name, logo and brand colours and from offering presents to customers and promoting smoking through scenes in movies. • Pictorial health warnings that cover 50% of tobacco packaging. • Increased penalties for smokers in smoke-free places • A policy for tobacco taxation. 	
	<p>Gazette of 2013: content and identified loopholes</p>	<p>(c) "Tobacco Products" means any product made from tobacco, tobacco leaves, or its extract which can be sucked or chewed, or inhaled through smoking, and shall include bidi, cigarette, cheroot, granulated, plug cuts, snuff, chewing tobacco, cigar and mixtures used in pipe;</p> <p>5. AMENDMENT OF SECTION 5 OF ACT NO. 11 OF 2005. Section 5 of the above mentioned act shall be replaced by the following section 5, such as:- "5. PROHIBITION ON ADVERTISEMENT AND PROMOTION AND CONTROL OF SPONSORSHIP OF TOBACCO PRODUCTS - (1) No person shall– (a) publish or cause to be published advertisement of tobacco products in any print or electronic media, books published in Bangladesh, leaflet, handbill, poster, printed paper, billboard or signboard or in any other way; (b) give or propose to give any sample of tobacco products to the public, for the purpose of enticing to buy tobacco products, either free or at a reduced price. (c) give or cause to be given any donation, prize, stipend or sponsorship of any program for the purpose of advertisement or promoting the usage of tobacco products;</p>	<p>[42]</p> <p>[42]</p>

		<p>(d) publish or cause to be published advertisement of tobacco or tobacco products in any cinema hall, print or electronic media or web page;</p> <p>(e) broadcast, display or describe or cause to be broadcasted, displayed or described any scene of using any tobacco products in any cinema, drama, or documentary produced in Bangladesh or produced in abroad but available and broadcasted in Bangladesh through television, radio, internet, stage show or any other public media;</p> <p>However, if it becomes necessary for the sake of story of a cinema, the scene of using tobacco products may be displayed provided that written warning about the harmful effects of tobacco products shall be displayed on the screen, according to the rules;</p> <p>(f) produce, sale or distribute or cause to be produced, sold or distributed the cover, packet or box which is similar to the cover, packet or box of a tobacco product;</p> <p>(g) display tobacco products advertisements at the point of sales, in any way.</p> <p>Explanation - To fulfill the objective of subsection (1), “advertisement of tobacco products” means conducting any kind of commercial programs for encouraging the direct or indirect usage of tobacco or tobacco products.</p> <p>(2) Nothing of article (e) of subsection (1) shall be applicable for the anti-smoke health related educational campaigns.</p> <p>(3) No person shall use or cause to be used the name, sign, trademark, or symbol of any producer of tobacco or tobacco product, or entice any other person to use these if they participate in any social development work under the Corporate Social Responsibility programs or bear its expenses;</p> <p>(4) If any person contravenes the provisions of this section he shall be punishable with imprisonment for a term not exceeding three months or a fine which may extend to one lakh taka, or both and if he contravenes</p>	[42]
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		<p>the provisions more than once, every time the amount of fine or punishment shall be doubled.</p> <p>6. AMENDMENT OF SECTION 6 OF ACT NO. 11 OF 2005. Section 6 of the above mentioned act shall be replaced by the following section 6, such as:- “6. PROHIBITION ON INSTALLATION OF AUTOMATIC VENDING MACHINE - (1) No person shall install automatic vending machines anywhere for sale of tobacco products. (2) If any person contravenes the provision of this section and installs automatic vending machines anywhere for sale of tobacco products, he shall be punishable with imprisonment for a term not exceeding three months or a fine which may extend to one lakh taka, or both and if he contravenes the provisions more than once, every time the amount of fine or punishment shall be doubled.”.</p> <p>10. REPLACEMENT OF SECTION 10 OF ACT NO. 11 OF 2005. Section 10 of the above mentioned act shall be replaced by the following section 10, such as:“10. PICTORIAL WARNINGS ETC. ABOUT HEALTH AND OTHER HARMS ON THE BODY OF PACKETS OF THE TOBACCO PRODUCTS - (1) Health warnings shall be printed on top of both sides of the packet, cover, carton or box of tobacco products, covering at least 50% of the total area of each main display area or if the packets do not have two main sides in that case covering at least 50% of the main display area, with colored pictures and accompanying text, according to the act, about the harms caused by the use of tobacco products and these shall be printed in Bengali. (2) The following warnings shall be printed on the packet, cover, carton or box of tobacco products, i.e. (i) For smoked tobacco products:-</p>	<p>[42]</p> <p>[42]</p>
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		<p>(a) Smoking causes throat and lung cancer; (b) Smoking causes respiratory problems; (c) Smoking causes stroke; (d) Smoking causes heart disease; (e) Second-hand smoke causes harms to the fetus; (f) Smoking causes harms to the fetus.</p> <p>(ii) For smokeless tobacco products:(a) Consumption of tobacco products causes mouth and throat cancer; (b) Consumption of tobacco products causes harms to the fetus.</p> <p>(iii) Any other warning prescribed by law.</p> <p>(3) All packets, covers, cartons and boxes sold in Bangladesh shall carry the statement: “Sales allowed only in Bangladesh” and no tobacco products may be sold in Bangladesh without this statement.</p> <p>(4) Packets, cartons, boxes, or covers of tobacco products shall not use brand elements (such as: light, mild, low-tar, extra, ultra, etc.) to create false impression about its impact and risk on public health.</p> <p>(5) The printing methods on the packets, cartons, boxes, or covers of tobacco products of pictorial warnings described in subsection (2) and the statements described in subsection (3) shall be determined by law.</p> <p>(6) If any person contravenes the provisions of this section he shall be punishable with imprisonment for a term not exceeding six months or a fine which may extend to two lakh taka, or both and if he contravenes the provisions more than once, every time the amount of fine or punishment shall be doubled.</p> <p>12. AMENDMENT OF SECTION 15 OF ACT NO. 11 OF 2005. The existing subsection of section 15 of the above mentioned act shall be renumbered as (1) and after the above mentioned renumbered subsection (1), a new subsection (2) shall be included, such as:-</p>	<p>[42]</p> <p>[42]</p>
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		<p>“(2) If the company mentioned in sub-section 1 is a corporate body, then along with the said person the above mentioned company can also be alleged and convicted under the same provision, however, in a criminal case only monetary penalty can be applied against them.”.</p> <p>13. ADDITION OF A NEW SECTION 15A IN ACT NO. 11 OF 2005. A new section 15a shall be included after section 15a of the above mentioned act, such as:-</p> <p>15a. FORMATION OF NATIONAL TOBACCO CONTROL CELL, ETC. - (1) For the proper implementation of this act, observation of the tobacco control activities, research and completion of other related activities there shall be a cell named “National Tobacco Control Cell” under the Health and Family Planning Ministry.</p> <p>(2) The formation, authority and activities of the above mentioned Cell shall be determined by a law.</p> <p>The current gaps include the lack of a written policy on engaging industry, lack of a code of conduct, guidelines, conflict of interest forms or disclosure requirement, and lack of interministerial coordination.</p> <p>Conclusions: Findings of this pilot study showed high levels of violations of Bangladesh’s ban on tobacco POS advertising, promotion, and product display in Dhaka. Authorities should actively monitor and strictly enforce the ban, and should consider amending the law to explicitly ban POS tobacco product display for greater clarity.</p> <p>The Bangladesh Government passed the Smoking and Tobacco Product Usage (Control) Act in 2005 and made it effective in the same year. But due to certain weaknesses, it could not be effectively implemented, limiting the progress of tobacco control in the country. As a result, the Ministry of Health and Family Welfare, in collaboration with civil</p>	<p>[42]</p> <p>[3]</p> <p>[43]</p> <p>[44]</p>
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		<p>society organizations supported by the partners of the Bloomberg Initiative to Reduce Tobacco Use and the World Health Organization, worked hard to have the law amended.</p> <p>The amended law makes it compulsory for the tobacco industry to put pictorial health warnings on packaging of all tobacco, covering half of the packets' surface. Warning labels must be printed on the upper half of the packet. The amended law also bans sales to and by minors (aged below 18) and the use of misleading descriptors like 'light', 'low-tar', 'mild' and 'ultra light'.</p> <p>All tobacco advertising, promotion and sponsorship (TAPS), either direct or indirect, including at point-of-sale, is banned by the new law. In addition, tobacco companies can no longer use their names, symbols or trademarks to promote activities (including so-called corporate social responsibility). The law also requires that no smoking scenes can be displayed in the entertainment media, i.e. TV and cinema, with the exception of scenes that are integral to the story. In the latter case, appropriate health warnings must be displayed.</p> <p>Violations of the TAPS bans will lead to punishment of three months' imprisonment or a penalty of 100,000 Taka (US\$1,281). The penalty for smoking in a public place has been increased from Tk 50 to Tk 300, and a new penalty of Tk 500 will be imposed on the authorities/managers of public places and transportation if smoking occurs in their jurisdictions. Each of the penalty amounts will be doubled for subsequent violations. The new law expands the definition of 'public place' to include all workplaces and restaurants in addition to the list of public places and transports included in the previous law.</p> <p>While there is not yet a law or policy to prevent tobacco industry interference, in accordance with Article 5.3 of the WHO FCTC, the Bangladeshi Government has begun to acknowledge the value of such measures. The government still holds shares in tobacco companies and</p>	[1]
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		<p>has representatives on their boards. The government is now working on the development of national guidelines on Article 5.3.</p> <p>In accordance with the Convention, Bangladesh has also implemented stronger graphic health warnings. The WHO FCTC has served as a legal instrument in enabling the prohibition of TAPS. Since 2013, Bangladesh has been successful in implementing a 100% ban on TAPS in print and mass media. However, product display and corporate social responsibility activities are yet to be banned.</p> <p>The MoHFW should undertake awareness-raising for non-health sectors about WHO FCTC Article 5.3 obligations. Tobacco-related CSR activities must be banned.</p> <p>The government must expedite the adoption of a code of conduct for all officials in interacting with the tobacco industry.</p>	<p>[1]</p> <p>[45]</p> <p>[45]</p>
	<p>Tobacco industry interference</p>	<p>In response to the demand of the anti-tobacco activists, the government has taken a step to amend the existing Tobacco Control Law 2005 to make it effective. A draft law has formulated and now it is in the Ministry of Meath and Family Welfare.</p> <p>Official sources said the Health Ministry has finalised the amendment proposals that will be placed before the cabinet soon for its</p> <p>Taifur Rahman said although the government has taken a positive step to pass an effective law, it will be a hard task to enact it as the tobacco company’s lobbyists are putting pressure on the government not to pass it.</p> <p>The Union understands that some amendments may have been made to the draft law during the cabinet meeting. Details of these will become available over the next few days. The Union will continue to work with the Ministry of Health and Family Welfare, the National Tobacco</p>	<p>[46]</p> <p>[20]</p>

		<p>Control Cell and WBB Trust to ensure that the law is tabled for debate and passed as soon as possible.</p> <p>Overcoming more than four years of delays and strong tobacco industry opposition, the Parliament of Bangladesh has enacted a new law that significantly strengthens the country's efforts to reduce tobacco use.</p> <p>Intimacy among the Law Ministry, NBR and tobacco company is not surprising at all. It Products Usage (Control) Act is important to mention that the Law Ministry took over two years to finalize the Rules for Smoking and Tobacco 2005 (Amended 2013) by showing different excuses with the recommendations of tobacco companies³⁹ After submission of the draft Rules on Health Ministry website on October 31, 2013 (40), the BCMA delegates had a meeting with the health Secretary and also expressed concerns on some clauses of the rules and provided their proposal to the Health Secretary by issuing a letter on November 12 of the same year⁴¹. On the proposal, the BCMA demanded to allow 18 months to implement the GHW on tobacco packets. after passing the Rules and the images should be on the lower 50% of the packets. Partially acknowledging the demand, the Health Ministry extended time to implement the GHW on tobacco packs to nine months which was six months before and had sent the Rules to the Law Ministry for vetting. Later, the legislative secretary of the Law Ministry, on March 12, 2014, had arranged for a meeting over the issue with the participation of Health Ministry, National Tobacco Control Cell and tobacco company representatives⁴². In the meeting, tobacco company representatives again argued on extending time to 18 months with some excuses and according to the meeting decision, the tobacco companies urged to send the excuses in written to the legislative secretary of the Law Ministry. Accordingly, the BCMA submitted a letter to the legislative secretary on March 25, 2014. The Law Ministry had sent the draft to the Health Ministry without vetting and</p>	<p>[47]</p> <p>[48]</p>
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		<p>recommending the GHW implementation time by 18 months⁴³. But the Health Ministry, without responding on the proposal, sent the draft Rules for vetting to the Law Ministry again in June, 2014 after nine months. In fact, the Law Ministry started wasting time after this event. A delegation of BATB met the Health Minister on July 23, 2014 (44). Actually, the representatives wanted to delay the GHW implementation through the meeting⁴⁵. Later, both the Health and Law ministries exchanged documents but failed to reach any mutual agreement. After a certain stage, the Law Ministry sent back the draft to the Health Ministry with further recommendations ⁴⁶. Consequently, an uncertain situation was created on passing the Rules. To resolve the situation, the Health Ministry had a meeting with the tobacco company representatives. In the meeting, tobacco company representatives again implement the GHW on tobacco packets⁴⁷ demanded 18 months to . With the pressure from Law Ministry and tobacco company, the Health ministry sent the draft again to Law Ministry recommending to implement the GHW by 10 months. Finally, the Law Ministry set the law implementation tobacco companies⁴⁸ deadline to 12 months for the . At last, after two years of the law amendment, the Rules were published in Gazette on March 19, 2015. Now the tobacco companies got time to implement GHW by March 19, 2016. But before six months of the law implementation deadline, the tobacco companies started following ill tactics to extend the GHW implementation date. The BCMA issued a letter to the Health Ministry, on September 13, 2015, that it has come to know about the image finalization process on newspaper (The Financial Express on September 6, 2015 (49) but they did not get the electronic copy of the images to be published. So, again they should be allowed 12 months from the date they will get the images. By the same time, they demanded for printing the GHW on the lower part of the packets to comply with the VAT Act 1991 ((Tax Stamp and Band roll related SRO)⁵⁰ so that the band roll is attached rightly with the packets. But the tobacco companies had to change their</p>	
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		<p>strategies for the stringent anti-tobacco roles of mass media and anti-tobacco activists. They started highlighting the revenue collection problem with the GHW on upper 50% of tobacco packs. The NBR also demanded to the Health Ministry to allow tobacco companies to print the GHW on lower 50% spaces. To create a strong and continuous pressure on the Health Ministry, they also submitted four more letters. Besides, the NBR arranged for a meeting with the representatives of tobacco company and Health Ministry on November 15, 2015. At the meeting, the NBR provided biased opinion with the demand from tobacco company. To make the demands further stronger, the tobacco companies appointed a reputed lawyer, on December 23, 2015, to issue a letter to Health Secretary to solve the issue by admitting the opinions from the Law Ministry as the tobacco companies are aware that the Law Ministry opinion will favor them. Anti-tobacco platforms continued their reactions and monitored the entire events. Besides, the Inter-Parliamentary Union (IPU) chairman and influential concern Chowdhury⁵¹ Health MP, Saber Hossain sent a letter to the Minister informing over interference his of tobacco company on the GHW implementation and solutions of the problem (attaching stamps and band rolls on the packet sides). The Health Ministry also recommended to use the stamps/ band rolls on the side of the packets and sent the draft to law Ministry for its opinion. But ignoring the Health Ministry recommendation, Law Ministry opined the same opinion underscoring the lame excuses of tobacco company – to implement the GHW on the lower 50% space of tobacco packets. Tobacco companies apply all their powers to hamper the GHW formulation and implementation passage in the Bangladesh but for the brave attempts and immediate steps taken by the anti-tobacco mass media organizations, they were compelled to print the GHW on tobacco packets though there were some alterations of the law.</p>	
	Rules of 2015: content	5. Rules to control displaying of usage of tobacco products in movies - (1) To meet the	[49]

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		<p>objectives of article (e) of sub-section (1) of section 5 of the Act, if it is necessary to display any scene containing the usage of tobacco products, the scene can be displayed in the following way accompanied by a written warning about the harmful effects of consuming tobacco products, such as:</p> <p>(a) While displaying the usage of tobacco products, a health warning shall be displayed in the middle of the screen covering at least one-fifth of the screen, in white letters against a black background, in Bengali with the following words "Smoking/consuming tobacco causes death", and the health warning shall be continuously displayed as long as the scene continues;</p> <p>(b) In case of a movie telecasted in the television which has scenes of tobacco consumption, while showing such scenes in between two advertisement breaks, after the first advertisement break i.e. before starting the scene and also before the second advertisement break i.e. after the completion of the scene, a health warning shall be displayed in full-screen for at least 10 (ten) seconds in white letters against a black background, in Bengali with the following words "Smoking/consuming tobacco causes death"; and</p> <p>(c) In case of a movie showed in a cinema hall which has scenes of tobacco consumption, a health warning shall be displayed before starting the movie, before and after the break and after completion of the movie, the health warning shall be displayed in fullscreen for at least 20 (twenty) seconds in Bengali with the following words "Smoking/consuming tobacco causes death."</p> <p>To formulate law and Rules on tobacco product advertisement and promotion, only FCTC article 13 has been followed but article 5.3 to control the tobacco industry interference has not been followed. Consequently, tobacco companies are continuing their death business with power exploiting the loopholes.</p>	<p>[48]</p>
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<p>Late policy developments</p>	<p>National tobacco control policy draft</p>	<p>The government is planning to restrict foreign direct investments (FDI) in the tobacco sector so that the supply of the harmful elements can be curtailed, officials said. The draft National Tobacco Control Policy, which was recently sent to the ministries and departments concerned seeking opinions, said controlling the supply chain is important alongside lowering the demand to contain tobacco consumption.</p> <p>Electronic cigarette, IQOS, electronic nicotine delivery systems, electronic non-nicotine delivery system, and production, trading, importing and marketing of all types of electronic devices for tobacco use will be banned.</p>	<p>[50]</p> <p>[50]</p>
	<p>Stakeholders' response to the drafted measures</p>	<p>The government has made efforts towards preventive measures, leading to some progress. The National Tobacco Control Cell (NTCC) drafted two code-of-conducts based on Article 5.3, one for NTCC and another for all government officials. A meeting was conducted by NTCC with committee members to review the drafts on 22 January 2019. These codes, however, were yet to be finalized.</p> <p>The government requires the tobacco industry to submit monthly revenue statements (company wise) only. These statements are submitted as a requirement under the National Board of Revenue. In addition, tobacco companies must submit monthly statements of health surcharge deposit, according to the form attached with the "Health Development Surcharge (Collection and Payment) Rules 2017". However, the tobacco companies are not required to submit information on their market share, marketing expenditures, revenues, philanthropy and political contributions.</p> <p>Bangladesh Cigarette Manufacturers' Association (BCMA) sent a letter to the Finance Minister on 15 September 2019 where it attempted to discredit effective and scientifically proven tobacco control measures proposed in the draft National Tobacco Control Policy 2019 (NTCP).</p>	<p>[51]</p> <p>[51]</p> <p>[51]</p>

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		<p>Copies of the letter were also sent to high-level govt. officials including Secretary, Department of Finance, Ministry of Finance; Secretary, Health Services Department, Ministry of Health and Family Welfare (MoHFW); Senior Secretary, Internal Resources Division and Chairman, National Board of Revenues.¹²</p> <p>Following a request and list of objections/counter-arguments from the association of cigarette manufacturers of Bangladesh during a meeting on 10 October 2019, the National Board of Revenue (NBR) consequently sent a letter to the MoHFW to consider industry opinion before finalizing the National Tobacco Control Policy 2019.^{13,14}</p> <p>The government had no specific policy to disallow the acceptance of contributions/ gifts from the tobacco industry. However, general orders and anti-corruption laws exist and this should apply overall.⁴⁹</p> <p>Tobacco advertising, promotion, and sponsorship Tobacco advertising is prohibited in all print and electronic media, including at the point-of-sale. Free and discounted tobacco products are also prohibited, but internet tobacco sales and tobacco products bearing non-tobacco brand names are allowed. Although sponsorship by the tobacco industry is not completely prohibited, publicity of the sponsorship is prohibited. Tobacco packaging and labeling The law requires pictorial health warnings to cover at least 50 percent of the main display areas of all tobacco products. One of nine warnings (seven warnings for smoked products and two warnings for smokeless products) must be rotated every three months. Misleading terms such as “light” and “low tar” are prohibited on tobacco packaging, but other misleading packaging (e.g., colors, numbers, and symbols) is not banned.</p>	<p>[51]</p> <p>[51]</p> <p>[52]</p>
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	<p>Government's measures against pandemic: industry's and advocates' response</p>	<p>According to Essential Commodity Act 1956, tobacco products are categorized as essential product. This allows tobacco companies to continue to manufacture and distribute tobacco during the Covid-19 pandemic. A request was made to the Ministry of Industries Bangladesh, from the National Tobacco Control Cell (NTCC) to suspend the production, supply, marketing and sale of all kinds of tobacco products to aid public health response to Covid-19 response. This was rejected by the Industry Ministry on the ground of the Essential Commodity Act 1956, and also due to the economic recession faced by the country during the pandemic.</p> <p>Recommendations - Tobacco industries violating tobacco control law needs to be brought under strict punishment including prison and penalty;</p> <ul style="list-style-type: none"> - Regularly organize zila/upzila tobacco control taskforce meeting and implement decisions of the meetings; - extended awareness campaign by zila/upazila administrations on tobacco and corona virus; - amend decade old 'Essential Commodity Act 1956' and eliminate tobacco from list of essential goods; - monitoring tobacco control law implementation activities including local anti-tobacco organizations. <p>LOBBYING: Citing the Essential Commodities Act 1956 where cigarettes are listed as essential commodities, BAT Bangladesh¹ and JTI Bangladesh² managed to acquire special permissions respectively on 3 April and 5 April from the Ministry of Industries (MoI) to continue manufacturing, leaf purchase, finished goods supply, and distribution while the nation is only one week into the countrywide pandemic shutdown. Following protests from tobacco control groups,³ on 18 May, the Ministry of Health and Family Welfare (MoHFW) issued a letter to MoI requesting for withdrawal of such special permission as well as</p>	<p>[53]</p> <p>[54]</p> <p>[55]</p>
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		<p>calling for a temporarily ban on tobacco production and sale during COVID-19 outbreak.⁴ Two days later, on 20 May, the MoI turned down the request by MoHFW.⁵The mounting pressure on MoHFW forced them to withdraw their letter of request itself.⁶</p> <p>The Ministry of Health and Family Welfare on Tuesday urged the authorities concerned to suspend production, supply, marketing, and sale of all kinds of tobacco products in Bangladesh to help fight against coronavirus.</p> <p>The Health Services Division of the ministry issued a letter to the Industries Ministry in this regard, asking to implement the request and suspend the special permissions given to the tobacco companies recently allowing them to run their businesses.</p> <p>According to the letter, the special permit issued by the Industries Ministry to the tobacco companies allowing them to produce, supply and market their products has made the situation complex when the HSD is trying its best to identify and treat Covid-19 patients.</p> <p>Although the authorities banned mass gathering and movement from one place to another to limit transmission of Covid-19, the tobacco companies are disobeying the instruction under the special permission, it added.</p> <p>April 3: Ministry of Industries wrote to various agencies to cooperate with the operation of BAT and JTI during the COVID-19 shutdown. May 20: Ministry of Health and Family Welfare’s intervention was unsuccessful.</p> <p>The letter also sought the cooperation of the Ministry of Industry to temporarily prohibit the production, supply, marketing and sale of tobacco products by all tobacco companies to reduce the risk of Covid-19 infection and move ahead with the commitment to build a tobaccofree Bangladesh by 2040 as announced by the Prime Minister. In</p>	<p>[56]</p> <p>[51]</p> <p>[57]</p>
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		addition, the Ministry of Industries has been requested to repeal the special permits issued for the continuation of these businesses during the Corona pandemic period	
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Theme: Time-sensitive TAPS monitoring data

Sub-theme	Category	Coded Text	Source
Documentation of marketing practices	Smokeless tobacco products	<p>Background: Flavor improves palatability of smokeless tobacco products (SLT) and attracts youth. There is limited evidence on flavored SLT use in India and Bangladesh, the two high SLT consuming countries in the world. This study maps the use of flavored SLT in India and Bangladesh. Methods: Tobacco products assessed in the first Global Adult Tobacco Survey (GATS) of India and Bangladesh were analysed to identify flavored SLT product use and map it. Tobacco product specific assessment as well other tobacco products assessed for daily and less than daily users were considered. Operationally, any additional ingredient (except slaked lime) that alters or modifies the taste of plain tobacco, was considered as flavored one. SPSS used to assess the weighted prevalence estimates Results: The flavored SLTs used in India and Bangladesh were Betel quid with tobacco or Zarda, gutkha, pan masala, Zarda, gul or gudakau, snuff, bazaar, kiwam, and dentifrice with tobacco. Prevalence of flavored SLT use in India and Bangladesh were 17% and 27% respectively. Overall use of SLTs in India and Bangladesh were 24% and 27% respectively. Zarda(18%), and Betel quid tobacco (10%) were commonly used flavored SLTs in Bangladesh. In India, Gutkha (8%) and betel quid(7%) were commonly used flavored SLTs. Conclusions: Most SLTs are flavored one and this may aid in continuation of tobacco epidemic in India and Bangladesh. However</p>	[58]

		<p>there is an opportunity to limit SLT use by implementing legislation targeting the attractiveness of tobacco products.</p> <p>Fifty-three percent products had a written health warning, and only 6% had a pictorial warning image (mouth cancer). Out of those with a health warning, 44% had low visibility due to very small font, 22% had warning in English only, 11% had these tactfully hidden in the packaging, and 11% had misleading information, for example, a Gutkha brand with a label saying “Jarda is injurious to health.” 11.8% products had a label saying “not suitable for children.”</p> <p>More than a quarter of the adult population in Bangladesh uses smokeless tobacco (SLT), contributing to high prevalence of oral cancer and other tobacco-related illnesses. The SLTs are available in various forms including Zarda, Gul, Khaini and Sada Pata. The price of SLT products is very low, making it affordable to everyone.</p> <p>During data collection for TPackSS (Tobacco System3) in India Packaging Surveillance and Bangladesh, we noticed faces similar to headshots or passport photos as part of the branding on bidi and smokeless tobacco (SLT) packaging in a way that we did not see on cigarettes</p> <p>These headshots were often placed in the front and centre of the pack. Most packs with headshots included only one picture (n=158, 54.9%), with a maximum on any pack being six; most (n=212, 73%) packs included at least one photograph. In most packs with more than one headshot, these were repetitions of the same picture. One pack had a headshot printed on individual bidi sticks</p> <p>The vast majority of packs included headshots of men (n=258, 88.9%), many of whom were dressed in western- style business wear</p>	<p>[59]</p> <p>[2]</p> <p>[60]</p> <p>[60]</p> <p>[60]</p>
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		<p>(jacket and tie, and sometimes a hat), though there are also some photos of men in more traditional dress (figure 1). A minority of SLT packs (n=17, 10%) depicted women, never in western clothing, but rather drawings of women in bridal veils, other non- western attire or female deities. Almost all (16 of 17) depictions of women were drawings. It is also notable that depictions of women were always in profile or semi- profile, with eye gaze downwards, which was distinct from the men's pictures. Finally, there were also headshots of children (seemingly boys) and infants (n=24, 8.3%) on packages (figure 2). Interestingly, there was one headshot of a boy with a drawn- on beard (top middle of figure 2). We have found no literature as to how such faces serve a branding strategy for bidi and smokeless tobacco in this context. These depictions may be factual (it may be that the picture is of the owner of the company who made this product), or aspirational (the photo may depict the type of person who would use it), or both. The faces may serve as a form of informal trademark. Nevertheless, we argue that it is inappropriate to use depictions of potentially aspirational or evocative figures, especially deities, children and babies, to promote any tobacco product, and that this practice should be prohibited in future marketing and packaging restrictions.</p> <p>Ashik and Akij bidis are sold the most, because of their attractive price ranges, and also because of their effective marketing strategies targeting both shopkeepers and customers. Ashik bidi, for example, gave out free tokens for each carton (25 pack) bought earlier this year. Each token could be returned in exchange for a certain amount of cashback, which created an incentive for shopkeepers to stock as many cartons as possible.</p>	[61]
	Cigarette packages	When considering the actual brand name, 41% (n = 529) of packs had an English brand name. This ranged from 77% in Brazil (n = 100) to 13% in China (n = 61). Combining these two components provided,	[62]

1		an overall assessment of English prevalence in branding on pack fronts- ranging from 98% in Bangladesh to 40% in China.	
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7		Beyond having any English on the pack front, we also considered the extent to which English penetrated the textual communication in this space. Of packs with any English in appeal (not including brand name), between 52% (China) and 98% (Bangladesh) of such packs were only in English (see Table 4).	[62]
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14		All unique cigarette packs (100%) from Bangladesh, Brazil, China, India, the Philippines, Russia, and Vietnam were compliant with their country's bans on misleading descriptors (Table 1)	[63]
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18		Table 1: Pack Compliance with Banned Misleading Descriptors at Time of Data Collection	[63]
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24		The highest percentage of packs displaying the selected color descriptors were collected in Russia (39.7%), followed by Bangladesh (32.3%) (Figure 2). The highest percentage of packs displaying the descriptors "soft," "smooth," or "mellow" were collected in Bangladesh (16.9%) and India (14.5%) (Figure 2).	[63]
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31		Overall, less than 5% of packs had the descriptors "soft," "smooth," or "mellow" printed on them; however, about one-fifth of packs purchased in Bangladesh or India displayed these descriptors. Such descriptors are used to convey mildness and are perceived as less harmful by consumers. ^{20-22,24}	[63]
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38		Similar to previous findings in high-income country contexts, alternative descriptors are being used on tobacco packaging in place	[63]
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		<p>of banned descriptors.^{31,32,35} Over one-fifth of all packs had the color descriptors “blue,” “gold,” “white,” and/ or “silver” printed on the pack. This was true of over one-fourth of packs in Bangladesh</p> <p>Merise also gave out tokens for each purchase of their cigarette packs. A certain amount of these tokens could be exchanged for daily necessities and more cigarettes. For example, 20 tokens could be exchanged for a free melamine plate, while 3 tokens could get someone another free Merise cigarette out of the pack. Other products and offers were also available on return of such tokens. These made these products more attractive for both sellers and buyers (see Supplementary Graph 01), leading to higher purchases and consumption. To illustrate how popular these offers are: Faruk, a shopkeeper in his 30s, stocked almost an entire months’ worth of Ashik tokens to get some cashback, only to despair when he realized that the offer was no longer valid.</p> <p>Some posters are found in remote rural areas in the present days with the slogan, “Submit empty packs and get rewards”. The posters contain details of the prize- how many packets will be needed to be rewarded (like how many empty packets will be needed to have mug, bucket, umbrella or mobile phone etc.). Recently, a poster on Briton, a Dhaka Tobacco brand, is found across the markets. Following the tobacco control law, Section 5, sub-section 1 (c), rewarding to promote tobacco use is completely banned and punishable offence.</p>	<p>[61]</p> <p>[48]</p>
	Point-of-Sale	<p>As company’s promotional programs were running, magistrates operated several mobile courts accompanied by police and alert shopkeepers with financial fines and destroy fronts of flee shops with Winston brand logo. Besides, the easy to carrying shops and big umbrellas containing the brand logo were seized and dumped to remove it. Again, companies have lent money to vendors to pay for the fine. Finally, the depots are identified for stopping these initiatives</p>	[64]

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		<p>of companies and duly notified to the mobile court operating magistrates.</p> <p>A previous study by Environmental Council Bangladesh of tobacco retailers found that 38% of cigarette displays were provided by the tobacco industry.¹⁴ Their study also found that 75% of retailers reported being visited by representatives from the tobacco industry and that 60% of surveyed retailers had some sort of advertising posted. Despite the ban on advertising signage, product display, and promotion, these findings indicate that tobacco companies continue to provide marketing to tobacco retailers that contravene the law.</p> <p>Data collectors observed 661 grocers, tea stalls, tobacco stands, and mobile tobacco vendors within a 100-meter radius of 110 schools – 591 of which sold tobacco products. Mobile tobacco vendors were analyzed separately due to the limited number of observations possible for this type of retailer. Out of a total of 84 mobile tobacco vendors observed, 39 also sold candies, snacks, or sugary drinks. Thirty-two of the mobile tobacco vendors that sold candies, snacks, or sugary drinks were within eyesight of a school.</p> <p>Data collectors made observations around 110 schools, each with a sampling area of 100 meters. In these sampling areas, 507 out of 574 grocers, tea stalls, and tobacco stand observed sold tobacco products (Figure 3). More than half of the tobacco retailers were within eyesight of the school. Tobacco products were displayed around 105 of the school areas observed and at 491 retailers. Of the 110 schools sampling areas observed, only 5 did not have retailers visibly marketing tobacco products within 100 meters of the building.</p> <p>One hundred sixty tobacco retailers of those observed posted advertising signage from the tobacco industry at the point-of-sale</p>	<p>[65]</p> <p>[65]</p> <p>[65]</p> <p>[65]</p>
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		<p>(Figure 4), and 98 of these retailers were within eyesight of a school. Advertising signage was commonly observed in retailers and only 17 out of 160 retailers with advertising signage had any kind of voluntarily displayed health warning on all posted advertisements. It appears that the population is subjected to tobacco advertising without the juxtaposition of the health consequences of tobacco product use.</p> <p>While warning labels may have been present on tobacco products, these warnings were only visible on all displayed tobacco products at 4% of tobacco retailers. Many tobacco products were displayed so that the warning label was obscured, either by the structure of the display case, or having the sides, rather than the face of the package visible. There were also many visible packs that had warning labels that were not in Bengali.</p> <p>Very few (36) retailers voluntarily displayed any type of age restriction sign and 27 of these retailers were within eyesight of a school (Figure 5).</p> <p>Many shops and stands were completely branded, with posters for specific brands completely wrapping some tobacco stands (Figure 6). Flavor was mentioned on tobacco advertising signage at 23 observed retailers and non-Bengali words were used on signage at 18 observed retailers. Almost a third of observed tobacco retailers had advertising signage for tobacco products. Over 40% of observed retailers used at least one of the listed advertising strategies (Figure 7).</p> <p>Some retailers gave away free tobacco products to promote brands. Few retailers used other promotional marketing tactics, such as discounts and free promotional gifts (Figure 8). Sale of single cigarettes, however, was very common, with 500 retailers (99%)</p>	<p>[65]</p> <p>[65]</p> <p>[65]</p> <p>[65]</p>
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		<p>selling single cigarettes, 303 of which were within eyesight of schools. Single cigarettes, being less expensive than a full pack, might be more accessible to youth who have less expendable income.</p> <p>Almost all tobacco retailers displayed tobacco products in some way. Tobacco products were often displayed in the cashier zone, and were frequently displayed at the eye level of children (Figure 9). Some retailers displayed tobacco products on display boards and on branded stands or cabinets (Figure 10). Six retailers also displayed tobacco products with mention of flavor (Figure 11).</p> <p>Data collectors documented which brands were most heavily marketed at each tobacco retailer. Gold Leaf, Benson & Hedges, and Star were the most frequently document brands in grocers, tea stalls, and tobacco stands, followed by Navy, Sheikh, and Hollywood (Figures 12 and 13).</p> <p>Of the 507 grocers, tea stalls, and tobacco stands that displayed tobacco products, 487 retailers displayed tobacco products with candies, snacks, or sugary drinks (Figure 14). Many of these displays were located in the cashier zone, hanging from the ceiling, and at the eye level of children (Figure 15).</p> <p>Over 80 school areas had at least one retailer who had tobacco marketing that was visible to people who were passing by. While on their way to school, children are likely walking by these retailers and being exposed to tobacco marketing.</p> <p>38% of the cigarette showcases at points-of-sale were supplied by the tobacco companies, 68.8% sales persons at points-of-sale had gift offer. Tobacco companies mostly offered free sample (72.5%) and cash money (33%) to retailers for giving priority to show the cigarette</p>	<p>[65]</p> <p>[65]</p> <p>[65]</p> <p>[65]</p> <p>[30]</p>
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		<p>packets, their advertisement (e.g. sticker, flyer, etc.) and raise sale of the brand. 75% of the retailers reported visit by promoters appointed by different tobacco companies. 15% of the surveyed retailers reported video show organized by tobacco</p> <p>industry at the points-of-sale. More than 87% of the video shows were conducted by representatives of the largest multinational tobacco manufacturer of the country. 27.9% retailers received shop decoration material for promoting tobacco sale. 60% of the surveyed shops had visible flyer decorating the area, 48.5% had poster displayed, 77.2% had visible decorative items made of cigarette packets, 32.3% had large dummy cigarette packets.</p> <p>In Northern part of the country, cash 1-5 taka is gifted inside packets of some popular cigarette brands. Many other gifts like note books, wall-clock, lighter etc are also gifted. Tobacco companies provide mobile, TV etc based on fulfillment of sales target.</p> <p>Tobacco Companies advertise their products by using Permanent Promotional Materials (PPM) and Temporary Promotional Materials (TPM). Some tobacco companies define the first one as Permanent Merchandizing Materials (PMM). The permanent materials are like TV type box, gallery type box, desktop box covered with glasses which are kept on street and/or outside of shop to be used for showing cigarettes and 3D posters. Temporary Promotional Materials (TPM) are poster, calendar both mini and large size, flyer for display, leaflet for distribution, larger dummy pack of cigarette to hang/display on shops.</p> <p>Tobacco companies use cigarette showcases as an important way of advertising their products. In our survey, 38% of the cigarette boxes or the showcases were supplied by the tobacco companies. The highest number of showcases supplied by the tobacco companies was</p>	<p>[30]</p> <p>[30]</p> <p>[30]</p>
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		<p>in Barisal district (54.3%) followed by in Dhaka district (47.1%) (Figure 4). The highest percentage of showcases were provided by BATB (51.2%), followed by Dhaka Tobacco (39.7%) (Figure 5, Figure 6). Almost all shops (99.4%) having POS for tobacco were visited by the sales representatives from various tobacco companies in the March 2013 and this is true for all districts (Figure 7).</p> <p>Observation report from the surveyed locality also revealed that different types of decorated cigarette boxes were visible in many places in and around the market places and growth centers. The boxes are marked with brand name or contain only specific brand products. Tobacco companies are using these as a prominent means of advertisement of their products. This means of advertisement is very popular among the tobacco companies for promoting specific product whether the brand is new or old popular or unpopular found in all study areas.</p> <p>In a suburban area of Chittagong, the 30 KM stretch from Maijjartek (new bridge) to Dohajari our observation report and KII with local NGO activist revealed that, to increase the sale of Navy, a brand of Dhaka Tobacco, which was not that much popular in the locality, company took an aggressive marketing initiative. Company recently distributed about 50-52 desktop boxes to the roadside retail sellers of crowded areas at free of cost. These boxes were designed with brand logo and brand color and made of steel, pipe, sheet, wood, formica etc which costs about 20,000 BDT for each.</p> <p>Many shops were found decorated with attractive posters and leaflets of tobacco products during our observation in the localities. 27.9% shop owners said that they have received decoration materials for promoting tobacco (Figure 8). Almost 60% shops have visible flyer decorating the area and 48.5% had poster displayed. 77.2% visible</p>	<p>[30]</p> <p>[30]</p> <p>[30]</p>
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		<p>decorative item made of cigarettes and 32.3 had large dummy cigarette at POS.</p> <p>For advertisement and promotion, tobacco companies provided leaflet, color, dummy packets, and interior showcase, rack designed like cigarette brand. During a group discussion with the representatives of tobacco companies (i.e. BATB, Abul Khair and Dhaka Tobacco), it has been revealed that when tobacco companies launch any promotional package or event, they introduced new and attractive flyer, sticker and poster for sticking and hanging in POS.</p> <p>Competition existed between various brands of different cigarette companies with the notion to increasing sale. The cigarette companies initiate tricks to promote their various brands. A Territory Sales Officer (TSO) of BATB has informed that, in their territory consisting of 6 upazilas (sub-districts) of Chittagong, they have spent 6 crore taka in two and half months for promoting Derby. Derby has been marketed instead of Bristol, BATB's another brand, which was manufactured before. Yet it cannot achieve expected popularity among low cost cigarettes. BATB's marketing team is very anxious on the popularity of Marise, a brand of Abul Khaer Tobacco. So primarily they have targeted Marise cigarette smokers and 1.50 taka priced cigarette smokers. They provided free Derby cigarettes and the specialty of Derby was presented to smokers. The special characteristics, the quality compared to brands, leaflet, other flyer, large dummy packets distribution and demonstration were the target of the promotion of Derby.</p> <p>For increasing the sales and maintain its popularity, Star cigarette have conducted promotion greatly on the era of Bengali New Year 1420. New flyer, dummy large packets, lighter etc were prepared for promotion. After the promotional activities of star cigarette, Dhaka</p>	<p>[30]</p> <p>[30]</p> <p>[30]</p>
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		<p>Tobacco has also emerged a new and attractive flyer, sticker and leaflet of its Nave brand those have distributed to customers for marketing. Between Star and Navy Brand face to face competition was found. Similarly Marlboro mainly competitions causes targets Benson & Hedges cigarette smokers. These Various new brand stretching, new packed, gift, offer, lucrative flyer, sticker and so on. Navy and Stars' flyer and sticker distributed during Bengali New 1420 celebration.</p> <p>The research team found many POS decorated by tobacco companies' regardless urban and rural areas but a few restaurants were found with cigarette brand colours and almost similar logo. Café Jheel Restaurant at Topkhana Road, Dhaka is decorated by BATB.</p> <p>A very high proportion of sales person at POS (68.8%) got gift offer from tobacco companies for promoting the brand. This was higher in Kushtia (82.1%) and lower in Barisal district (43.8%) (Figure 9). 49.1% sales person at POS received gift offer from Dhaka Tobacco, 48% from BATB and 30.6% received gift proposition from Abul Khair Group (Figure 10). Large tobacco companies offered gift to sales person in all most all the districts of the country. However some of the relatively smaller local companies targeted only regional markets and limit their marketing activities only in few districts (Figure 11). This indicates that tobacco industries are using targeted marketing strategies (i.e., promoting different products in different socioeconomic areas) to increase the power of POS promotion by segmenting customers into groups and tailoring advertising to appeal to them. This is also evident from the various types of gifts they offer to cater for different types of POS. Tobacco industry mostly offered free cigarettes as gift (72.5%) and 33% of sales person at POS also had cash money offer. (Figure 11). In Dhaka district, 13.7% sales</p>	<p>[30]</p> <p>[30]</p>
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		<p>person at POS had offer of mobile phones and 4.8% had gift offer of TV/DVD to boost sale of their products (Figure 12).</p> <p>A ban on tobacco advertising, promotion and sponsorship is effective only if it has a broad scope. If only certain forms of direct tobacco advertising are prohibited, the tobacco industry inevitably shifts its expenditure to other advertising, promotion and sponsorship strategies, using creative, indirect ways to promote tobacco products and tobacco use, especially among young people. Reports have suggested that in some parts of the country, tobacco companies offer gifts or cash prize to customers to attract young people or to attract smokers for switching to a newer brand. According to the current tobacco control act, this kind of promotion is banned. To detect the percentage of salesperson at POS who knew of this kind of promotion in the locality, interviewers asked the salesperson at POS whether cigarette companies directly offered gift to customers. They also asked whether smokeless tobacco companies such as jarda manufacturers offered the sales person at POS responded that cigarette companies directly offered gift to customers (Figure 13) in their locality. Higher proportion of this kind of promotion was detected in Rangpur (19.5%) and Sylhet (12.8%) districts. For smokeless tobacco this kind of promotion was not reported at all. gifts to customers. 8.7% of</p> <p>In northern part of the country, cash Taka 1 -5 is given as gift inside packets of some locally popular cigarettes brands. Mostly Senior, Fresh Gold, Merit etc cigarette companies mostly provide this offer. Many other gifts like note books, wallclock, lighter etc are also given as gift. The trend of gifting free cigarette is observed both in urban and rural areas.</p>	<p>[30]</p> <p>[30]</p>
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		<p>BATB sponsors retail sellers, whole sellers and dealers for picnic and tours. They arranged a picnic at Cox’s Bazar on the occasion of Bengali New Year 1420 celebration. It has been informed that among the participants in the picnic, there were consumers of cigarettes. Dhaka Tobacco has distributed flower and sweets among the sellers of tobacco products on the occasion of Bengali New Year 1420 celebration. Abul Khair Tobacco has distributed hand-fan and calendar with their brand color and logo among the consumer and sellers on the occasion of Bengali New Year 1420.</p> <p>Dhaka Tobacco provided a lucrative decorative item, prepared with a couple of cigarette packets, in a shop of Shawkat at New Market, Jessore. Shawkat does not know that these promotional activities are illegal. In 2012, the mobile court fined him taka 500/- for displaying such advertisements. Later the representative of Dhaka Tobacco refunded him the amount and took the slip. He also asked Shawkat to display a new cigarette pack advertisement. When Shawkat denied to keep it, the representative ensured him that the company will always repay the amount of fine so that he will never face any lose. This compensation practice was also found in other areas such as Dhaka, chittagong and Barisal during data collection.</p> <p>Children are being exposed from cigarette companies’ advertisement. In different shops and point of sale Tobacco Company’s display their packets in an attractive way that draws children’s attention. This kind of promotional activities has an enormous and indirect impact upon children.</p> <p>In Dhaka and Chittagong super shop like Mina Bazar, Prins and Khulshi Mart cigarette advertisement showcased near the children’s product. Likely in super store it was also found in district town and rural areas.</p>	<p>[30]</p> <p>[30]</p> <p>[30]</p>
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		<p>In Barishal and its nearby districts an activity named HoReCa was run by tobacco companies in the hotel, restaurants and cafeterias. The name HoReCa has emerged from the first two letters of Hotel, Restaurants and Cafeterias. To promote their brand the company invites customers in different and luxuries restaurants for a long day program. In this program they show attractive video clips and presentation on Tobacco Company, their activities and a brief description about their products. They show a striking presentation about the quality of their brands. Different types of gift items such as t-shirt, cigarette packet, mug and calendar are offered along with food.</p> <p>Tobacco Company's printed attractive calendar in New Year. They give this calendar to shopkeepers; point of sales, tea stall and in different sales point. These calendars are attractive and easily draw public's attentions. These types of calendars are found in Rangpur and such places where Tobacco Companies are situated.</p> <p>Different types of smokeless tobacco products packets and quota (container) are displayed in an attractive way in retailer shops to attract customers. Wholesalers get incentives, cash various and types promotional packages from companies, especially during the celebration of Bengali New Year and Eid.</p> <p>Faltita Bazar is a rural market in Bagerhat. Recently most shops in the bazaar have been flying the Union Jack, the flag of the United Kingdom. It took most shoppers by surprise, who had no idea why shops in independent Bangladesh would pledge allegiance to the old colonial ruler like this.</p> <p>One morning, two young boys came to my shop and inserted two of the flags on my shop. Firstly, I did not understand why they were inserting it, Nayan Biswas, a shopkeeper of Faltita Bazar, told UNB.</p>	<p>[30]</p> <p>[30]</p> <p>[30]</p> <p>[66]</p>
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		<p>It was only when they then proceeded to hang several packets of a new brand of cigarette that he understood the reason behind the proliferation of Union Jacks - it was to advertise and promote Briton, as Dhaka Tobacco Industries' new low-cost brand is known, at the point of sale, while getting around the advertisement ban for tobacco products.</p> <p>As might be guessed, the Union Jack features prominently in the logo and packaging of Briton cigarettes, produced in Bangladesh by DTI, a concern of Akij Group.</p> <p>Yet its use for advertising purposes, as found not only in Faltita Bazar but also in parts of the capital or even the remote haor area of Tarail in Kishoreganj, is a direct violation of the law.</p> <p>According to the Smoking and Tobacco Products Usage (Control) (Amendment) Act, 2013, tobacco advertising is prohibited in all print and electronic media, as well as at the point-of-sale. It also prohibits promotion of tobacco products through leaflets, handbills, posters, printed paper, billboards or signboards, or any other way for that matter.</p> <p>Campaign for Tobacco Free Kids grants manager Dr Mahfuzur Rahman Bhuiyan said the manufacturer DTI is not only advertising its new brand aimed at the lower-income groups by inserting the Union Jack at points of sale, it is also distributing T-shirts with seemingly the UK's flag to promote its brand among smokers, again violating the law.</p> <p>Dr Rahman said the government should take harsher steps against the tobacco companies for violating existing anti-tobacco law to protect public health from the adverse impacts of tobacco.</p> <p>Akij Group or DTI representatives could not be reached to comment on the allegations.</p> <p>The objective of this study is to monitor compliance with the ban on tobacco POS advertising and promotion, including product display in</p>	
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		<p>Bangladesh. Methods: Monitoring was conducted in Dhaka in May 2017 as a pilot study. Data was collected from a convenience sample (n=46) of POS including supermarkets, groceries, general stores, tobacco shops, roadside sellers, mobile vendors, tea shops, and restaurants, located in high and low-income areas. An observational checklist was used to collect data on the presence of: (1) different types of advertising and promotion, and (2) tobacco product displays. Results: Among all POS visited, 85% sold cigarettes, 50% sold smokeless tobacco, and 20% sold bidis. Nearly all POS (87%) had at least one type of tobacco advertising, promotion, or product display. Almost half (48%) of POS had advertising (including posters, stickers, signs, and mockup packs), and few (13%) had promotions (including discounts and free gifts with purchase of tobacco products). Slightly over three quarters of POS (76%) displayed any tobacco products. Tobacco products were displayed mostly in organized shelves or by laying them out on a tray or table, and a few had illuminated displays, hanging displays, or power walls (organized shelves of cigarettes on the wall behind the cash register).</p> <p>Shops and point of sales with luxurious decoration matching colour of particular cigarette packs are seen in the city to attract customers to make their products popular.</p> <p>The shops have well-designed display showcases with colourful lighting, which have been made for keeping cigarette packets. Some shops are displaying cigarette packs at the showcases while some shops have kept their showcases empty.</p> <p>Such decorative shops and point of sales matching with cigarette pack colours are innovative promotional tactics of tobacco companies. Tobacco companies are constantly changing their promotional tactics as most countries have banned all forms of tobacco advertisement, sponsorships and promotion, anti- tobacco campaigners told BSS.</p>	<p>[43]</p> <p>[67]</p>
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		<p>They said companies spend huge amount of money for decoration at shops and point of sale to draw attention of customers aiming to promote their business. This ill tactics of tobacco companies should be stopped.</p> <p>Visiting different areas in Dhaka city, this correspondent found that shops and point of sales were designed and decorated matching color of cigarette packets of a foreign tobacco companies.</p> <p>Owner of Shohid General Store at Shegunbagicha in Dhaka city told BSS that, "My shop was decorated and designed by an international tobacco company. They have provided all financial supports for decoration purposes of the shop."</p> <p>Asked about empty showcases at his shop, where cigarette packets are not displayed, he said, "Cigarette packets are not displayed at his shop as the company do not provide any instruction in this regard."</p> <p>"I know tobacco advertisement is banned as per the law but it is not advertisement," the proprietor of the store said.</p> <p>Star Coffee, a retail outlet, at Taltola of city's Shewrapara area, was decorated by the same tobacco company, which is seen to display Marlboro Cigarette packets violating the existing tobacco control law.</p> <p>Philip Morris International, an international tobacco giant, is launching the new promotional tactics of shop decoration to make its Marlboro brand popular in Bangladesh.</p> <p>Vendors openly displayed SLT products both inside and outside the shops. Vendors or manufacturers generally did not offer advertising materials and promotions.</p> <p>Discount on bulk procurement and easy payment methods were the major incentives provided by the wholesale retailers and manufacturers.</p>	<p>[59]</p> <p>[59]</p>
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		<p>Research has shown that tobacco companies are using outlets (point of sale) as the main tool for advertising. The point of sale of tobacco companies in front of bazaars, bus-CNG stands, roads, educational institutions, hospitals, clinics across the country is more noticeable. The highest 49% point of sales was found around the bus-CNG stand and the lowest 6% was near the office-court. There are also 48% tobacco shops in or near the Hat Bazaar, 19% near hospitals and clinics, 9% around entertainment centers and 16% near the educational institutions.</p> <p>Tobacco companies have to change their advertising strategy at different times. For example, one of the strategies of tobacco companies is to publish the names of the brands in block letters along with the information on the sale of cigarettes at a fair price during the budget period. Basically, the main purpose of cunning tobacco companies is to promote the brand through advertising.</p> <p>During the study, 80% of the stores noticed stickers with different messages as a means of advertising in the sales outlets. At least 9% of stores have seen ads through the box. In addition, 30% of price list displays, 28% of posters, 24% of flyers, 16% of empty packet sorting, 16% of brand colors have been seen to advertise.</p> <p>From the research areas, informations have been obtained about the advertising campaigns including British American Tobacco, Japan Tobacco, Abul khayer Tobacco, Dhaka Tobacco and the promotion of tobacco products. During the study period, the highest advertisement of Japan Tobacco Company was 72%, British American Tobacco Company 74%, Abul Khair 21%, Dhaka Tobacco 15% and other local companies 1.2%.</p>	<p>[57]</p> <p>[57]</p> <p>[57]</p> <p>[57]</p>
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		<p>According to the survey, the highest number of free cigarettes given by tobacco companies to tobacco sellers is 57%, T-shirts with tobacco company name-logo and brand colors are 26%, New Year calendars are 27% and lighters are 26%. Also offers cash discounts, button phones, dishes, cosmetics, lights, fans, glasses, jugs, cups, rice cookers and a variety of gifts. Basically, the tobacco company gives such a gift if it can meet the sales target and submit an empty packet of certain cigarettes.</p> <p>According to information gathered at the field level, tobacco companies are providing various incentives and gift items to encourage the sellers to sell tobacco products. However, it has been noticed that tobacco companies have increased the rate of giving gift items and incentives to sellers rather than buyers as a strategy to expand their business. It is noteworthy that tobacco companies and local dealers are partnering with such traders in all the outlets located in important and crowded places. It is also providing special opportunities to the sellers of tobacco products to meet the sales targets to increase the sales of tobacco products. Tobacco companies provide a wide range of tobacco products to the smokers including free cigarettes, attractive lighters, wallets, backpacks, company name-logos, and T-shirts with a specific brand of color. Since the general public does not have a clear idea about the law, they are wearing T-shirts with tobacco advertisements, using gift items which are acting as a kind of advertisement or propaganda.</p> <p>In addition to cigarettes, other tobacco products such as bidi, jorda and gul have been promoted in tobacco shops. In this case maximum 31% Bidi, 35% Jarda and 19% Gul advertisements have been noticed. Most of these advertisements and campaigns are being run by various local tobacco companies.</p>	<p>[57]</p> <p>[57]</p> <p>[57]</p>
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		<p>Tobacco companies are running promotional campaign adopting different methods at sales points in the city ignoring the tobacco control law.</p> <p>The government has amended the Smoking and Using of Tobacco Products (control) Act, 2005 by incorporating strong provisions removing loopholes that were in the law.</p> <p>As per the tobacco law, all forms of tobacco advertising, promotional activities and sponsorship by tobacco companies have been banned. Talking to BSS, anti-tobacco campaigners termed the promotional campaign at the sales points a clear violation of tobacco control law. The amended tobacco control law prohibited all kinds of promotional activities at the points of sales and other places, they added. But tobacco companies do not follow the law, the anti-tobacco activists added.</p> <p>Visiting different sales points in Dhaka city, this correspondent found that both local and foreign tobacco companies are conducting promotional campaign of their products through different ways. Small- size colorful leaflets of leading cigarette companies were seen at tea stalls, point of sales and others shops at Shewrapara, Kaziapara, and other areas of Mirpur in the city.</p> <p>Md Islam, owner of a tea stall said, "Cigarette companies usually give such types of leaflets for displaying at his tea stall. I do not know whether it is legally banned." Alongside the leaflets, colourful empty cigarette packets of particular tobacco company are displayed at the tea stalls to attract customers.</p> <p>Such types of posters containing pictures of different cigarette packets at tea stalls, point of sales and shops are common in the city. About the promotional activities of tobacco companies, Advocacy and Media Coordinator (Bangladesh) of the campaign for Tobacco-Free Kids Taifur Rahman said it is a clear violation of law by tobacco companies as the tobacco law (amended) has banned all forms of promotional activities.</p>	[68]
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		<p>Display of attractive leaflets of cigarettes at sales points and tea stalls is one of the latest tactics of tobacco companies, he said adding the tobacco control law does not allow such types of advertisement campaign.</p> <p>Shops and point of sales with luxurious decoration matching colour of particular cigarette packs are seen in the city to attract consumers and make new customers of tobacco. The shops have well-designed display showcases with colourful lighting. Such decorative shops and point of sales matching cigarette pack colours are new promotional tactics of tobacco companies. Tobacco companies are constantly changing their promotional tactics as most countries have banned all forms of tobacco advertisement, sponsorships and promotion, anti- tobacco campaigners told BSS. They said companies spend huge amount of money for decoration of shops and points of sale to draw attention of customers aiming to promote their business. This ill tactics of tobacco companies should be stopped.</p> <p>Visiting different areas in Dhaka city, this correspondent found that shops and point of sales were designed and decorated matching color of cigarette packets of a foreign tobacco companies. Tobacco companies are running promotional campaign adopting different methods ignoring the tobacco control law. The government has amended the Smoking and Using of Tobacco Products (control) Act, 2005 by incorporating strong provisions removing loopholes that were in the law. As per the amended tobacco control law, any person found carrying out promotional campaign on tobacco and tobacco products will face three months jail term or a fine (maximum) of Taka one lakh or both</p>	<p>[68]</p> <p>[69]</p> <p>[69]</p>
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		<p>the punishments. In case of repeating the violation of law, punishment will be doubled.</p> <p>Citing different provisions of the amended tobacco control law, Project Coordinator of Work for Better Bangladesh (WBB) Aminul Islam Sujon said any forms of advertisement have been prohibited at point of sales in the law. But tobacco companies are frequently violating this law.</p> <p>As per the tobacco law, all forms of tobacco advertising, promotional activities and sponsorship by tobacco companies are banned. The anti-tobacco campaigners termed the promotional campaign at the sales points a clear violation of tobacco control law. The amended tobacco control law prohibited all kinds of promotional activities at the points of sales and other places, they added. But tobacco companies are running their business giving a damn to the law, the antitobacco activists added.</p> <p>Since tobacco advertisement is banned after the law on print/ electronic media, tobacco companies are conducting strong advertisements on point-of-sales, and for these advertisement, the tobacco companies are spending thousands of crores of money which is proved on the annual reports of the tobacco companies. Only British American Tobacco Bangladesh (BATB) has spent around TK 330 crores for its branding⁶³. Investigations have also found that tobacco companies are running their advertisement with tricky measures. Among the measures, distributing leaflet, handbill etc. to the consumers, decorating the selling points with small posters, hanging small posters before the store, exhibiting large dummy cigarette packs on the stores, exhibiting boards on the stores with new cigarette brands etc. are notable.</p> <p>Moreover, to attract the youths, advertising tobacco products with decorating colorful tobacco packets on the stores is another common strategy for tobacco companies and almost all the tobacco follow this</p>	[48]
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		<p>technique. The law is being everywhere including rural areas, cities towns, tea also superstores. The shop owners are in and stalls to being provided with TK 500-600 (depends on locality) to exhibit the decorated boards on the stores and such information has also been found in newspapers. However, the rule of sub-section 1 under Section 5 of the tobacco control law, advertising of tobacco products at the point-of-sales by any forms is completely prohibited, and it is also a punishable offence. Yet the tobacco companies conduct such activities as this is an effective way to expand the business. Following Global Adult Tobacco Survey (GAS 2009), around 38.4% population of Bangladesh see the advertisements of tobacco products at the point-of-sales and 32.1% people become influenced by tobacco products advertisements in other places.</p> <p>Tobacco companies recruit young educated men and women to promote specific brands. These promoters are well trained and regularly visit growth centers or market places in different urban and rural parts the country. Promoters sometime distribute cigarettes free of cost or distribute some attractive items with tobacco brand name.</p> <p>In our survey, more than 75% of the shop owners recalled that they had a visit by promoter in the area in the last one month (Figure 14). High frequency of activity by promoters was reported in Chittagong and Sylhet while lower frequency was reported in Barisal and Rangpur. Highest number of promoters were employed by Dhaka Tobacco (68.7%) followed by BATB (56.9%) and Abul Khair (46.1%) (Figure 15). It is to be noted that to establish the new brand of Marlboro, tobacco company did an intensive marketing in Dhaka districts where 73% retailer said about the promoters of Marlboro did promotional activities around POS.</p> <p>Marlboro, a popular brand of Philip Morris, has been made popular through this one on one promotional activity in Dhaka, Chittagong</p>	<p>[30]</p> <p>[30]</p>
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		<p>and Sylhet. Gradually they extend in all the divisional cities and whole country. During KII one Business Communication Team member of Marlboro states that, they were given different uniforms for promotional activities of Marlboro over different years. Since 2009 they were given three different patterns of uniforms. First one was golden pant, shirt, shoe and cap which were chosen in line with its brand Marlboro Gold. Second one was red that was the reflection of Marlboro Red. During the study period, the dress code was denim trouser, shoe and t-shirt. He also stated that the authority developed audio-visual 3G and animated presentation to run promotional activities. They targeted consumers of Benson & Hedges and offered them a package of gift containing two packs of Marlboro cigarette with an attractive lighter. They also show puzzle to attract smokers like conventional canvasser. An event management and/or consultancy firm named “Spotlight” and a call centre named “Sky tracker” were in charge of running those promotional activities. Abul Khair Tobacco relatively more active after Dhaka Tobacco in one on one promotional campaign among the local tobacco companies. The company has appointed promoters for operating promotional activities of its Rally and Marise brands. They targeted consumers of Navy and Star brands. Their campaign has been resulted to switch customer from other brands to their brand. They usually start explaining in general negative effects of smoking on health. Then they explain the positive qualities of their brands. One of Marketing Officers of Abul Khair Tobacco said to the customer in this way ‘Although cigarette smoking is harmful for its nicotine and unhealthy ingredients but Rally contains less nicotine and does not cause burning in throats because of no harmful ingredients it contains ; it is prepared from high quality tobacco.’ With this misleading information and offer of free pack they try to increase the number of customers.</p>	
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		<p>Tobacco companies are distributing cigarette selling boxes resembling the cigarette packets. Investigations have found that such boxes or trays have been distributed across the country including Dhaka. The sellers informed that the boxes are provided by the tobacco companies. They supply the boxes with the condition to sell only their respective brands and compel them to sell the specific brands alone. By this colorful boxes, the tobacco companies are advertising for their products which is completely illegal.</p> <p>Multinational tobacco company, British American Tobacco Bangladesh (BATB) has initiated a toll-free call center to provide services on inquiry or allegations which is an indirect form of marketing for its products. A toll-free number combined with a Benson & Hedges logo has been pasted in different tobacco selling shops where the consumers can make phone calls for free to know about any issues with Benson & Hedges. The advertisement aims to promote the brand technically among the commoners. But, according to Section 5 of the 2013, “Advertising for Tobacco Smoking and Tobacco Products Usage (Control) Act (Amendment) Products” which refers a ban on both the direct and indirect types of advertisement aimed to promote tobacco use. The existing law orders a penalty of a simple imprisonment for a term not exceeding three months or a monetary fine which may extend to Tk 100,000 or both. If the person commits the same offence again, the penalties will be doubled.</p> <p>Some of the stores have been decorated like the color of a specific cigarette in different parts of Dhaka city which is known as color branding. A distant view of the stores helps to identify that the store is resembled to any specific cigarette brand. It is known that the stores are decorated in exchange of filling up any specific sales target for the stores. By this way, advertisement for tobacco products go on with</p>	<p>[48]</p> <p>[48]</p> <p>[48]</p>
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		<p>this color branding whereas all sorts of commercial activities for increasing tobacco use is completely banned and punishable offence.</p> <p>Tobacco companies provide some attractive prizes to the sellers if they can reach the specific selling targets. The prizes contain wrist watch labelled with cigarette packet, wall clock, mobile phone, radio, desk calendar, lighter, or containers is completely banned and punishable offence. T-shirt and many other attractive prizes. The prizes are awarded based on filling up the targets set by the tobacco company which is banned after the law and a punishable offence as well.</p>	[48]
	Cultural activities	<p>Advertising tobacco products among the university youths through concerts is a popular technique of tobacco industry. Such concerts have been organized for Fine Cut, a new brand for Benson & Hedges and Marlboro Gold- a PMI brand. BATB organized the show at the Bangabandhu International Conference Center and PMI organized Live -2 Rock City Concert at Ramna Engineers' Institute^{69,70}. The organizing authorities had to defer both the concerts after the criticisms on newspapers and social networking sites. On the other side, Akij Group took initiative to popularize its tobacco products among the youths in several districts. But when the issue of tobacco products' advertisement was exposed, the local authority annulled the event and fined them⁷¹.</p> <p>BAT Bangladesh organizes art camps every year with renowned artist and used their paintings in calendars. Last year it organized an art camp titled "Bengal-BATB Art Camp 2012" featured 12 senior and promising Bangladeshi artists from October 24 to October 27 at Berjaya Colombo Hotel in Sri Lanka. The camp was an initiative to produce some prolific paintings that would make people aware of water preservation as part of the World Water Week, held in</p>	[48] [30]

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		<p>Stockholm between September 1 and 6, 2013, by the UNESCO. This news was enormously get publicity in daily newspapers.</p> <p>The Bangladesh Tobacco Company, a BAT subsidiary, controls four-fifths of the local market. The industry is active in sporting sponsorship, including the Asia Cup football competition part of the 1990 World Cup.</p> <p>The study revealed that different type of CSR activities are done in the locality by tobacco industries. These are mainly done in the tobacco producing areas. Previous reports have suggested that Tobacco industries sponsor drama, festivals sport tournaments as part of their contribution to the cultural program organized by local authorities. Through this philanthropy activities tobacco companies are able to gain media coverage at local level. CSR activities also helps tobacco companies to draw a large number of supporters and allies. It was strongly evident that Barisal for Karikor bidi and Kushtia for Nasir Tobacco. Some years ago Tobacco Companies especially BATB promoted STAR Search, Band music competition as well as different type of cultural activity. Although this type of activities presently are not being prompted by Tobacco Company but there are many other activities has been accomplished as CSR.</p> <p>British American Tobacco (BAT) probably reckons pop music is high on the list, and its Star Search promotion for Benson & Hedges cigarettes is geared to such potential customers. The promotion involves a contest for new rock groups which perform at a concert, with one being awarded a trophy. BAT gives out promotional materials, though no big prizes, and gains massive coverage on broadcast media and in newspapers, where it runs high visibility ads in the weeks leading up to the event</p>	<p>[70]</p> <p>[30]</p> <p>[71]</p>
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		<p>Philip Morris International has been behind a series of concerts since April 2014. With names such as ‘Road to Rock Nation’, ‘Rock Town’ and ‘Rock City’, the concerts, held at upmarket hotels and clubs, focused on promoting Marlboro cigarettes. According to Bangladesh NGO PROGGA (Knowledge for Progress), the Marlboro brand was displayed, along with cigarette booths staffed with attractive young females selling cigarette packets together with free gifts.</p> <p>A leading antismoking group today protested a foreign tobacco company advertisement tending to use poet Rabindranath Tagore's image to promote its brands in Bangladesh. "A Japanese tobacco company is smartly advertising their brands in the name of a campaign on Rabindranath Tagore's historic Japan visit," anti-tobacco group Progga said in a statement.</p> <p>Progga's executive director ABM Zubair said the Japan Tobacco (JTI) ad has actually defied the country's tobacco laws "which is unprecedented as well". Several private TV channels and newspapers are carrying a commercial to promote actor and singer Tahsan's planned revisit of Tagore's historic Japan tour. "The advertisement used JTI's brand colour and slogan "Japanese quality" which clearly indicates that the company tends to promote its brand in Bangladesh," the statement read. It said the attempt to use Tagore's image in promoting tobacco "is an unpardonable offense" while the great poet was free from tobacco or any type of addiction. Writer and professor of Bengali litterateur Dr Ratan Siddiqui said the tobacco ad in no way go with Rabindranath Tagore as the poet was never a smoker. "This (ad) is unacceptable, it defamed Rabindranath Tagore," he said.</p>	<p>[72]</p> <p>[73]</p>
	<p>Market segmentation (students and women)</p>	<p>BATB has kept it's activities going under the name 'Exced' about `3 Steps To Be The Next Campus Ambassador`.</p> <p>To attract the youths in smoking, basically advertisement of tobacco products has been done in some reputed private universities in the</p>	<p>[57]</p> <p>[48]</p>

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		<p>name of ‘job fair’, where they installed decorative help desk and booths. Multinational tobacco company, Phillip Morris International (PMI) applied this ill trick to market its new brand Marlboro Gold in Bangladesh⁶⁷. Private universities like United International University (UIU), University of Liberal Arts Bangladesh (ULAB), East West University (EWU) and American International University (AIU) were used for this promotion. Investigations have found that they have planned for the job fair in almost all the other universities which is completely illegal.</p> <p>Youths trapped in tobacco marketing. Bond Street, a Phillip Morris International (PMI) cigarette brand has added an innovative dimension in its promotional activities. The PMI has engaged youths to market the product wearing attires similar to the cigarette brand packets which aims to reach and publicize the brand to the commoners trickily. This attractive look is attracting teenagers and youths seriously. Though such techniques are legally banned after the law, they are found almost everywhere.</p> <p>With huge enthusiasm, by inviting school-going students from different regions in the country, the benefits of smoking were shown using projectors and in exchange of viewing, a packet of cigarettes and a foods pack covered with the tobacco company levels were distributed among them. Dhaka Tobacco company used this advertisement in the southern districts of the country to promote their brand - Briton⁶⁴ During the advertisement, who had liked their facebook page were awarded with two packets of cigarettes for free. The kids who attended the programme were seen smoking in their way back to home. Following the tobacco control law Section 5 Sub-section 1 (b) and (d), distributing of tobacco product for free and advertising of tobacco products on web pages is completely prohibited and punishable offence</p>	<p>[48]</p> <p>[48]</p>
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		<p>JTI and DTI jointly undertake promotional activities to market Winston cigarettes newly. Students are involved in marketing this brand. Everywhere these students make huge publicity among public by distributing Winston cigarettes including gift items such as match lights, bags, special boxes of cigarettes, umbrellas, pen drives, caps, T-shirts, mugs, etc. with Winston's logo. Due to gift distribution, new smokers are being created among the youth. In accordance with TC Act, distribution of gifts is a punishable offense. But tobacco companies do these activities in a way that they cannot be easily caught for tricky activities.</p> <p>Tobacco industries promotional activities are increasing in the college and universities that should resisted. Bangladesh Girl Guides will work actively in tobacco control for the development of public health.' Syeda Anonna Rahman said, 'Tobacco industry's main goal is profit. So, they want to increase the profits by making addicted all in use of tobacco including men and women. In recent time, they are campaigning in colleges and universities to attract the girls in smoking. Young girls are becoming addicted in smoking by being trapped in the industry's illegal propaganda. The social organization as well as the government will have to come forward to stop industry's illegal promotion of targeting the women.</p> <p>In some areas, there have been signs of a fightback against the advertising, however. At Dhaka University, one fly-poster claiming "smoking makes you smarter and more manly" prompted a student-run counter-campaign. "We are smart and we don't smoke," said handmade posters plastered over the original adverts on the university's city-center campus.</p>	<p>[64]</p> <p>[74]</p> <p>[36]</p>
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		<p>The study found that most of the E-cigarette shops are situated nearby university area. The team found 15 big e-cigarette shops in 4 market area most of the seller started their business within 12 years. They sales their product mostly two way- one is direct sales and secondly they use online shopping system.</p> <p>On 21 September, the Bangladesh Anti Tobacco Alliance discovered a six day music festival sponsored by British American Tobacco Bangladesh (BATB). It had started on 19 September, and was being held at the Bangabondhu International Conference Centre. The festival was targeted at private university students to promote BATB’s new brand Benson & Hedges Fine Cut. The venue was visited by a group of tobacco control activists who checked the authenticity of the information and collected photographs to document the promotion. Some of the guests reported that BATB promotional agents had previously had a presence at chain superstores and lounges, where they collected contact information and later sent invitations to the event directly by text message. Such tactics, familiar from music-based promotions in other countries, are simultaneously able to promote an impression of exclusivity because entry is by invitation only, and avoid the need for more public event promotion by using the contact databases for direct promotions. A formal complaint was lodged with the Deputy Commissioner, Dhaka about this violation, together with a request to take necessary legal action against BAT. The Bangladesh Anti Tobacco Alliance informed journalists and other civil society organisations, including Work for a Better Bangladesh, which maintained their protests and continued to attempt to monitor and publish information about the event. However, they were subsequently prevented from entering the venue by BAT security. The issue resulted in widespread negative media coverage, and ultimately led to BAT cancelling the remainder of the event.</p>	<p>[75]</p> <p>[72]</p>
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		<p>Analysis of FGD and KII revealed that tobacco companies specifically target students of college and universities and offer various gift packets to them for influencing new smokers. The gift packages included matches, gas lighter, diary, pad, pen, cap, t-shirt, hand bracelet, wrist watch etc. Moreover to increase the sale of new products one pack is given free with another pack. Marlboro brand manufacturer also surveyed for demand of flavors among consumers. They asked female students what kind of flavor they would like. In Bangladesh smoking rate among female is low and in order to increase this rate survey for flavors demand among females was done by tobacco company. Deliberately they did this because they wanted to draw the attention of female students. Sometime they promoted the new flavored by advertisement like “buy one and get one free” and sometime they also offered free cigarettes to strengthen their promotion. They also sponsor tour, concert etc. for students to strengthen their promotion. They also sponsor tour, concert etc. for students and through sponsoring they tried to manipulate students in smoking. They offer calendar which displayed images of cigarette packets. It was also revealed from discussion with local people and KII that tobacco company sponsored annual tour of different colleges and universities and company’s logo was used in the banner which is hanged in front of the bus. They also sponsored tour which is organized by university students in different important days such as friendship day, Valentine’s Day etc.</p> <p>"I've seen tobacco companies' marketing campaigns on my university campus and in residential dormitories," said one 25-year-old Bangladeshi female smoker who used to smoke a pack a day but is trying to quit on her doctor's advice.</p> <p>"They approach students with a questionnaire and ask them to fill it in to win T-shirts or lighters," she said, adding that she started smoking as her friends in class at Dhaka University all smoked.</p>	[30]
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		<p>Many Tobacco Companies promoted advertisements in a way that their prime target is female audience because they want to expand their market among female.</p> <p>This rise is largely because more Asian women are entering the workforce, have disposable income and see smoking as "modern and liberated," said doctor Mary Assunta, director of the International Tobacco Control Project.</p> <p>Bangladeshi chest doctor Kazi Saifuddin Bennoor has seen many misleading cigarette advertisements, but the one that suggested smoking could make childbirth easier plumbed new depths. Advertisements telling smokers they are smarter, more energetic and better lovers than their nonsmoking counterparts are a familiar sight across Bangladesh -- something unimaginable in most other countries. One in a rural area, Bennoor remembers, said that "if a lady smokes, her baby will be smaller and it will be easier to deliver, the labour will be less painful." "These are very ruthless advertisements," said Saifuddin, an associate professor at Bangladesh's National Hospital for Chest Diseases.</p> <p>BATB organized the grand finale of 'Battle of Mind 2015'72 at hotel Radisson with the participation of students from top 18 universities in Dhaka. To inspire on registering with the campaign, BATB has arranged for Roadshows in different university campuses. Though the anti-tobacco activists issued letter demanding the closure of this event to protect the youths, those attempts were in vain. The death-marketing competition is annually held to promote brands, inspire the youths in to smoking and influencing the policymakers. It is important to mention that BATB has secured job for only 100</p>	<p>[30]</p> <p>[36]</p> <p>[37]</p> <p>[48]</p>
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		<p>candidates in the last 12 years (between 2004 - 2015) among the 18,000 applicants by organizing the completion whereas they have spent funds worth crores to promote the events. But following the law, tobacco companies cannot organize or patron such events.</p> <p>Note that, every year this company organizes this death marketing competition for brand promotion of their products, to attract young generation to smoking and to influence the policymakers. In the last eleven (2004-2014) year, BATB employed only 71 out of 15 thousand participants in the name of employment creation. However, millions of money have been spent on various promotional activities including roadshow, traveling, entertainment, media promotion during this time. This facts also highlighted in the media.</p> <p>'Battle of Minds 2012' concluded recently with a new champion, 'Team Work' Group of IBA at the Pan Pacific Sonargaon Hotel. The real-life business competition organised by British American Tobacco (BAT) Bangladesh has evolved to include contemporary business issues to provide a platform for talented individuals to display entrepreneurial acumen. Battle of Minds thus enables potential graduates to prepare for the competitive job market. Participants from different universities, their parents, faculties, members of the media and BATB officials were present. During the competition which started in 16 July, students from different universities went through challenges such as business case idea generation, research, market visit, negotiation and presentation. Arun Kaul, Managing Director, BAT Bangladesh commented, "Battle of Minds has been one of the flagship initiatives of British American Tobacco Bangladesh aimed at developing talented graduates so that they can build bridges between their student and corporate lives." Head of HR, BATB said, "We have hosted this event ever year since 2004, and it has been met with enthusiasm from the students since</p>	<p>[76]</p> <p>[77]</p>
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		<p>inception. This competition has been adapted by a number of companies in Bangladesh and other operating companies of BAT group."</p> <p>The adjudicators for the final event were Head of Marketing, BATB, Finance Director, BATB and Head of HR, BATB. The first and second runners-up were 'Enroots' Group of North South and 'Beatles' Group of Islamic University of Technology (IUT).</p> <p>Rishad Habib from the winning team said, "Battle of minds 2012 was really an exceptional experience and helped us to identify the gaps between student life and professional life. Being a graduating student, such real life experiences were a first for me and it has helped me to learn and grow a lot in this short span of time. I am thrilled to have won today!"</p> <p>Battle of Minds (BoM), a recruitment platform that commenced with 16 participants in 2004 has completed its 13th edition this year with over 2,300 applicants. British American Tobacco Bangladesh (BATB) has been the pioneer in providing this quintessential platform to final year students with the sole aim of bridging the gap between academic knowledge and the concrete professional life awaiting them. What started off as a selection process for BATB's recruitment has transitioned into a much awaited event. Ever since the inception of Battle of Minds, the respective teams at BATB have continually worked towards modernising and improving the platform. For the last four years Battle of Minds has been working with real life business scenarios by partnering with food industry based organisations such as Floor 6, George's Cafe and Hungry Naki. So far, over 240 participants have competed at the grand finale of BoM and expressed their heartfelt gratitude to BATB for providing them with the unforgettable experience and exposure. BATB continually encourages students from all universities and backgrounds to participate. Engineering students from BUET and IUT have reached</p>	<p>[78]</p>
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		<p>finals almost every year. Participants of BoM have made successful careers in BAT and other companies in Bangladesh and overseas. The mark of this premiere competition is depicted in the highly successful and credible alumni who have excelled in this platform and in their professions.</p> <p>To match the students' heightening enthusiasm over the years, BoM'16 re-designed a number of aspects of the competition. For the first time, participants qualifying at preliminary online assessment sent a 30-second audiovisual clip characterising themselves. Over 500 audiovisuals were received and BoM organisers tirelessly spent two continuous days and nights screening these.</p> <p>In the following stage, instead of the usual 70 qualifying participants, 200 participants were invited for a grooming session hosted by the BATB Head of HR, Head of Strategy Planning and Insights and Brand Managers. BATB aimed to offer a glimpse of what it is like to be part of the corporate world. Shabab Akhter of AIUB, a finalist of BoM'16 said that, "Battle of Minds is an experience that even the best business schools in the world cannot deliver. It pushes your limits and acknowledges the infinity of your potential."</p> <p>This year, BoM organisers envisioned tasks adding the real value of hands on experience to participants. So, BoM partnered with 10 reputed restaurants in Dhaka city, assigning one to each of the top 10 teams. These teams had to deliver and execute a real business campaign. The plan was not to assess just the quality of business plans but to evaluate actual business results. The participating restaurants were Kiva Han, Madchef, Lake Terrace, Live Kitchen, Smoke Music Cafe, Busy Beans, Food Republic, Hakka Dhaka, Rice & Noodles and Driftwood. Shafayat Ahmed, a finalist from IUT said, "BoM is as real as it gets. Conducting real marketing campaigns and being judged upon actual results have been immensely beneficial."</p> <p>Each team worked closely with the restaurant owners, staff and suppliers to select an offer to promote for 10-day.</p>	
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		<p>They pushed their innovative minds to initiate events such as live music festivals, photo-shoots etc. Mehtaj Reza, a finalist from BUP said, "We brought Live Music, Live Screening of Cricket & Football matches at Live Kitchen because we wanted to bring the Live factor back, reigniting the brand."</p> <p>What was achieved was a win-win scenario for the participants, hotel owners and BoM itself. Each of the teams was entrusted to run the business operations for 10 days and the resulting growth in revenue as well as brand equity was unparalleled. The restaurant owners highly appreciated the passion and innovation of the participants and applauded their success.</p> <p>In the grand finale, the top 5 teams, as adjudged by the business results and quality of plans, presented their cases at Radisson Blu Dhaka. The chief guest for the evening the Mayor of Dhaka North Annisul Huq said that goals and dreams are the key elements in attaining success.</p> <p>After rigorous rounds of fierce competition, on the eve of 24 October, IBA, University of Dhaka was declared the winner of Battle of Minds 2016 with BUET and NSU as the first and second runner-up respectively. Taosif Amin Khan from the winning team said, "Battle of minds taught us the value of perseverance, resilience and creativity-helping us find what we are made of. It is a platform that converts you from a student to a professional." Being the pioneering platform in Bangladesh, BoM sets a high benchmark by bringing genuine scenarios yielding healthy battle. Many competitions have been designed in Bangladesh since the inception of BoM and BATB aims to continually evolve the structure. Saad Jashim, HR Business Partner Marketing & Talent of BATB said, "Going outside your comfort zone and doing something you've never done before discovers who you are. And at the end of this competition we have 40 very confident individuals who know exactly what they are made of!"</p>	
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		<p>Avoiding the provision of Smoking and Tobacco Uses (control) act, British American Tobacco Bangladesh (BATB) is conducting innovative promotional activities in the renowned universities of the country. Behind this program so-called program under the name of giving employment to the youth, BATB is promoting aggressive campaign and giving the death stick named cigarette in the hand of potential young generation. Where government is working to make Bangladesh as a 'tobacco-free country', in that situation the crafty tobacco company BATB is busy in making new smokers. And for this, they have chosen the bright students who are very potential for future. Anti-tobacco organizations has urged for immediate stopping of such activities.</p> <p>On October 25, anti-tobacco organizations have taken position for stopping of BATB's 'Battle of Mind' program at Bangladesh University of Engineering and Technology (BUET). A delegation team of anti-tobacco organizations requested to the university authority to stop such activities of crafty tobacco companies in such a renowned institution like BUET. After being sensitized about tobacco companies' propaganda, the university authority decided to cancel the program at their premises.</p> <p>The new version of their deceptive program is "Battle of Mind." As the prevailing tobacco control law prohibits the direct promotion of tobacco products, advertisements, and incentives, tobacco companies are arranging competitions with their motto to provide jobs but this is actually the promotion of these companions in the name of law violation. The British American Tobacco Company is conducting a program called "Battle of Mind" among the students of various universities of the country. Trying to build an image in the face of social responsibility, the tobacco companies are trying their best. Out of thousands of competitors, BATB offers the permanent job opportunity to a few in hand. By capitalizing the lack of employment</p>	<p>[76]</p> <p>[79]</p>
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		<p>in the country, BATB officials are working to achieve their business objectives through a program called “Battle of Mind”. Their main purpose is to promote tobacco products although they spend billions to organize programs and provide sponsorship. To engage young people in this work is one of the major strategies and successes of expanding their business. On the other hand, the tobacco company is pushing the young society of the country in the path of darkness by the name of scintillating events but the guardian and the society are not aware of the news.</p> <p>As part of the campaign to promote the use of tobacco products, representatives of the company are carrying out lawless activities like quiz, balloon bursting, free t-shirts, lighters, bags, wallets, batch lights, free cigarette distribution in various areas of the country. Tobacco companies are conducting such activities by employing college or university students in a part-time job. It may be noted that tobacco companies are conducting more such activities in schools, colleges, and universities and in the vicinity of crowded shopping malls so that young people can be easily attracted to smoking. Most of these salesmen are young and young students are studying in different colleges or universities. Basically, companies are utilizing youth to promote their brand in the guise of false jobs.</p> <p>In order to grow as a good citizen and to have a healthy life, young people need to stay away from drugs and they should be active in positive work. But, it’s disappointing to see a university passed youth ferrying cigarettes for sale! Everyone is aware of the country’s employment crisis. However, everyone should be refrained from carrying the death knell by lacking the mortality. This will make profits for the cunning tobacco companies, causing people to die prematurely due to tobacco.</p> <p>It is to be noted due to the demands of the tobacco control workers, the Bangladesh University of Engineering and Technology was</p>	<p>[79]</p>
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		<p>forced to stop the “Battle of Mind” program. That year, Dhaka South City Mayor Saeed Khokon dismissed the invitation as chief guest at the Grand Final of the ‘Battle of Mind 2017’ competition. Recently, Dhaka University authority has shut down the Battle of Mind program. All of these make us hopeful. All other educational institutions and individuals in the country should be excluded from the tobacco company’s immoral activities.</p> <p>7.4% of the retailers reported that tobacco companies had provided scholarship to the poor students. The percentages were very high in Kushtia (32%) and Rangpur (22.7%), the two major tobacco producing areas of the country.</p> <p>The Company also continued its legacy of developing youth talent across the nation with Battle of Minds (BoM), Bangladesh’s pioneering youth talent platform, which stepped into its 16th glorious edition in 2019. Following the massive success of BoM in Bangladesh ever since its inception in 2004 in effectively grooming thousands of young leaders who have left a trail of success stories in the country and all across the globe, BoM saw its inaugural global launch in 2018 becoming BAT Group’s international talent platform involving thousands of young change-makers worldwide. Over 4,000 participants signed up for the local rounds this year, involving a series of complex and innovative exercises around the theme of Digital Bangladesh, the core of this year’s challenge. 180 top participants thereafter participated in the challenge. The finalists of BoM 2019 eventually presented a case to revamp the Union Digital Centers across Bangladesh to amplify rural digital inclusion, a journey which had the participants travelling to all corners of the country to carry out community awareness and education drives, creating a huge buzz nationwide.</p>	<p>[30]</p> <p>[22]</p>
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		<p>The 14th edition of “Battle of Minds” (BoM), the flagship talent acquisition and grooming programme of the company was launched for universities all over Bangladesh. The programme aims to augment and develop the capabilities of fresh graduates to a high degree of proficiency to prepare them as business professionals. Every year Battle of Minds comes up with new ways to be more challenging as was the case this time around giving the participants a glimpse of the day to day problems of Dhaka City. In 2017, BoM alumni, with several BATB employees, visited some of the top universities of the country with roadshows, taking the stage to enlighten the students about the competition and its rounds. With comprehensive online campaigns, BoM reached out to 16 universities within the country with innovative initiatives like facebook live, the online campaign got the reach of over 2 million within the country. Through this, the number participants exceeded 2300 this year as BATB is determined to leave a footprint in the nation-building process with the help of its Battle of Minds and the success stories of its employees.</p>	[23]
		<p>The vigorous assessment tools and techniques that BATB implements help bring in the best talent that add to the sustainable performance of the Company. The 12th edition of “Battle of Minds”, the flagship talent promoting program of the Company was launched for universities all over Bangladesh. Battle of minds provides students with fantastic exposure and a platform to showcase their talent. Every year Battle of Minds comes up with new ways to be more challenging as was the case this time around. Battle of Minds 2015 was bigger than ever before and posed even tougher challenges for the participants. The talent brand that celebrates the endeavours of the employees was launched alongside Battle of Minds. The total number of participants exceeded over 2500 this year as BATB is determined to leave a footprint in the nation-building process with the help of its</p>	[80]

		<p>Battle of Minds and the success stories of its employees through the talent brand.</p> <p>The remarkable performance of the company has been driven by the calibre of the talent that is coming into the ranks, through our robust assessment tools and techniques. This success has been exemplified by the quality of the management trainees and mid-career recruits injected into the pipeline. The Company's flagship talent promoting platform, "Battle of Minds", continued its journey by launching its 11th edition in universities all over Bangladesh. With renewed 66 vigour in terms of campus engagement and graduate engagement, Battle of Minds 2014 was able to deliver a phenomenal platform to showcase the upcoming talents of the country. Battle of Minds 2014 was bigger, better and more challenging than ever before, as the initiative went beyond the conventional methods in which the business chooses to engage its stakeholders. Our Talent brand was also launched alongside Battle of Minds this year, which celebrates the endeavours of our employees, pillars behind our success. Over 2000 students participated this year, with the Company determined in leaving its footprint in the nation-building process today through its flagship initiative and the success stories of its employees through the talent brand.</p>	[81]
	Corporate social responsibility activities	<p>PROMOTING CORPORATE IMAGE: <input type="checkbox"/> BAT promoted its activity in the media that a potential Covid-19 vaccine, derived from tobacco leaves, is ready for human trials.²⁷</p> <p><input type="checkbox"/> Bidi industries claimed that the multinational tobacco companies (i.e. BATB, JTI) are operating their business well off even during the COVID-19 crisis, because of automated machines for producing cigarettes but the bidi industry, a labor-intensive industry, and its workers are hapless following the closure of bidi factories.²⁸</p>	[55]

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		<p><input type="checkbox"/> Tobacco companies continue to purchase and sell tobacco leaf under the supervision of the Department of Agriculture Marketing (DAM).²⁹</p> <p><input type="checkbox"/> BATB executives appeared in live broadcasts of various Facebook pages where they promoted their corporate image to the fullest.³⁰</p> <p><input type="checkbox"/> Vape shops are offering home delivery of their products to customers under the pretense of following government policy to encourage people to stay home.^{31,32}</p> <p>Examples of the kind of activities the industry were engaged with include: providing health care and financial support as well distribution of oxygen, PPE and sanitizers. They are also donating money in Prime minister’s fund, making hospitals for Covid-19 patients, provide medicine for treatment and food supply for poor people. Print media articles quoted stories about British American Tobacco Bangladesh donating personal protective equipment (PPE) to public hospitals, and also increasing tobacco advertising and making home deliveries of tobacco products during lockdown.</p> <p>Donations: May 12, 2020: Corona treatment: Abul Khair Group started providing free oxygen. Abul Khair Group: 300 specialized oxygen cylinders</p> <p>March 31, 2020: Professional bodies, NGOs donate PPE for public hospitals. British American Tobacco Bangladesh: Personal Protection Equipment’s (PPE)</p> <p>Bangladesh, where BAT Bangladesh provided personal protection equipment (PPE) to public hospitals. The Ministry of Industries wrote to various agencies asking them to cooperate with BAT and Japan Tobacco International (JTI) during the COVID-19 shutdown.</p>	<p>[53]</p> <p>[82]</p> <p>[82]</p> <p>[83]</p>
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		<p>Abul Khayer Group has started supplying oxygen to treat corona patients. The event was officially inaugurated on Tuesday (May 12th) at the Bangladesh Institute of Tropical and Infectious Diseases (BITID) Hospital in Fauzdarhat, Chittagong with the supply of oxygen cylinders. Abul Khair Group has already provided significant grants to the Prime Minister's Relief Fund to confront the Corona situation in the country. They have also provided huge amount of relief, PPE and masks to various sectors of the government including Chittagong Divisional Commissioner, Chittagong Commissioner, Police Commissioner.</p> <p>The multinational cigarette manufacturer (BAT) has announced that the coronavirus vaccine they discovered is ready for testing in humans. According to the BAT it has also been said that the vaccine could be tested in humans by June if approved by the drug regulators. Kentucky BioProcessing (KBP) is working to discover the vaccine. They have said that with the help of qualified manufacturers & Govt. agencies, they will be able to produce 10 to 3 million doses of vaccine per week from next June. Antigens will be made by cloning a part of the genetic sequence of the corona virus. Then the antigen will be inserted into the tobacco plant to reproduce that particular tobacco plant. The corona vaccine made of using tobacco leaves is completely opposite to other products used in the health sector. The World Health Organization (WHO) has already said that cigarettes are harmful to people who are infected with the corona virus. In addition, 8 million people are dying each year for using tobacco products & most of them through cigarettes.</p> <p>Kaus Mia, the owner of a Jorda company, is distributing relief in various places in the hope of establishing a reputation with the government during Corona period and the media is spreading the news fruitfully.</p>	<p>[53]</p> <p>[53]</p> <p>[53]</p>
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		<p>DONATIONS/"PHILANTHROPIES":</p> <ul style="list-style-type: none"> □ British American Tobacco Bangladesh (BATB): - Donated around 280 pieces of Personal Protection Equipment (PPEs) to the Central Medical Stores Depot to be distributed in government hospitals, located in the capital, Dhaka and the port city of Chittagong.⁸ - Introduced their brand of hand sanitizer, 'Shudhdho',^{9,10} and donated more than 1,000,001¹¹ units of it through their newly founded sister concern, Prerona Foundation¹².Distributions were made to the following: <ul style="list-style-type: none"> o Dhaka North City Corporation (DNCC),to be distributed among its 8000 cleaners and mosquito control staffs.¹³ o Rapid Action Battalion (RAB) to be distributed among their force members.¹⁴ o Bangladesh Police to be distributed among the police staffs.¹⁵ o Border Guard Bangladesh (BGB) to be distributed among their force staffs.¹⁶ o Bangladesh Army to be distributed among their force members.¹⁷ o Deputy Commissioner (DC) of various districts.¹⁸ o Bidyanondo to distribute 5,000 units of hand sanitizer among communities of remote areas.¹⁹ □ Japan Tobacco International (JTI) Bangladesh is providing support to approximately 60,000 people across Bangladesh under a special COVID-19 fund. The fund has been disbursed to provide essential food and hygiene commodities to underprivileged communities as well as protective gears to high-risk frontline workers.²⁰ <p>Akij Group, parent company of Akij Tobacco:</p> <ul style="list-style-type: none"> o Provided medical equipment and financial assistance to Kurmitola General Hospital and 100 isolation beds to Bangladesh Police Hospital for doctors, nurses and patients.^{21, 22} 	<p>[55]</p> <p>[55]</p>
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		<p>o Distributed masks and bottles of their branded drinking water, Spa, among the police force of Dhaka Range.²³</p> <p>Abul Khair Group, the parent company of Abul Khair Tobacco, started to deliver free of cost oxygen to the hospitals in Chittagong for COVID-19 treatment. The company procured 300 cylinders with the capacity of 1.4 cubic meters each for this purpose.²⁴</p> <p>Vergon Tobacco distributed essential commodities (rice, pulses, oil, and salt) among 200 poor families.²⁵</p> <p>One of the most damning claims made in the report is that the tobacco industry has used the CSR programs of companies as pretence to get closer to policymakers, government officials and administration in order to exploit this connection to extract different benefits and to interfere in tobacco control activities.</p> <p>In addition, the companies have even publicised their CSR activities as much as possible, effectively skirting the ban on tobacco advertising to salvage their corporate image among the public. The study recommended banning all types of CSR activities of tobacco companies through an amendment of the law.</p> <p>Two multinational tobacco companies have managed to get the Ministry of Industries (MoI) to issue letters ordering the local administrative bodies and law enforcement agencies to take steps to ensure that the manufacturing, marketing, supply and leaf purchase of these companies run smoothly despite the countrywide shutdown.</p> <p>Despite the link between smoking and cataracts, a major cause of blindness, BAT Bangladesh extended their support to a blindness relief lottery and made a donation to an eye care society in a high profile ceremony at the BAT factory in Dhaka.</p>	<p>[55]</p> <p>[55]</p> <p>[84]</p> <p>[84]</p> <p>[85]</p>
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		<p>In Bangladesh, BAT collaborated with the Labour Welfare Foundation for a project on labor,⁵⁴</p> <p>In continuation of previous years, on 25 September 2019, BATB donated a hefty sum of money to Bangladesh Labour Welfare Foundation (BLWF). BATB representatives handed over the cheque to State Minister for Labour and Employment.¹⁸ The news and picture- of the donation acceptance event was later publicized by the Ministry of Labour and Employment through its official Facebook page.¹⁹</p> <p>BAT Bangladesh (BATB) deposited BDT 8.82 crore (about USD \$1 million) to the Bangladesh Labour Welfare Foundation (BLWF) fund under the Ministry of Labour and Employment. When BATB representatives handed over the check to the State Minister for Labour and Employment,³² the ministry promoted this news of the donation on its official Facebook page,³³ while BLWF acknowledged BATB as its partner organization.³⁴</p> <p>British American Tobacco Bangladesh has donated about Tk 9 crore 16 lakh to the Bangladesh Workers Welfare Foundation fund under the Ministry of Labor and Employment. In the last 10 years, BAT Bangladesh has contributed a total of Tk 58.1541170 to this fund. So far, BAT Bangladesh has single-handedly provided about 15 percent of the total donations to the fund.</p> <p>BATB has also provided direct donations to the government’s Welfare Fund, administered by the Ministry of Labour and Employment, with the most recent coming in September 2020. These CSR programmes afford BATB access to influential government officials (Image 1).⁶⁴ Between 2014 and 2017, BAT received five</p>	<p>[51]</p> <p>[57]</p> <p>[86]</p> <p>[57]</p> <p>[87]</p>
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		<p>exemptions from the country’s labour law in clear violation of FCTC Article 5.3 Guideline 7.1, which prevents government from giving privileges or benefits to the tobacco industry for running their business.⁶⁵</p> <p>Tobacco industry-related CSR activities: On September 25, 2019, BAT Bangladesh donated a hefty sum of money to the Bangladesh Labour Welfare Foundation. BAT Bangladesh representatives handed the check over to the State Minister for Labour and Employment. The news and picture of the donation acceptance event was later publicized on the Ministry’s official Facebook page</p> <p>BAT started forestation programme with Forest Department in 1980. It distributed 4 million saplings in 2011. The Safe Drinking Water Project of BAT aims to provide rural communities with safe drinking water. Using community-based water filtration technology BAT’s 18 water filtration plants provide approximately 95 000 litres of drinking water every day.</p> <p>BAT has over 34 000 registered farmers. Its sustainable agriculture project has the stated aim of enriching the soil health and fertility. “Dhaincha” is also promoted as an alternate fuel. Moreover, BAT introduced Integrated Pest Management Clubs and Farmer Field Schools in collaboration with the Department of Agriculture Extension.</p> <p>Every year, bidi workers’ group takes initiative in the form of demonstration, media campaigns, meetings with policy-makers, etc., to see that tax on bidi is not increased. The bidi industry also pays “experts” to speak in media and engages consultancy firms to produce reports, especially to protect the industry. The National Board of Revenue (NBR) holds meeting with tobacco industry every year (as part of meetings with various other industries) before formulation of the national budget.</p>	<p>[88]</p> <p>[3]</p>
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		<p>Dhaka North City Corporation Mayor Mohammad Atiqul Islam has inaugurated a program to plant 1 lakh trees in the Dhaka North City Corporation area with the slogan 'Green Decorate Dhaka'. To expedite this program, British American Tobacco Bangladesh (BATB) has assisted Dhaka North City Corporation with 1 lakh saplings. MubinaAsaf, Head of Legal and External Affairs (BATB) said BAT Bangladesh's afforestation project has also completed 40 years in Mujib year. She also added that BATB is working with the Government to achieve the sustainable development goals through afforestation</p> <p>On the occasion of Mujib Year, Hon'ble Prime Minister has announced to plant one crore trees across the country. Following this, the British American Tobacco (BAT) Bangladesh's 'Forestry' project is working with the aim of planting 5 million saplings across the country this year. They are cooperating in greening with a total of one lakh saplings in Dhaka city. As part of which, British American Tobacco recently handed over 5,000 saplings to 14no. ward Councilor Humayun Rashid Johnny in East Shewrapara.</p> <p>In Bangladesh, the government is committed to reduce tobacco use on one hand, but they also endorsed the tobacco industry's expansion of its business. In 2018 the government endorsed JTI to expand its business in Bangladesh through foreign direct investment (FDI) when it acquired local company Akij Group for USD1.47 billion. In August, the executive chairman of Bangladesh Investment Development Authority (BIDA), the government agency responsible for encouraging and facilitating private investment, was present at the deal signing ceremony.⁵²</p>	<p>[57]</p> <p>[57]</p> <p>[86]</p>
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		<p>In Bangladesh, most of the unnecessary interactions of government officials with BAT revolved around award ceremonies, such as the “Most Female-Friendly Organization” at the Women Leadership Summit, where the International Affairs Adviser to the Prime Minister handed over the awards; “Bangladesh Supply Chain Excellence Award” involving the Executive Chairman of the Bangladesh Investment Development Authority (BIDA) and the Institute of Chartered Accountants of Bangladesh “Best presented annual report” award handed over by the Finance Minister.⁶⁷</p> <p>Farmers received a variety of incentives including cash in kind, seeds, fertilizer, insecticides, technical advice, and agricultural equipment from tobacco industries.</p> <p>In a statement it said “this is in fact a praiseworthy decision of returning the fund to FSFW knowing that it is, in essence, an offshoot of tobacco industry, Philip Morris International (PMI)”.</p> <p>“The moral stand taken by BRAC in this regard will go a long way in building a tobacco-free country as propounded by the government of Bangladesh taking apart from being a partner of tobacco industries and de-normalizing them, as FSFW is serving the cause and purposes of PMI.”</p> <p>Earlier, in June, when bdnews24.com came to know about this collaboration, BRAC said it had scrapped the deal immediately after knowing that a tobacco company was behind it. The money was returned on July 25, according to the invoice bdnews24.com received. With the decision to part ways with FSFW, Progga said, BRAC has once again “strengthened its trustworthiness and established a glorious example that is to be followed in the days to come”.</p> <p>PROGGA also hoped that this experience will persuade BRAC to adopt a policy of no-collaboration with the tobacco industry to prevent a recurrence of such a situation in the future.</p>	<p>[86]</p> <p>[59]</p> <p>[89]</p>
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		<p>PROGGA called upon the other recipients of the Foundation’s fund in Bangladesh to follow the same footsteps BRAC has pioneered and return the money.</p> <p>The FSFW boosts its own reputation by partnering with another high profile organization, which works among the poor in Bangladesh. The \$92,620 according to record is for research on “harm reduction amongst slum dwellers”.</p> <p>“It is most unfortunate that this Philip Morris funded Foundation is giving money for research among the poor so that Philip Morris can push its new products in Bangladesh,” Progga said.</p> <p>“Slum-dwellers are struggling to put food on the table. Money spent on tobacco is money that is taken away from food and other more important basic necessities.</p> <p>“We hope this recipient will also reject this harmful partnership with the Foundation and its funder, Philip Morris International.”</p> <p>Anti-tobacco activists have already sent official letters to National Tobacco Control Cell (NTCC) of Health Services Division urging for issuing necessary directives to government and non-government organisations not to take any grant or fund or not to get involved with this Foundation in any way.</p> <p>“We hope the ministry of health/govt. will issue necessary directives to make Bangladesh a tobacco-free country by 2040”.</p> <p>A strong publicity is going on in the name of public awareness. Sales representatives of Akij Bidi, advertise for their bidi to win prizes and by the same time they hang some banners for public awareness like – Send your kids to school, plant trees and save environment etc. with the courtesy of Akij King, Akij Bidi Factory Ltd. They opine that they do not want to publicize the bidi rather want to create public awareness⁷³</p>	<p>[48]</p>
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		<p>Our observation revealed that In Bandarban, Lama and Alikadam upzilla, various types of activities as CSR are being initiated by British American Tobacco, Bangladesh. Along with 'Dipto' and 'Banayan', Krishok School is running as CSR in these places. In this school, in disguise of teaching improved agricultural technique, tobacco farming is being taught. The local farmers said that those farmers only get training who produces grade 1 tobacco. Influential 20-30 farmers get such trainings. The procedure of producing high quality tobacco is trained in the schools along with per diem. As a result, the farmers are being interested in producing "A" grade tobacco.</p> <p>I'm pleased to say that we have received a number of external recognitions for our diversity efforts globally, including the AON Hewitt Best Employer for Women award in Korea and the Most Female-Friendly Organization award in Bangladesh.</p> <p>Women Empowerment Initiative: One of the top priorities for the Company has been to enhance gender diversity. To ensure this goal, it has designed various platforms and training that supports female development with inclusivity. Not just limited to training, countless conversation platforms are also conducted where leading women within the corporate sphere share and give insight of their journey to inspire the rising young women, instilling confidence and the courage to dream.</p> <p>Two female managers of British American Tobacco Bangladesh (BATB) were awarded on the occasion of International Women's Day by Bangladesh Brand Forum at a programme in Le Meridian Dhaka recently.</p> <p>Farhana Chowdhury, Area Manager of BATB has won 'Aspiring Women Leader' award and Adrita Datta, HR Business Partner,</p>	<p>[30]</p> <p>[90]</p> <p>[91]</p> <p>[92]</p>
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		<p>Marketing was recognised in 'Progressive Women Leader' category, said a statement. Farhana achieved the award for her dynamic and challenging journey in marketing field. She is the only female Area Manager in BATB's area manager pool. She joined BATB as territory officer three and half years back. On the achievement, Farhana said, "This is to every woman who doesn't compromise her career for anything. If you have ambitions and quality as well, you should go for that".</p> <p>Adrita Datta, Business Partner, Marketing who has come back from Japan after one-year international assignment, also talked on her success recipes. She said "To grow in our professional life, we have to balance our priorities very effectively".</p> <p>About the achievement, Rumana Rahman, Head of Human Resource (HR) of BATB said, BATB always focuses on gender diversity and ensures female recruitment in every sector. Women like Farhana and Adrita are contributing to the company successfully and they have set example already. These awards will inspire not only the female but also all the BATB members.</p> <p>As an organization, BATB has bagged 'Most Female Friendly Organization' award under the same organizer in 2015. In the past two years, Rumana Rahman got an award as Inspiring Women Leader, Amun Mustafiz as Progressing Women Leader, Sanjana Zerine as Aspiring Women Leader and Farah Zabeen as Progressing Women Leader, have bagged the award.</p> <p>We were also named in 2016 as the 'Most Female-Friendly Organisation' in Pakistan and Bangladesh, and three senior female managers in Bangladesh won individual Inspiring Women Awards.</p> <p>We know tobacco products pose real and serious health risks and the only way to avoid these risks is not to use them. But many adults choose to smoke, so the Group's top priority continues to be working</p>	<p>[93]</p> <p>[94]</p>
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		<p>towards reducing these risks and making available a range of less risky tobacco and nicotine-based alternatives.</p> <p>What is harm reduction?</p> <p>In the world of public health, harm reduction is about developing policies to try and minimise the negative health impact of a risky activity without stopping it entirely.</p> <p>For example, advocating the use of condoms reduces the spread of sexually transmitted diseases. For tobacco, this means offering less risky alternatives to regular cigarettes for those smokers who cannot, or choose not to, give up.</p> <p>The idea of tobacco harm reduction is not a new one. British American Tobacco has long promoted snus, a type of low toxicant oral tobacco, which is a proven reduced risk product – but it lacks wide consumer appeal and availability globally. So it’s only relatively recently – with the rise in popularity of e-cigarettes – that harm reduction has moved from a concept to a global reality.</p> <p>An increasing number in the scientific and public health community are now advocating harm reduction as the way forward for helping the 1.3 billion people worldwide who continue to smoke despite the known health risks.</p> <p>In practice, this could mean that as well as traditional ‘stop smoking’ health services, smokers who’ve been unable to quit are encouraged to switch to less risky products.</p> <p>However, currently only a few governments actively support this approach. There are some public health experts and organisations with concerns that not enough is known yet about the health risks of e-cigarettes and that they could undermine efforts to denormalise tobacco use. They are also suspicious of the tobacco industry’s involvement in tobacco harm reduction.</p> <p>The approach</p> <p>The Group’s research and development programme is focusing on tobacco harm reduction, working on developing a next generation of</p>	
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		<p>tobacco and nicotine products that offers a less risky alternative to conventional cigarettes. This includes Vype, an electronic cigarette launched in 2013, a nicotine inhalation product being prepared for launch in the UK by subsidiary Nicoventures, as well as innovative tobacco heating devices.</p> <p>British American Tobacco is working with scientists and regulators to promote this next generation of products and advocate a regulatory approach that puts consumer safety and product quality first, while encouraging the growth of new less risky nicotine products that could help smokers cut down or quit.</p> <p>Transparency and world-class science</p> <p>The Group is committed to exemplary corporate conduct and transparency across the whole business – this includes its research and development.</p> <p>Being transparent about the science is central to this approach. Details of the Group’s scientific research programmes are published on a dedicated science website, www.bat-science.com . The results of scientific studies are submitted to peer-reviewed journals, and scientists present widely at leading international conferences and events.</p> <p>We understand that some people are sceptical about research conducted and funded by the tobacco industry, but we know it’s the Group’s responsibility to contribute to the science of tobacco harm reduction.</p> <p>British American Tobacco have state-of-the-art R&D facilities and hundreds of scientists covering many different disciplines, working in collaboration with external researchers around the world, such as in the USA, Canada, Spain, Germany, China and Russia.</p> <p>The Group actively encourages regulators and other scientists to visit its research facilities in the UK.</p> <p>The future</p>	
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		<p>We understand that harm reduction is a contentious topic where opinion is often divided, and that some people are sceptical about the motivations of a tobacco company.</p> <p>We hope that the Group's actions will demonstrate a continued commitment to harm reduction and that governments will carefully consider the potential benefits it can bring as part of a progressive approach to public health policy.</p> <p>An evolved corporate purpose</p> <p>In an ever-evolving world today, BAT as a Group recognizes the need to have an evolving business model that will ensure a sustainable delivery of excellence, today & tomorrow.</p> <p>Responding to this need, BAT Group has embraced a new vision & purpose. A journey towards A Better Tomorrow for all:</p> <p>Not only in our strategy, BAT has also unveiled a new corporate logo & brand that reflects the new journey ahead. Click here to see our new logo</p> <p>Taking inspiration from BAT Group's evolved purpose, BAT Bangladesh has also embraced a new vision & commitment.</p> <p>The ambition is to facilitate a transformational journey for all our stakeholders.</p> <p>A Better Tomorrow for:</p> <p>Consumers</p> <p>By responsibly offering enjoyable choices for every mood and every moment, today and tomorrow;</p> <p>Society</p> <p>By reducing our environmental and social impacts;</p> <p>Employees</p> <p>By creating a dynamic, inspiring and purposeful place to work; and</p> <p>Shareholders</p> <p>By delivering sustainable and superior returns.</p>	[95]
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		<p>At the core of this evolved vision is bringing sustainability to the front and center in all our actions and initiatives through environmental, social & governance (ESG) practices that will further help to build a better Bangladesh.</p> <p>Ever since our inception 110 years ago, our ambition has been to facilitate a transformational journey of growing together with the society.</p> <p>Building on our foundation of best practices, we are proud of our history & excited to embark on our transformational journey to build A Better Tomorrow.</p> <p>For the unionized work force, an employee engagement initiative “Shop Talk” was launched with the participation of 100% of Dhaka Factory employees to ensure that the non-management workforce is in synchronization with the business and their voices are heard by our senior managers. In the factory front, ‘Agrojatra’ a value building workshop was launched with an objective to instil the winning BAT culture among the employees, particularly focusing on the new joiners into the system. In our constant effort to ensure that the organisation’s winning values touches our employees’ lives beyond work, we organised events such as Family Day, Kid's Carnival and encouraged them to participate in different sports and games.</p> <p>In order to ensure that the values of the organisation touch the employees’ lives, the Company organizes events such as Family Day; Kid’s Carnival and encourages its people to take part in various sports and games that make up the events. All in all, BATB remained steadfast and ready to face the constant challenges that came in our way in 2015 and at the same time meet the goals of the Company and deliver results for our shareholders.</p>	<p>[81]</p> <p>[80]</p>
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		<p>The people of BATB plays a big role for its success and BATB tries continuously to provide a work environment and culture that motivates people and helps them achieve their full potential. BATB takes on multiple initiatives in order to create a workforce that is highly engaged and strives to bring the people together in achieving the organisational objectives. We work constantly in involving people to make sure that they are aligned with the mission and vision of the company as well as their individual visions.</p>	[96]
		<p>BATB takes on multiple initiatives in order to create a workforce that is highly engaged and strives to bring the people together in achieving the organisational objectives. We work constantly in involving people to make sure that they are aligned with the mission and vision of the company as well as their individual visions.</p>	[23]
		<p>BAT Bangladesh has remained steadfast as a champion of employee wellbeing. Recognising that anxiety and stress are some of the key issues that employees in challenging roles face worldwide, BAT Bangladesh has commenced a partnership with LifeSpring Bangladesh, a leading organisation that specializes in mental wellbeing consultancy services, including round-the-clock online and telephonic counselling, face to face counselling with a team of experts as well as focused, educative sessions on aspects of mental wellbeing and mindfulness. Such initiatives will set in course an important dialogue in sustaining best practices in employee wellbeing, one that is critical for the long-time success of any organisation.</p> <p>At the same time, BATB continues its legacy of hosting a wide variety of employee engagement events for members across the organisation. Not only do these events give an opportunity for our families to enjoy by being part of a collective festive spirit that is a signature of our culture, but it also helps us form deeper, more</p>	[22]

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		<p>meaningful bonds with each other, which enable us to collectively strive and aspire for a better tomorrow.</p> <p>The company continues to invest in driving the learning agenda to ensure the development of leadership capabilities to help our people realise their full potential. This is carried out by providing the right exposure, the opportunity to learn from others and by implementing our globally aligned learning and development portfolio while ensuring they work in an environment that hears their voices. We have trained over 180 managers in programs to help them deliver their best, irrespective of level or role – from growing functional skills linked to our business strategy and ambitions, to leadership skills for now and the future. With the outlook of maintaining our talent agenda, 87 employees were transferred to various roles with another 51 being promoted, while 14 managers were sent on international assignments to various countries such as UK, Hong Kong, Japan, Vietnam, Pakistan and Cambodia. In our unionized front as well, we have trained over 348 employees in 53 skill development sessions.</p> <p>BATB focuses on the learning and growth of its people with the aim of developing leadership abilities to assist the people realize their full potential. This is done by supplying the right opportunities to learn from their leaders and applying BAT’s globally recognized learning and development platforms. The organisation continues to provide the people with an environment that listens to their queries and that nurtures the talent. More than 240 managers have been trained through programs that helped them unleash their full potential. BATB focuses on building functional skills and also provides hands-on experiences to develop individuals as leaders. With the aim of sustaining the present agenda for talent, 101 employees were transferred to other roles and 71 were promoted. International</p>	<p>[81]</p> <p>[80]</p>
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		<p>assignments were given to 18 Bangladeshi managers in countries such as UK, Singapore, Cambodia, Poland, Japan, Korea and Pakistan. On top of that, 450 employees were provided with leadership and functional skills training.</p> <p>The Company has an economic impact both in terms of revenue generation for the Government as well as employment generation, as it employs around 1,426 employees directly, while also supporting indirect employment for as many as 50,000, comprising farmers, distributors and suppliers, and over 1.3 million retailers. Hence, the Company seeks that the Government takes an inclusive and participative approach on tobacco regulations so that regulatory policies reflect the views of all relevant stakeholders and are practical and enforceable.</p> <p>Environmental preservation, together with our focus on embracing ecological initiatives that have a positive impact on climate change, have always been of critical importance for Bangladesh. This is further accentuated, considering that various naturalists' reports indicate that Bangladesh will remain a vulnerable country to the impact of climate change in the decades ahead. In this context, BATB believes that business has a key role to play in helping the society to achieve the necessary sustainable balance of economic growth, environmental protection and social progress in ways that builds sustainable value for all stakeholders.</p> <p>The Company is a pioneer in corporate social investments in Bangladesh and is continuing with its three flagship programs, viz. Bonayan, Probaho and Deepto, to create an enduring positive impact in communities around which we operate and in the extended environment.</p>	<p>[22]</p> <p>[22]</p>
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		<p>Our afforestation program, ‘Bonayan’, took root in 1980 in collaboration with the Forest Department of Bangladesh Government and, since then, the Company has distributed 105 million saplings free of cost in and around our operational areas, including 5 million saplings in 2019. Today, BATB’s afforestation platform is the largest private sector-driven afforestation program of the country which this year will celebrate 40 years of its inception. The Company is committed to continue with this program to support the Government’s national targets to increase forest coverage, as well as to increase the tree covered (green) area. Over the years, the Company has received several national and international awards and accolades, including the prestigious Prime Minister’s Award for five times, for its afforestation drive across the country.</p> <p>Millions of people in Bangladesh face scarcity of safe drinking water due to arsenic contamination. Responding to this pressing need, BATB has taken up a project named ‘Probaho’ in arsenic-prone rural communities, supplying more than 450,000 litres of potable water every day, free of arsenic and other contaminants. This program is aligned with the Government’s targets to support the Sustainable Development Goals (SDGs) of clean water and sanitation. So far, 87 water filtration units have been installed using Government approved water filtration technology in Jhenaidah, Chuadanga, Meherpur, Kushtia, Tangail, Manikganj, Satkhira, Gopalganj, Lalmonirhat, Kurigram, Jamalpur, Madaripur and Natore, ensuring access to pure drinking water for nearly 220,000 people every day.</p> <p>To complement Bangladesh Government’s efforts in the renewable energy sector, BATB has undertaken a project to install solar home systems through the ‘Deepto’ project in villages that are located in remote, off-grid areas of the Chittagong Hill Tracts. Under Deepto, BATB has supplied as many as 2,590 units of solar home systems in</p>	<p>[22]</p> <p>[22]</p> <p>[22]</p>
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		<p>remote villages to enhance community lifestyle and empower people in Bandarban, Khagrachari and Rangamati districts, giving more than 13,000 rural people have their first access to electricity at home.</p> <p>Furthering our initiatives in sustainability beyond our flagship projects, BATB has forged an effective partnership with farmers in some parts of Bangladesh through its various sustainability programs aligned with good agricultural practices and other national and global standards. The Company's leaf function commences with the relentless work of around 38,000 registered farmers within rural communities. BATB's contract farming system has been established as a proven model, and the Company proactively sets high standards in best agricultural practices. These initiatives include green manuring with Dhaincha (<i>Sesbania Aculeata</i>), which is an effective approach to enrich soil health and fertility. Dhaincha is also promoted as an alternate fuel in leaf growing areas. Till date, we have distributed 2,985 MT of Dhaincha seeds amongst our registered farmers.</p> <p>In 2005, BATB established the country's first Integrated Pest Management (IPM) Club in collaboration with the Department of Agricultural Extension (DAE) of the Government of Bangladesh to support farmers in their quest for better crop management practices. For the past couple of years, BATB has established a number of IPM clubs across tobacco-growing locations with the aim of driving farmers' education/awareness regarding nonchemical alternatives for pest management, and also safe use of agrochemicals. The primary objective of IPM clubs is to reinforce Governmental initiatives to reduce the use of agrochemicals. As a result of these ongoing education programs, farmers have become more cautious and conscious about the use of chemical pesticides in farming and have adopted the use of sustainable alternatives. The Company has established 75 IPM clubs as a platform for sharing agricultural</p>	[22]
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		<p>knowledge with farm communities. Moreover, to uplift the knowledge and image, the Company is establishing Farmers’ Community Club (Shikor). The Company has been awarded with the Asia Responsible Entrepreneurship Award in the ‘Social Empowerment’ category by Enterprise Asia for its IPM Club initiative.</p> <p>BATB, as a responsible corporate, embraced the opportunity to work for uplifting farmers’ livelihoods for fulfilling the agricultural sustainability agenda, in collaboration with the IFMC project of DAE. BATB availed existing facilities and support from DAE to train Company managers on IFMC since 2016, and around 80 people have been trained in three batches till 2019. Improving soil fertility and water conservation comprises integral elements of good agricultural practices. The Company provides technical know-how to install compost pits in farmer homesteads. It also supports sensible tobacco regulations that balances the interests of consumers with those of the society, and enables the business to continue to compete and prosper. CPA waste disposal program, short duration crop popularisation, biodiversity conservation, alternate fuel for curing, women empowerment, Bondhusheba, Shikor, etc., are some of the programs that ensure environmental and agricultural sustainability as well as farmers’ livelihood enhancement.</p> <p>Through our Probaho programme in Bangladesh, over 200,000 people a day now benefit from better access to over 400,000 litres of safe drinking water, thanks to 87 new water filtration plants we have installed in tobacco-growing communities. An independent impact study¹ found that this has reduced the number of people suffering from waterborne diseases from 32% down to just 0.3%.</p> <p>The huge impact on the lives of the women and girls, who are responsible for collecting the family’s water each day, was also identified by the study. It means that women no longer have to travel</p>	[97]
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		<p>long distances to collect water or have to deal with constant sickness in the family. This gives them more time to help their children with their studies and to take on more work, including as seamstresses for the village, helping to boost the family's income.</p> <p>For example, in Bangladesh, our afforestation programme, in partnership with the government's Forest Department, has been running since 1980. With over 105 million tree saplings distributed, it is recognised as the largest private sector-driven programme in the country. An independent impact study⁴ found that it had resulted in a 50% increase in forest coverage in the area, as well as diversifying the types of trees available. 97% of local residents interviewed also said the ecology of the local habitat had improved. Every year, we work with selected contracted farmers in Bangladesh to establish 'biodiversity corners' on their land to conserve rare and endangered native medicinal species, and to raise awareness of the importance of biodiversity management in the local community.</p> <p>For example, in Bangladesh, we have introduced our farmers to the use of bio-fungicides in seedbeds and pheromone traps for insect control</p> <p>For example, in Bangladesh, we've introduced our farmers to more fuel-efficient designs for curing barns, which not only have environmental benefits, but also save the farmers time and money</p> <p>In addition, the Deepto project has, since 2011, brought free solar power to 25 remote, off-grid villages. More than 2,600 solar home systems have been installed for families that previously had no electricity, ending most activities at sundown. The impact study found that 65% of beneficiaries said they have started new income-generating activities, such as basket weaving and</p>	<p>[97]</p> <p>[97]</p> <p>[97]</p> <p>[97]</p>
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		<p>sewing, since getting solar power in their homes. Before Deepto, over 70% of schoolchildren faced problems keeping up with their schoolwork, due to lack of light to study in the evenings. Around 84% now have more time to study, helping to improve their school performance.</p> <p>Our Bonayan afforestation programme was launched in the 1980s and has distributed over 95 million free saplings to rural communities. Nielsen’s study found that not only has this brought environmental benefits, but it has also helped make farming communities more self-sufficient, offering them a new source of food, fruit and sustainable timber to sell for furniture making. 76% of beneficiaries told Nielsen that they have benefited financially from Bonayan.</p> <p>This extra income means that more parents can now afford to send their children to school, which has had a dramatic impact on literacy rates in the communities. Take Rehana Begum, who featured in Nielsen’s report; she has been growing trees supplied by the project for the last 10 years, earning her enough money to pay for her children’s education.</p> <p>Through our Probaho programme, over 170,000 people a day now benefit from better access to safe drinking water, thanks to 65 new water filtration plants we have installed. The study found that this has reduced the number of people suffering from waterborne diseases, from 32% down to only 0.3%.</p> <p>The huge impact on the lives of the women and girls, who are responsible for collecting the family’s water each day, was also identified by the study. It means that women no longer have to travel long distances to collect water or have to deal with constant sickness in the family. This gives them more time to spend helping their children with their studies and to take on more work, such as seamstresses for the village, helping to boost the family’s income.</p>	<p>[98]</p> <p>[98]</p>
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		<p>A third Bangladeshi project is Deepto, which, since 2011, has brought solar power to 16 remote villages with no electricity. Nielsen found that 65% of beneficiaries reported that they have started new income-generating activities, such as basket weaving and sewing, since getting solar power in their homes. Before Deepto, over 70% of schoolchildren faced problems keeping up with their schoolwork, due to not having sufficient light to study in the evenings. Over 84% now have more time to study, which is helping to improve their school performance. Villagers also feel much safer going outside at night, which is benefiting the community. Maamma Marma, a local businessman, explained to Nielsen: “As there was no permanent solution for light in the past, people used to fall asleep at eight or nine. I couldn’t keep my shop open for long either. But since free solar-powered light became available, my business has been yielding more profit.”</p> <p>BAT Bangladesh initiated its afforestation programme in 1980 when the forest department called on the private sector to support its endeavor to conserve the forests. So far, we have contributed around 110 million saplings to the country’s afforestation initiative over the last 4 decades. It is presumably the largest private sector driven afforestation initiative in Bangladesh.</p> <p>The Project has also won international recognition when BAT Bangladesh was awarded Asia Responsible Entrepreneurship Award in 2014 under Green Leadership by Enterprise Asia, a non-governmental organization striving for the pursuit of entrepreneurship development in Asia Region. As a national recognition for special contribution in tree plantation, BAT Bangladesh has received the prestigious Prime Minister’s National Award for four times in the year 1993, 1999, 2002, 2005 and the Chief Advisor’s Award in 2007.</p>	<p>[98]</p> <p>[99]</p>
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		<p>The programme is designed to focus on the socio-economic needs of the communities as well as the overall environmental perspectives.</p> <p>Having recognized the gravity of clean water and sanitation and in the context of the then Millennium Development Goals, BAT Bangladesh has stepped forward with a safe drinking water project in 2009. As a part of the safe drinking water initiative, BAT Bangladesh has already installed 102 filtration plants to make water free from arsenic and other harmful contents across arsenic prone areas in the country. All the water filtration plants now purify around 530,000 litres of drinking water, meeting the need of around 260,000 people every day. The plants are maintained by local committees consisting of members from local communities. With the installation of the safe drinking water plants, more than hundred communities in rural areas are now living a better life than before and having enriched livelihoods.</p> <p>BAT Bangladesh provides solar home systems free of cost to rural communities of the country which are currently beyond the scope of electricity. So far, the Company has installed around 2,590 units of solar home systems in around 29 villages of Bandarban, Khagrachari and Rangamati districts, illuminating the community and its people in the off-grid areas of the country. Now, more than 13,000 rural people are connected with electricity for the first time. This initiative will continue its journey to kindle hope in remote rural communities by bringing in a completely new dimension to the lives of people, progressing it with the power of renewable energy.</p> <p>These projects complement the work of our leaf extension services which, as in all BAT leaf operations, provide advice and support for all our farmers. Our local leaf technicians work in the field with farmers, covering everything from agreeing contracts and supplying</p>	<p>[99]</p> <p>[99]</p> <p>[100]</p>
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		<p>seeds, to best practice approaches to soil and water management, or how to get the most from their land by growing other crops alongside tobacco.</p> <p>In Bangladesh, we support this through our farmers' field schools, which we run with the Government's Department for Agriculture. They are great ways of teaching farmers more sustainable techniques, and bringing them together to create a support network so they can help each other.</p> <p>We've also provided over 1,600 solar panels for 16 villages, benefiting around 10,000 people.</p> <p>Importantly, we include a package of support and training on management and maintenance of the filtration units and solar panels. This helps ensure community ownership and longevity of the projects.</p> <p>Take the farmers in particular. Many of them live in remote rural communities where there's limited access to electricity or clean drinking water and sanitation. Developing and running community investment projects is one of the ways I'm working to help address this.</p> <p>For example, we're installing water filtration units in villages which, so far, are providing clean water to over 170,000 people every day.</p> <p>The company also runs a project which has, so far, installed 53 water filtration plants that purify up to 270,000 litres a day, providing much needed clean drinking water in 14 districts.</p> <p>Since 2011, BAT Bangladesh has provided over 1,300 solar energy panels that generate electricity for 15 remote villages in tobacco growing areas.</p>	<p>[100]</p> <p>[100]</p> <p>[101]</p> <p>[101]</p>
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		<p>For example, our company in Bangladesh has established over 50 farmer clubs in collaboration with the Government’s Department of Agricultural Extension. The clubs are led by committees made up of local community members and company representatives. They include a combination of classroom training and field work, on areas such as alternative fuels, pesticide management, irrigation techniques, green manuring and composting. The training provided covers other crops such as rice and vegetables, not just tobacco.</p>	[101]
		<p>For example, in 2014, our company in Bangladesh continued its collaboration with the Government’s Department of Agricultural Extension to establish farmer clubs to provide training in agricultural skills. More than 50 farmer clubs have so far been established</p>	[102]
		<p>In Bangladesh, our Probaho programme was launched in 2009 and provides over 250,000 people a day with access to clean drinking water, thanks to the 88 water filtration plants we have installed. An independent impact study found that this programme has reduced the number of people suffering from waterborne diseases from 32% to just 0.3%, while removing the water collection burden on women and girls.</p>	[103]
		<p>In Bangladesh, BAT participates in annual reforestation programs, donating saplings to be planted and touting its responsible agriculture.³¹ However, cutting down trees, making for fuel during the tobacco curing process accounts for 30% of annual deforestation in Bangladesh³² BAT’s contribution of saplings a superficial attempt to draw attention away from the environmental problems it is causing.</p>	[104]
	Other practices	<p>These companies distributing free cigarettes, T-shirts, mobile phones, rice cookers, ceiling fans, magic burner etc in many places for tempting the consumers. They are also distributing large umbrella with their logo at points of sale with many tong shops to the local</p>	[105]

		<p>vendors with their logo and misleading phrases of Wilson brand which is contrary to tobacco control law.</p> <p>Ambala Foundation conducted two studies on TV drama published on leading channels of Bangladesh. The objectives of the studies were to observe tobacco and smoking scene in different TV channels. The study also scrutinized how strategically tobacco and smoking scene are broadcasted in drama. Methods: Total 14 national TV Channels were selected for both of studies. A total 244 dramas for study-1 and a total number of 187 drama for study-2 were observed during this study. Results: About 23 dramas out of 431 contained smoking scenes. In total 65 times smoking scenes is screened. Among them 11 times in one drama and 7 in another drama. The studies found that the length of smoking scene is total 40 minutes 26 Seconds. The report was submitted to Bloomberg Philanthropies and Government authorities taking step immediately. Conclusions: This report can be a valuable documentation in advocating for strengthening enforcement of ban on all types of advertisement and promotional activities in electronic media through policy advocacy at country level.</p> <p>Tobacco control law prohibits the promotion of tobacco companies in the name of any kind of direct, indirect advertising, publicity, and sponsorship to promote the marketing of this product or to attract people to use tobacco products. Even then, in 2015, British American Tobacco has spent more than 193 crores on promoting only cigarette brands in Bangladesh! However, to carry the expense of these types of programs and to give awards using the tobacco company's name, sign, a trademark is prohibited in section 5 (c) of the Smoking and Tobacco Use (Control) Act, 2005 (Amendment 2013). Even in violation of this section of the law, there is a fine of one lakh taka or imprisonment up to three months otherwise both of these punishments.</p>	<p>[106]</p> <p>[79]</p>
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		<p>An online magazine named eisomoy24.com has cleverly published various unpleasant news in favour of tobacco, including the use of the logo of BAT & the National Board of Revenue, as well as the misconduct of domestic tobacco companies by using women's smoking scenes. It's an online magazine created by the tobacco company. When Abul Maal Abdul Muhit was in charge of the finance ministry, his daughter-in-law Mantasha Ahmed had absolute control over the National Board of Revenue (NBR). Through him, the then Ghaiz officials came to an agreement with British American Tobacco to provide business facilities. Their joint decision brought all domestic and foreign cigarette companies under the same amount of revenue structure, which is about 4-5 times more than other companies in case of other products. According to Mantasha Ahmed's plan, Mosharraf Hossain Bhuiyan became the chairman of the National Board of Revenue (NBR), who was himself a director of British American Tobacco. Even his brother Kamrul Hossain Bhuiyan was working as a senior member of BAT at that time.</p> <p>Tobacco companies are also conducting their advertisements on hospital websites and the allegation was proved as the evidence was found on the website of Ayesha Memorial Specialized Hospital, in Mokhali, Dhaka. This private hospital used the logo of BATB which was published on mass media and social networking sites⁶⁸. Experiencing negative remarks, the hospital authority finally removed the advertisement from its website.</p> <p>Drama, cinema and documentaries on electronic media frequently show the smoking scenes which is inspiring the youths of the country to smoke. An actor is playing his role on a television drama wearing a jacket titled Marlboro which is an advertisement for the brand. A study on smoking scenes on television shows that 10 of 76 dramas,</p>	<p>[57]</p> <p>[48]</p> <p>[48]</p>
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		<p>aired in a week (17-23 July, 2015) has shown smoking scenes on leading six private television channels based on Television Rating Point (TRP). The 10 dramas have 52 scenes with smoking and among them, only a single drama shown such scene for 30 times⁶⁵. After the Section 5, Sub-section 1 (e) of the tobacco control law, exhibition of the scenes of using tobacco products on drama, cinema or documentary on television, radio, internet, or stage, either produced or made in Bangladesh or abroad is banned and punishable offence.</p> <p>Abul Khair Tobacco has produced music video with advertisement for promoting its brand - Marise cigarette and Abul Bidi. The advertisement of cigarette and bidi has been inserted in popular local and international songs. The representatives of the company show the videos in different public places like hotel, restaurant, point-of-sales and other places using their laptops and DVD sets, and also distribute cigarettes for free to inspire them in consuming the brand. According to the law, tobacco advertisement and promotion are banned and thus tobacco companies are following the innovative ways to advertise for their products which is punishable offence.</p> <p>Tobacco companies use various communication methods for promoting products. One of those methods is to organize video shows in the locality which contain either insertion of tobacco advertisement with in some popular or they only show the tobacco advertisement. About 14.5% respondents told that video show was organized by tobacco industry at the POS and among them mostly BATB organized the show (87.3%) (Figure 16 & 17). About 10% respondents also told that they are aware of video show organized in other places by tobacco industry (Figure 18). Video shows are mostly organized in Dhaka, Chittagong and Barisal districts.</p>	<p>[48]</p> <p>[30]</p>
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		<p>Another strategy of Tobacco Company is they digitalized their promotional activities in order to make them attractive to the audience. Tobacco Companys’ show attractive video clips, in village and market place where large quantities of people are gathering and in this video clips they give explanation about different brands of Tobacco and their quality.</p> <p>The advertisement of Java Black, a new brand, is going on by the mini billboards set behind the bicycles of the sales representative. Such advertising is found in different parts of the country including Dhaka. Investigations have found that the sales representatives ride on the bicycles to deliver the cigarettes in the selling stores and tobacco advertisement goes on. Following the tobacco control law, conducting any commercial activities aiming to promote tobacco use both in direct and indirect form is completely banned and a punishable offence.</p> <p>Using of computer speakers, radio, music players and other devices resembling tobacco packets have been found in several parts of Dhaka city and other remote areas of the country. The gadgets look like cigarette packets from a distant view. Since tobacco product advertisement is banned after the law, the tobacco companies are trickily advertising for their products.</p>	<p>[30]</p> <p>[48]</p> <p>[48]</p>
	TAPS exposure data	<p>Media and Advertising More than 7 in 10 students (73.5%) had seen a lot of advertisements for cigarettes on billboards within the past month and more than 6 in 10 (64.0%) had seen a lot of advertisements for cigarettes in newspapers or in magazines (Table 5). More than one in 10 (12.8%) students reported having an object (e.g., t-shirt, cap, etc.) with a cigarette or tobacco company logo on it, with no significant difference between boys (15.3%) and girls (10.9%).</p>	<p>[15]</p>

		<p>However, the expected inverse relationship between having laws banning advertising and students in the GYTS reporting having seen pro-tobacco advertising was not found in Bangladesh. Data from the GYTS showed exposure to pro-tobacco advertising on billboards and in magazines was fairly high in the country; regardless of the extent of laws banning the advertising. Students reported seeing pro-tobacco advertising on billboards is 73.5%; and in the magazines is 64.0%. One reason for this may be that the students reported seeing advertising regardless of time reference (i.e., not only during the past month, but sometime past). Also, point of sale advertising is not banned in Bangladesh and students may have seen large posters advertising tobacco at the point of sale tobacco. However, it is important to note here that Bangladesh needs to ban advertising at all possible medias and places and strengthen the effort to enforce them completely.</p> <p>No consistent relationships were found between having a ban on promotional item and the students having an item; and having a ban on offering free cigarettes by cigarette company representatives and students reportedly been offered free cigarettes. While Bangladesh has laws banning free distribution of tobacco products; non-tobacco products identified with tobacco brand names; and events sponsored by tobacco companies with a moderate level (five) of overall enforcement, over 1 in 10 students (12.8%) have reported that they have an object with a cigarette or tobacco logo on it, and 6.4% reported that they have been offered free cigarettes by a cigarette company representative. The lack of relationship is most likely due to the lack of proper enforcement of the laws.</p> <p>Overall, 52.3% students noticed tobacco advertisements or promotions at points of sale, and 77.2% on television, in videos or movies. Overall, 6.3% were offered a free tobacco product from a</p>	<p>[15]</p> <p>[15]</p> <p>[107]</p>
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		<p>tobacco company representative and 9.0% owned something with a tobacco brand logo on it.</p> <p>Exposure to tobacco marketing: The percentage of students who noticed anyone using tobacco on television, in videos, or movies did not change significantly between 2007 and 2013, and remained high. The percentage of students who were ever offered a free tobacco product/cigarette from a tobacco company, and the percentage of students owning something with a tobacco product brand logo on it did not change significantly between 2007 and 2013.</p> <p>Table 8.3 shows the distribution of adults aged 15 years and above who noticed cigarette marketing in public places and media, such as in stores where cigarettes are sold, on television, radio, billboards, posters, newspapers or magazines, Internet and cinemas, as well as cigarette promotion by methods such as free samples, sale price , coupons and free gifts, in last 30 days. The percentage of people aged 15 years or above who noticed some cigarette advertisement, sponsorship and promotion was 48.7%. The most common site for noticing cigarette advertisements was in a store (33.2%). Other sites were posters (14.1%), public transportation (8.4%), public walls (6.5%), billboards (6.1%), television (5.4%), cinemas (3.1), newspapers (1.8%) and radio (1.2%). The most common type of promotion noticed was free gifts/discounts on other products (10.4%). Other promotion activities noticed were free sample (6.9%), coupons (5.7%) and clothing items with a brand name or logo (4.8%). A higher percentage of males (68.0%) noticed some advertisement or promotion compared with females (29.3%). A higher percentage of younger people (55.4%) noticed some advertisement or promotion than the older age group (45.9%). No urban-rural difference or differences among the wealth index categories were observed.</p>	<p>[107]</p> <p>[13]</p>
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		<p>The distribution of current tobacco smokers who noticed cigarette marketing in public places and media in the last 30 days is presented in Table 8.3A. The percentage of current tobacco smokers who noticed some cigarette advertisement, sponsorship or promotion was 66.6%; the most common site was in stores (49.3%). Other sites were posters (23.2%), public transportation (12.1%), billboards (9.0%), public walls (8.7%), television (5.7%), cinemas (4.1), newspapers (1.9%) and radio (1.0%). The most common type of promotion noticed was free gifts/discounts on other products (10.4%). Other promotion activities noticed were free samples (13.5%), coupons (7.9%) and clothing items with a brand name or logo (6.8%). Higher percentages of males (67.6%) noticed some advertisement or promotion than females (36.7%). No gender, urban-rural wealth index category differences were observed.</p> <p>The distribution of current non-smokers aged 15 years or above who noticed cigarette marketing in public places and media in last 30 days by demographic characteristics are presented in Table 8.3B. The percentage of current non-smokers who noticed some cigarette advertisement, sponsorship and promotion was 43.3%. The most common site for noticing cigarette advertisements was in stores (28.4%). Other sites were posters (11.4%), public transportation (7.3%), public walls (5.9%), billboards (5.2%), television (5.3%), cinemas (2.8), newspapers (1.7%) and radio (1.2%). The most common type of promotion noticed was free gifts/discounts on other product (8.8%). Other promotional activities noticed were coupons (5.1%), free sample (4.9%) and clothing items with brand name or logo (4.2%). Higher percentages of males (68.0%) noticed some advertisement or promotion than females (29.1%). A higher percentage of the younger population noticed advertisements or promotions than older populations (53.5% and 38.0%, respectively). No urban-rural difference or differences among the wealth index categories were observed.</p>	
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		<p>Noticing of bidi marketing in various public places. The distribution of adults aged 15 years or above who noticed bidi marketing in public places and media in the last 30 days by demographic characteristics is presented in Table 8.3C. The percentage of people who noticed some bidi advertisement, sponsorship or promotion was 84.0%. The most common site for noticing such advertisements was in stores (23.1%). Other common sites were posters (11.6%), cinemas (6.0%), public transportation (5.9%), billboards (5.9%), television (5.8%), public walls (5.2%), newspapers (3.4%) and radio (2.4%). The most common type of promotion noticed was free gifts/discounts on other products (10.4%). Other promotional activities noticed were clothing items with a brand name or logo (4.0%), free samples (2.9%), free gifts/discounts on other products (2.7%) and coupons (2.2%). Almost similar percentages of males and females noticed some advertisement or promotion of bidi (85.9% and 80.1%). A higher percentage of rural people (86.7%) noticed some advertisement or promotion than urban people (75.5%). A highest percentage of attention to bidi marketing activity was noted in the lowest wealth index category (92.7%) while the lowest was in the highest wealth index category (68.8%) The distribution of current tobacco smokers aged 15 years or above who noticed bidi marketing in public places and media in the last 30 days are presented in Table 8.3D. The percentage of tobacco users who noticed some bidi advertisements, sponsorship or promotion was 87.3%. The most common site for noticing bidi advertisements was in stores (27.2%). Other sites were posters (16.3%), cinemas (8.1%), public transportation (8.0%), billboards (7.6%), public walls (6.6%), television (6.1%), newspapers (3.2%) and radio (2.0%). The most common type of promotion noticed was a clothing item with a brand name or logo (5.9%). Other promotional activities noticed were free samples (5.1%) and free gifts/discounts on other products (3.7%). A higher percentage of rural people (90.5%) had noticed some</p>	<p>[13]</p>
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		<p>advertisement or promotion than urban people (77.1%). The highest percentage of bidi marketing activity noticed was in the lowest wealth index category (94.2%) while the lowest was in the highest wealth index category (67.0%)</p> <p>The distribution of current non-smokers who noticed bidi marketing in public places and media in last 30 days is presented in Table 8.3E. The percentage of non-smokers who noticed some bidi advertisement, sponsorship or promotion was 82.7%. The most common site for noticing bidi advertising was in stores (21.6%). Other sites were posters (9.9%), television (5.8%), cinemas (5.3), public transportation (5.2%), billboards (5.2%), public walls (4.7%), newspapers (3.4%) and radio (2.5%). The most common type of promotion noticed was clothing items with a brand name or logo (3.4%). Other promotional activities noticed were free gifts/discounts on other products (2.4%) and free samples (2.2%). A higher percentage of rural people (85.2%) had noticed some advertisement or promotion than urban people (74.8%). For non-smokers as well, the highest percentage of bidi marketing activity noticed was in the lowest wealth index category (91.8%) while the lowest was in the highest wealth index category (69.2%).</p> <p>Noticing of smokeless tobacco marketing in various public places</p> <p>The distribution of adults aged 15 years or above who noticed marketing of smokeless tobacco products in public places and media in the last 30 days by demographic characteristics is presented in Table 8.3F. The percentage of people who noticed some smokeless tobacco product advertisement, sponsorship or promotion was 70.5%; the most common site was in a store (13.1%). Other common sites were posters (3.1%), public transportation (3.4%), television (3.4%), cinemas (3.1%), billboards (2.6%) and public walls (1.8%). The most common type of promotion noticed was clothing items with a brand name or logo (4.0%). Figures for other promotional activities were</p>	[13]
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		<p>very low. Almost similar percentages of males and females noticed some advertisement or promotion of bidi (70.8.9% and 69.9%). Higher percentages of rural people (74.1%) had noticed some advertisement or promotion than urban people (61.1%). The highest percentage of smokeless tobacco marketing activity noticed was in the lowest wealth index category (84.1%), while the lowest was in the highest wealth index category (51.7%). The distribution of smokeless tobacco users who noticed smokeless tobacco products marketing in public places and media in the last 30 days is presented in Table 8.3G. The percentage of current smokeless tobacco users who noticed some smokeless tobacco product advertisement, sponsorship or promotion was 72.9%. The most common site for noticing smokeless tobacco advertisement was in stores (14.2%). Other common sites were cinemas (3.1%), public transportation (4.7%), posters (4.5%), television (4.3%), billboards (2.6%) and public walls (1.2%). The percentage of smokeless tobacco users noticing promotional activities of smokeless tobacco use was very low and the most common type of promotion noticed was clothing items with a brand name or logo (1.0%) Almost similar percentages of males and females noticed some advertisement or promotion of smokeless tobacco use (73.6% and 71.8%). Higher percentages of rural people (74.0%) had noticed some advertisement or promotion than urban people (69.6%). The highest percentages of smokeless tobacco marketing activity noticed was in the lowest wealth index category (85.1%), while the lowest was in the highest wealth index category (63.7%). The distribution of current non-smokeless tobacco users who noticed smokeless tobacco products marketing in public places and media in the last 30 days is presented in Table 8.3H. The percentage of current non-smokeless tobacco users who noticed some smokeless tobacco product advertisement, sponsorship or promotion was 69.5%; the most common site was in a store (12.7%). Other common sites were public posters (3.7%), transportation (3.0%), television (3.1%), billboards</p>	
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		<p>(2.7%), cinemas (2.3%) and public walls (2.1%). The percentage of smokeless tobacco users noticing promotional activities of smokeless tobacco was very low and the most common type of promotion noticed was clothing items with a brand name or logo (1.0%). A higher percentage of rural people (74.1%) noticed some advertisement or promotion than urban people (50.6%). The highest percentage of smokeless tobacco product marketing activity noticed was in the lowest wealth index category (83.1%), while the lowest was in the highest wealth index category (49.4%). There are differences between current tobacco smokers and non-smokers in noticing some cigarette advertisement, sponsorship or promotional activity. Current tobacco smokers reported a higher percentage (66.6%) compared to non-smokers (43.3%) for noticing tobacco marketing; 53.5% of non-smoking people in the younger age group people were exposed to marketing activity, while 68.9% of tobacco-smoking young people were so exposed. On the other hand, only 38% of non-smoking older people were exposed to tobacco marketing activities. However, for bidi smokers and smokeless tobacco users, no such differences were noted.</p> <p>Pro-tobacco: 53.4% of adults noticed smoking tobacco advertisements in ant media; and 20.3% of adults noticed smokeless tobacco advertisements in any media.</p> <p>Table: Media</p> <p>While the exposure to any cigarette advertisement, promotion or sponsorship in the past 30 days decreased significantly from 48.7% in 2009 to 39.6% in 2017, it increased significantly for bidis (29.8% to 36.5%) and for smokeless tobacco (16.5% to 24.4%)</p>	<p>[108]</p> <p>[108]</p> <p>[109]</p>
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		<p>Tobacco Industries’ advertisement and promotional activities during COVID-19: Respondents have observed advertisement of tobacco products in various means, such as 77.6% have seen advertisement in point of sales, 23.3% in social media, 3.4% via mobile phone and 25% have seen representatives are advertising tobacco products in different strategies (t-shirt, cap, van etc). 9.5% respondents did not observe any kind of advertisement during the research.</p> <p>Strategies and types of advertisement and promotion: Tobacco industries mostly target point of sale for their promotional work. In these points of sale stickers (69.3%), posters (28.9%), brand-colored showcase/cashbox (35.1%) and empty cigarette box (51.8%) were seen for advertising purpose. 31.2% respondents said that they received call from tobacco industries. 41.6% were asked about their regular brands and number of cigarette they daily consume, 18.2% were asked about their previous brand and 14.3% got information about new brands. Interestingly, 26% respondents said that, they got information about price hike of cigarettes post national budget declaration.</p> <p>Tobacco industry and cigarettes/bidi brand with maximum advertise during COVID19</p> <p>Following are the brands of British American Tobacco companies that had maximum number of advertisements during COVID-19- Goldleaf (47.9%), Benson and Hedges (40.5%), Derby (40.5%) and Star (34.7%). In addition, advertisement of Japan Tobacco’s Sekh Cigarette (18.2%), Dhaka Tobacco’s Navy (28.9%) BATB’s Hollywood (13.2%), Philip Morris Company’s Marlboro (8.3%) were seen. Among bidi, maximum number of advertisement was of Akij Bidi’s (25.6%). Besides, there were advertisement of Ajij bidi (4.6%) and Karigor bidi (0.9%). Hakimpuri Jarda’s (6.6%) advertisement</p>	<p>[54]</p> <p>[54]</p>
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		was the maximum among jardas along with Baba Jarda (4.1%) and Shova Jarda (5%).	
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Theme: Innovative TAPS monitoring and policy enforcement system

Sub-theme	Category	Coded Text	Source
Multi-stakeholder taskforces & mobile courts	Multi-stakeholder approach for TAPS monitoring	<p>The NTCC commenced Tobacco Control Task Force development in May 2007 ‘for effective enforcement of the Tobacco Control Act...The district and sub-district task force committees are the bodies entrusted with the task of tobacco control including enforcement of law under their jurisdiction’ [14] with the ultimate goal of reducing consumption by lowering the demand and supply for tobacco. The national level taskforce focuses primarily on policy activities, developing guidelines, information resources, measures to encourage tobacco crop substitution, and mechanisms for sustainable funding for tobacco control [15].</p> <p>Local level taskforces are accountable to the NTCC and were designated to operate at district (zila) and sub-district (upazila) levels to enforce tobacco control laws within their jurisdiction. The creation of the local taskforces to an extent reflects the country’s governance structure whereby national laws are implemented at local level within 7 administrative divisions, 64 districts and 489 sub-districts. The challenging general context for law enforcement of a large population and a high level of illiteracy (over 50%, 2010 figures) [16] necessitates devolved implementation and underpinning by strategies to create public awareness. The concept is to develop a committee in each administrative area that will collectively plan tobacco control action, co-ordinate the relevant resources, undertake enforcement using mobile courts, and organise public information/awareness-raising activities.</p>	[110]

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		<p>A number of characteristics of the Bangladesh taskforces are seen in the tobacco control implementation approaches of other countries; however, the combination of features of the Bangladesh taskforce model, described in Figure 1 below, appears to be unique. For example, Indonesia has mobile courts that conduct random inspections, but these do not operate within the context of a national or subnational body. In Pakistan, there are Provincial and District Implementation Committees that include a wide range of stakeholders, yet these committees do not use mobile courts as a key enforcement tool. And in Russia, the national tobacco law (2013) empowers sub-national administrations and community-based organisations but there are no dedicated multi-stakeholder committees for implementation or mobile courts for on-the-spot enforcement.</p>	[110]
		<p>Bangladesh's distinctive approach to tobacco control policy enforcement may offer a sustainable and flexible model for other countries, new Union research suggests. Taskforces working at district levels to implement tobacco control laws are indicated to be both uniquely structured and effective once well-established. The model requires key public authorities, including health and police departments, to work with civil society to enforce smokefree areas, advertising bans and prohibition of sales to minors, in their local community. Violators are brought to justice on-the-spot by mobile courts, which have the power to conduct random inspections, issue fines and destroy illegal material. Although other countries use tobacco control taskforces, the combination of features within the Bangladeshi version appear to be unique. These multi-stakeholder taskforces operate within existing administrative structures, are low-cost, tailored to local needs, and can effectively address violations in a timely and public manner.</p>	[111]

		<p>Local taskforces were designed to have broad membership including representatives from the various enforcement authorities (including administrative, police and health departments) and civil society organisations engaged in tobacco control or with an interest in addressing tobacco on behalf of a segment of the population, who are nominated by the local government administration and invited to participate [17]. Besides serving the practical purpose of facilitating co-ordination and collaboration among stakeholders, this feature is also a function of wider governance reforms in Bangladesh introducing mandatory mechanisms for citizen participation [18]. Data on the total number of taskforces were not available at the time of this study, although the NTCC was developing a data collection system to commence in late 2014. Data are available on districts that have held taskforce meetings. In quarter two of 2014, this included 43 out of 64 districts (67%) [19]. These figures, however, are merely an approximation as it is not known if other areas have taskforces who did not meet in the recorded quarter and there is no indication whether the taskforces are fully operational or just being established.</p> <p>Figure 1. Key feature of local Tobacco Control Taskforces</p> <p>Taskforces were universally perceived to be a crucial tool for tobacco control in Bangladesh. This view was consistent across all ten districts and across the range of members and non-members. There was, however, a marked and fundamental difference relating to the taskforces' different stages of development and levels of functioning. In five districts, taskforces were described as relatively well-established and fully functioning. They were meeting regularly, involving a range of stakeholders and undertaking key activities relating to enforcement of smokefree and advertising regulations and public awareness campaigns. Members</p>	<p>[110]</p> <p>[110]</p> <p>[110]</p>
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		<p>and non-members alike described their taskforce as undertaking an important role and contributing valuably to local tobacco control outcomes.</p> <p>‘Taskforces are playing [a] vital role to implement the TC law. It creates public awareness about the harmful effect of tobacco. Committee members meet regularly and jointly take the decision to enforce the law.’ (Member, District 8) ‘Undoubtedly taskforces can play a dynamic role to implement the tobacco control law.’ (Non-member, District 9)</p> <p>In five districts taskforces were described as not yet well-established and/or not functioning properly.</p> <p>Interviewees indicated that these taskforces were not meeting regularly and were perceived to undertake few implementation/enforcement activities. Some members and non-members expressed frustration that this was the case, yet notably all interviewees in these districts still viewed the taskforce concept positively. Their positive perceptions were primarily about the potential role of taskforces and the issues they believed they would address rather than a reflection of their local taskforce in its present state. ‘Taskforce committee [is a] good strategy to implement the law, but this committee does not work properly.’ (Member, District 1) ‘If the taskforce is properly activated, certainly it will bring changes in tobacco control.’ (Non-member, District 5)</p> <p>In the five districts where taskforces were described as established and functioning, members and non-members consistently highlighted positive impacts of their taskforce’s work. Some interviewees acknowledged that the taskforce was not solely responsible for these outcomes, as various agencies and organisations undertook activities individually as well as contributing to efforts as part of the taskforce. Nonetheless, interviewees felt strongly that the taskforce was an important part of the results they observed.</p>	<p>[110]</p>
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		<p>In these districts, members and non-members perceived that the taskforce activities had contributed to better enforcement of the law. All interviewees believed that smoking in public places and public transport had been reduced due to taskforce activities, particularly the mobile courts and public information. Reduced local tobacco advertising was also commonly reported as an important result of taskforce efforts, although to a slightly lesser extent than the perceived reduction in smoking in public places/transport. This was explained as being a more recent addition to taskforce enforcement after the law amendment in 2013 banned advertising. ‘Through mobile courts, law implementation is ensured and smoking in public places and public transport has been reduced.’ (Member, District 5) ‘Non-smokers are aware of their rights against smokers.’ (Non-member, District 7) ‘Tobacco advertisement has been totally banned [in] our district.’ (Member, District 8)</p> <p>Increased public awareness about the harms of tobacco use and the national tobacco control law was commonly reported by interviewees in these districts. They linked this directly to the taskforce’s contribution to increasing public awareness and information activities.</p> <p>‘People know about the harmful effect of using tobacco products.’ (Member, District 2) ‘Public awareness has increased through [the taskforce] installing billboards and signage regarding the tobacco control law.’ (Non-member, District 1) Interviewees believed the taskforces have produced a valuable additional benefit, focusing attention on tobacco control as an issue of public importance and requiring the attention of the authorities.</p> <p>‘Before, the district administration didn’t take [tobacco control] seriously. They were not interested to conduct mobile courts.’ (Member, District 8) In the districts where the taskforces were not yet well established, a number of member interviewees believed that</p>	<p>[110]</p>
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		<p>the limited activities that were starting to be undertaken—mainly the mobile courts—were contributing to reducing smoking in public places and increasing public awareness. Nonetheless, most members and non-members in these districts did not yet observe tangible benefits. The perceived potential benefits were highly similar to those cited in districts where taskforces were functioning better. Improved smokefree compliance, reduced smoking, removal of tobacco advertising, and improved public awareness of harms and the law were considered realistic expectations. Members and nonmembers emphasised the key proviso of the need to address the existing limitations in order for the taskforce to deliver the impacts they believed were possible.</p> <p>‘[The] taskforce may involve more members including District Information Officer, public representatives...’ (Member, District 7) Once these basics were addressed, the priority for all interviewees was to augment the taskforces’ local tobacco control efforts overall by planning and co-ordinating the efforts of various stakeholders. Specifically, respondents wanted intensive mobile court programmes and public awareness initiatives. ‘I would work to increase awareness about the harmful effect of tobacco and ensure huge publicity on it...installing billboards...schools programmes, meetings...’ (Member, District 1) ‘I would arrange more frequent mobile court operation.’ (Non-member, District 6)</p> <p>The findings suggest that when district tobacco control taskforces function properly, they can make an important contribution to tobacco control outcomes at the local level. Taskforce activities to promote and enforce the tobacco control law were seen by both members and non-members in half of the study districts (five) as making a valuable contribution to reducing smoking in public places</p>	<p>[110]</p> <p>[110]</p>
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		<p>and reducing tobacco advertisements. The difference in the way tobacco control impacts were discussed—as ‘actual’ impacts in districts where taskforces were working quite well, to impact being largely ‘potential’ in districts where the taskforce was not yet working well, lends credence to the indication that district taskforces are contributing to the effective implementation of key ‘MPOWER’ strategies, particularly ‘Protect’, ‘Warn’ and ‘Enforce’. Half of the district taskforces in the sample, however, were described as not yet functioning well enough to be able to achieve notable results. These taskforces were considered a “work in progress” requiring further local commitment and additional management and support to achieve their potential. The variation in stages of development and functioning of local taskforces has been recognised at national level. In autumn 2014, the NTCC was developing plans to address these issues with activated taskforces, and to introduce mandatory reporting and reiterate local authorities’ responsibility to ensure that taskforces function well. Additionally, and supporting this study’s finding of a strong perceived contribution of well-established district taskforces to local tobacco control outcomes, the NTCC also has plans to expand taskforce establishment to all districts and sub-districts across the country [19]. National meetings for taskforce representatives have been organised by NTCC since 2008. In the activated districts, tobacco control taskforces are seen to be delivering impacts and viewed as an important implementation tool; it is possible that representation of these views and examples at national meetings may partly explain the positive expectations in the districts where the taskforces were not yet fully functioning. Certainly, sharing good practice nationally would seem an excellent way to assist districts requiring development. The ‘package’ of notable features of Bangladeshi local tobacco control taskforces appears to constitute a distinctive yet flexible model of tobacco control implementation. The breadth of stakeholder representation</p>	
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		<p>and combination of a co-ordination function with active law enforcement via mobile courts and public awareness development is apparently a unique tobacco control structure. Where taskforces were considered to be functioning well, the membership tended to comprise a more diverse range of stakeholders, including civil society representatives from, for example, NGOs and business/commerce organizations. This broader profile may have resulted from the better functioning taskforces having made greater efforts to develop this profile. Yet it is equally possible that the act of involving a more diverse profile of stakeholders from the outset may itself have contributed to the better functioning of these taskforces, for example by civil society members holding the local authority representatives to account. To capitalise on this successful element during the further expansion of local taskforces it is suggested that all taskforces should institute a formal code among their members to apply FCTC Article 5.3 [24]—to protect public policy from tobacco industry interference.</p> <p>Vigilance (watchdog) system with timely and appropriate action: Groups of experts, like health personnel, lawyers, media, etc. should be constituted for this purpose. The group should establish a wide network and should be very active in taking immediate action. Public should be widely informed about this in order to generate support for the group for better effective vigilance. All individuals must have the right to place a formal complaint in the case of violation of the ban on advertising or any other violation of the tobacco control law, and a formal system must be established to ensure that the complaints lead to prompt legal action against those breaking the law.</p> <p>There is a vigilant civil society and a vibrant media exposing tobacco industry tactics and acting as a watchdog.</p>	<p>[6]</p> <p>[3]</p>
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		<p>A number of characteristics of the Bangladesh taskforces are seen in the tobacco control implementation approaches of other countries; however, the combination of features of the Bangladesh taskforce model, described in Figure 1 below, appears to be unique. For example, Indonesia has mobile courts that conduct random inspections, but these do not operate within the context of a national or subnational body. In Pakistan, there are Provincial and District Implementation Committees that include a wide range of stakeholders, yet these committees do not use mobile courts as a key enforcement tool. And in Russia, the national tobacco law (2013) empowers sub-national administrations and community based organisations but there are no dedicated multi-stakeholder committees for implementation or mobile courts for on-the-spot enforcement.</p> <p>The NTCC commenced Tobacco Control Task Force development in May 2007 ‘for effective enforcement of the Tobacco Control Act...The district and sub-district task force committees are the bodies entrusted with the task of tobacco control including enforcement of law under their jurisdiction’ [14] with the ultimate goal of reducing consumption by lowering the demand and supply for tobacco. The national level taskforce focuses primarily on policy activities, developing guidelines, information resources, measures to encourage tobacco crop substitution, and mechanisms for sustainable funding for tobacco control [15].</p> <p>Local level taskforces are accountable to the NTCC and were designated to operate at district (zila) and sub-district (upazila) levels to enforce tobacco control laws within their jurisdiction. The creation of the local taskforces to an extent reflects the country’s governance structure whereby national laws are implemented at local level within 7 administrative divisions, 64 districts and 489 sub-districts. The challenging general context for law enforcement of a large</p>	<p>[110]</p> <p>[110]</p>
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		<p>population and a high level of illiteracy (over 50%, 2010 figures) [16] necessitates devolved implementation and underpinning by strategies to create public awareness. The concept is to develop a committee in each administrative area that will collectively plan tobacco control action, co-ordinate the relevant resources, undertake enforcement using mobile courts, and organise public information/awareness-raising activities.</p> <p>Bangladesh's distinctive approach to tobacco control policy enforcement may offer a sustainable and flexible model for other countries, new Union research suggests. Taskforces working at district levels to implement tobacco control laws are indicated to be both uniquely structured and effective once well-established. The model requires key public authorities, including health and police departments, to work with civil society to enforce smokefree areas, advertising bans and prohibition of sales to minors, in their local community. Violators are brought to justice on-the-spot by mobile courts, which have the power to conduct random inspections, issue fines and destroy illegal material. Although other countries use tobacco control taskforces, the combination of features within the Bangladeshi version appear to be unique. These multi-stakeholder taskforces operate within existing administrative structures, are low-cost, tailored to local needs, and can effectively address violations in a timely and public manner.</p> <p>A National Task Force Committee has been established. The National Tobacco Control Cell is an apex body with the vision, trained manpower, and power to establish the code of conduct and enforcement of law, and to coordinate between the government and NGOs.</p>	<p>[111]</p> <p>[3]</p>
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		<p>The monitoring of the tobacco control activities will be carried out at all levels of administration by divisions, districts, and upazila.²⁷ Support will be sought from mayors/chairmen of city corporations/municipalities. Reports of activities conducted will be prepared by organizations/committees concerned and sent to the National Committee for Tobacco Control. This committee will meet every month to monitor the progress of the programme. Surveys and research activities will also be monitored by the National Committee and health personnel at various levels. Monitoring visits to different parts of the country will be made regularly by the National Committee personnel to supervise education activities, advocacy campaigns and other activities. Progress on legislation and activities of other Ministries will also be monitored.</p> <p>The National Tobacco Control Cell's training of local authorities in law enforcement and regular advocacy from non-governmental organizations have given impetus to the implementation of tobacco control laws in the surveyed areas. Meetings of the Tobacco Control Task Force Committee were held regularly in 3 districts/upazilas during the survey period. However, many important members of the committee were absent from the meeting. Lack of coordination has also been noticed in the implementation of the decisions taken at the meeting, which in many cases has not given importance to tobacco control among other tasks.</p>	<p>[112]</p> <p>[113]</p>
	<p>Mobile courts for legislation enforcement</p>	<p>Mobile courts are a notable feature of the Bangladesh legal system; these courts are dispatched when authorities receive report of a violation and can try a case immediately at the location. Members of the public, organisations and officials can report any violation to the authorities for a mobile court then to pursue. This mechanism is used to enforce a range of laws, for example on food hygiene and trading standards. As regards tobacco law enforcement, these courts</p>	<p>[110]</p>

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		<p>prosecute violations such as smoking or allowing smoking in public places and displaying tobacco advertising. The courts administer fines and remove illegal tobacco advertising [14]. The public trying of cases attracts public interest and consequently serves an important public education function, for example increasing awareness about the law and its rationale, such as the harm caused by tobacco [17].</p> <p>The National Tobacco Control Cell (NTCC) was established in 2007. NTCC is the functional arm of the Ministry of Health and Family Welfare for tobacco control activities in Bangladesh. It has become the hub of national coordination, referral and support centre for all tobacco control stakeholders, including NGOs in Bangladesh. It is headed by the Additional Secretary (Public Health and WHO) of the Ministry of Health and Family Welfare, and day-to-day supervision is conducted by the Coordinator, NTCC.</p> <p>Its objectives are to coordinate tobacco control activities in Bangladesh on behalf of the Ministry of Health, facilitate implementation and enforcement of law to reduce tobacco use through capacity-building of the tobacco control stakeholders, partnership-building for tobacco control and mobilization of resources, reduce tobacco cultivation and production, monitor tobacco control law implementation, monitor progress on implementation of the WHO FCTC and MPOWER policy, and conduct research and surveys on tobacco and its effects [7].</p> <p>In Bangladesh, mobile courts are created to enforce laws for certain violations such as smoking in public places, displaying tobacco ads or selling tainted foods. Power under the court is limited to a relatively small fine (50 taka or \$US0.72 for public smoking and 1,000 taka or \$US 14.40 for illegal advertising) and a short jail sentence.</p>	<p>[114]</p> <p>[115]</p>
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		<p>Since 2005 district and sub district officials in Bangladesh have created more than 1,000 mobile courts.</p> <p>According to Mir Abdur Razak, when Bangladesh passed its tobacco control law in 2005 it banned smoking in public places, including public transport and direct ads (billboards, signboards, posters, TV and newspaper ads). As a result, the tobacco industry removed most of its billboards and stopped advertising in newspapers and TV, but it began distributing large numbers of signboards to retail shops around the country.</p> <p>As a result, NGOs began meeting with district or sub district authorities to inform them that tobacco companies' signboards also were illegal, and convinced them to use mobile courts to enforce the tobacco control law. Soon, NGOs throughout the country began contacting their local authorities to report violations. Tobacco industry signboards, which had been displayed widely throughout Bangladesh, virtually disappeared within a few months.</p> <p>A mobile court in Dhaka fined recently superstores Swapna and Big-Bazar for advertisement of cigarettes at the point of sale violating the Smoking and Tobacco Products Usage (Control) Bill (Amendment) 2013.</p> <p>Zahid Malik, State Minister for Health and Family Welfare on Thursday said mobile court drive will be launched to stop display of tobacco advertisements at the selling points of the country. The minister came up with this remark while talking to reporters at the ministry ahead of 'World no Tobacco Day'. He said the display of any type of advertisements on tobacco products at the selling points are strictly prohibited according to the relevant law. Zahid Malik urged the tobacco companies to print health cautionary images on the packets of tobacco products from March 16 of 2016. He said the</p>	<p>[115]</p> <p>[116]</p> <p>[117]</p>
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		<p>availability of tobacco products will be reduced by raising its price, stopping tobacco smuggling, imposing ban on retail sale of cigarettes and other tobacco products, bringing cigarette and 'Jarda' factories in local areas under taxation. He urged the customs officials, police and BGB members to become more active to check tobacco smuggling and take rigorous actions against the smugglers. Zahid also said the Deputy Commissioners (DC) of all districts will be ordered through the Ministry of Public Administration to conduct mobile court drive to wipe out foreign cigarettes from the market, according to a news agency.</p>	
	<p>Indicators for TAP ban implementation</p>	<p>In Bangladesh, programme implementers at different levels of administration are required to submit reports of activities to the National Committee for Tobacco Control, which meets monthly to monitor progress. Bangladesh's National Committee for Tobacco Control also conducts regular monitoring visits, a good practice to include in the M&E plan. Further, Bangladesh's overall M&E plan for the NTCS prescribes a number of indicators for annual, more aggregate evaluations (Box 6).</p> <p>The monitoring of the tobacco control activities will be carried out at all levels of administration by divisions, districts, and upazila.²⁷ Support will be sought from mayors/chairmen of city corporations/municipalities. Reports of activities conducted will be prepared by organizations/committees concerned and sent to the National Committee for Tobacco Control. This committee will meet every month to monitor the progress of the programme. Surveys and research activities will also be monitored by the National Committee and health personnel at various levels. Monitoring visits to different parts of the country will be made regularly by the National Committee personnel to supervise education activities, advocacy campaigns and other activities.</p>	<p>[112]</p> <p>[112]</p>

		<p>Progress on legislation and activities of other Ministries will also be monitored.</p> <p>Evaluation Process evaluation Activities mentioned will be monitored whether they are implemented according to the schedule. Programme review meeting will be conducted at mid-term and end of the year to evaluate the strengths and weaknesses of the programme and to analyze the lessons learnt from the past to take action for the future [emphasis added]. The following indicators will be used at yearly evaluations.</p> <p>Output indicators²⁸</p> <ul style="list-style-type: none"> • Number of advocacy campaigns conducted during the year and the number of people reached. • Number and scope of health education programmes implemented during the year. • Number of schools declared “tobacco free”. • Public places designated as “tobacco free”. • Actions taken against tobacco advertisement. • Actions taken to reduce tobacco production and sale. • Number of tobacco shops licensed. • Amount of cigarettes produced during the year. • Amount of tobacco tax increased. • Training given to health care providers and school teachers. • Surveys and research conducted. • Number of tobacco cessation sites/clinics and number of people served. <p>Monitoring The monitoring of the tobacco control activities will be carried out at all levels of administration by divisions, districts, and upazila. Support will be sought from mayors/chairmen of city corporations/municipalities. Reports of activities conducted will be prepared by organizations/committees concerned and sent to the National Committee for Tobacco Control. This committee will meet every month to monitor the progress of the programme.</p>	<p>[112]</p> <p>[112]</p> <p>[6]</p>
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		<p>Surveys and research activities will also be monitored by the National Committee and health personnel at various levels. Monitoring visits to different parts of the country will be made regularly by the National Committee personnel to supervise education activities, advocacy campaigns and other activities. Progress on legislation and activities of other Ministries will also be monitored.</p> <p>8.2 Evaluation</p> <p>Process evaluation Activities mentioned will be monitored whether they are implemented according to the schedule. Programme review meeting will be conducted at mid-term and end of the year to evaluate the strengths and weaknesses of the programme and to analyse the lessons learnt form the past to take action for the future. The following indicators will be used at yearly evaluations.</p> <p>Output indicators ● Number of advocacy campaigns conducted during the year. ● Number of health education programmes implemented during the year. ● Number of schools declared " tobacco free". ● Public places designated as "tobacco free". ● Actions taken against tobacco advertisement. ● Actions taken to reduce tobacco production and sale. ● Number of tobacco shops licensed. ● Amount of cigarettes produced during the year. ● Amount of tobacco tax increased. ● Training given to health care providers and school teachers. ● Surveys and research conducted. ● Number of tobacco cessation sites/clinics.</p> <p>Activities related to conduction of Mobile Court in different time</p> <p>On January 2016, forty nine mobile courts were operated by the Executive Magistrates at district and national level. Total BDT Tk.47, 900/= was fined from 48 persons.</p> <p>On February 2016, twenty six mobile courts had been operated by the Executive Magistrates at district and national level. Total BDT Tk.29, 900/= was fined from 42 persons.</p>	<p>[5]</p>
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		<p>On March 2016, sixty three mobile courts had been operated by the Executive Magistrates at district and national level. Total BDT Tk. 2, 37, 500/= was fined from 158 persons and 11 shops.</p> <p>A letter was issued to all Civil Surgeon and Deputy Commissioners of sixty four districts to operate mobile court at district level to ensure the printing of graphical health warnings on all types of tobacco packs from 19th March 2016.</p> <p>Reports on WNTD and mobile court were collected from 36 districts. For collection of rest of the reports all program officers of NTCC pursued it.</p> <p>NTCC has received 47 reports of district taskforce committee and mobile court from Civil Surgeons (CS) of 64 districts in the second quarter of 2015.</p> <p>On September 2015, sixty six mobile court had been operated by the executive magistrate at district and national level. Total Tk.16, 783/= was fined from 97 persons.</p> <p>With the support from WHO Bangladesh, NTCC taken the initiative to conduct mobile courts in all 64 districts in Bangladesh during October 2017. By these mobile courts, BDT 7,94,134/- was collected as fine from Tobacco Industries/shop owners and smokers for violation of law. They destroyed many tobacco products for not following the proper graphic health warnings in the tobacco products packets. One owner of tobacco industry were sent to prison for five months for violating law. So NTCC has communicated all civil surgeon offices of Bangladesh to ensure mobile court operation and guided them to sent report on time.</p> <p>Evaluation Process evaluation: Activities mentioned will be monitored whether they are implemented according to the schedule. Programme review meeting will be conducted at mid-term and end of the year to evaluate the strengths and weaknesses of the programme and to analyze the lessons learnt from the past to take</p>	<p>[112]</p>
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		<p>action for the future [emphasis added]. The following indicators will be used at yearly evaluations.</p> <p>Output indicators²⁸:</p> <ul style="list-style-type: none"> • Number of advocacy campaigns conducted during the year and the number of people reached. • Number and scope of health education programmes implemented during the year. • Number of schools declared “tobacco free”. • Public places designated as “tobacco free”. • Actions taken against tobacco advertisement. • Actions taken to reduce tobacco production and sale. • Number of tobacco shops licensed. • Amount of cigarettes produced during the year. • Amount of tobacco tax increased. • Training given to health care providers and school teachers. • Surveys and research conducted. • Number of tobacco cessation sites/clinics and number of people served. 	
	International recognition	<p>Enforcement: Interesting initiatives have emerged in strengthening enforcement of national legislation, which in general remains a challenging issue for a large number of Parties. One innovative approach in this area has been employed by Bangladesh, with the establishment of mobile courts to enforce national legislation, particularly advertising bans and smoke-free provisions.</p> <p>Mobile courts are a unique feature of the judicial system in Bangladesh that operate to quicken the process of dispensation of justice in non-criminal cases. Violation of tobacco control laws is one of the offences that can be tried by a mobile court.</p> <p>Enforcement drives through the mobile courts and strict punishment for the offenders shall prove detrimental to offenders and ensure implementation of the provisions under the Act.</p>	<p>[118]</p> <p>[119]</p> <p>[120]</p>
	Challenges and recommendations	<p>85 % staff know about TC law among the visited office and still now people smoke into the office area in 25 % offices. But 83 % office display No Smoking Signage. In terms of Task Force (TF) committee meeting, 67% TF members said that district TF meeting</p>	[121]

		<p>hold regularly. In terms of enforcement of tobacco control law, 85% respondents argue that mobile court conduct regularly but 57% said that they have lack of logistic support for conducting mobile court. Very interesting is that 59% TF members do not know about FCTC article 5.3, which is known as safeguard for tobacco control. Conclusions: It can be said that a noticeable change have been seen on tobacco control issues. But tobacco companies are still trying to increase their sales among the young as potential customer by different illegal promotional campaign. So that awareness building programs should be conducted, logistic support should be delivered and social pressure should be created as people can be aware of their strategy and can able to protect it. So, government should take initiative immediately to implement the graphic health warning on all tobacco products to protect people as well as society.</p> <p>Knowledge regarding NTCL Majority (89.6%) of the respondents were aware of existing National Tobacco Control Law. But one third (33.0%) of the respondents did not have any details idea on NTCL. Those having idea on NTCL, half of them knew by personal efforts, the rest (46.1%) by departmental training (46.1%). A highest majority of the respondents (97.5%) could not state correctly the year of passing NTCL. Finally, it was observed that there was lack of knowledge among police personnel regarding various rules and clauses of NTCL.</p> <p>Attitude towards NTCL Most of the respondents (98.6%) showed positive attitude regarding rationality of prohibition of smoking in public places and public transports. Again most of the respondents (95.0%) agreed that there should not be any advertisement of tobacco products in cinema hall, radio and television channel.</p>	<p>[122]</p> <p>[122]</p> <p>[122]</p>
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		<p>Most of the respondents (97.1%) think that orientation or training program on tobacco control law should be arranged for police personnel.</p> <p>This study revealed that maximum (394, 89.6%) respondents were aware of existing NTCL, while one third (145, 33.0%) of the respondents did not have any idea about NTCL. More than half of the respondents (155, 52.5%) knew about NTCL by personal efforts, 136(46.1%) from departmental training and 4(1.4%) knew from print and electronic media. Majority of the respondents (429, 97.5%) could not state the year of passing NTCL correctly.</p> <p>In terms of knowledge regarding advertisement of tobacco products, it was observed that more than half of the respondents (245, 55.7%) did not know whether advertisement of tobacco products was prohibited or not. Only 3(0.7%) respondents stated correctly the fine for advertisement of tobacco products and 2(0.5%) respondents stated correctly the duration of imprisonment for advertisement of tobacco products.</p> <p>In this study more than two third (303, 68.9%) respondents knew that not using warnings on the packet of tobacco products is punishable and almost half (217, 49.3%) of the respondents did not know the punishment for this. Nobody stated correctly the amount of fine for not using warning sign in the packet of tobacco products. Only 2 (0.5%) respondents sated correctly the duration of imprisonment for not using warnings on the packet of tobacco products.</p> <p>Nearly three fourth of the respondents (317, 72.1%) were not aware of amendment of NTCL. More than one fifth (98, 22.3%) knew regarding the amendment of NTCL. Some (25, 5.7%) respondents stated wrongly that there was no amendment of the NTCL.</p>	<p>[122]</p> <p>[122]</p> <p>[122]</p> <p>[122]</p>
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		<p>Most of the respondents (418, 95.0%) agreed that there should not be any advertisement of tobacco products in cinema hall, radio and television channel. Most of the respondents (414, 94.1%) disagreed on the un-necessity of health warnings on the body of the packet of cigarette. They were also against the removal of pictorial warnings on the packet of cigarette.</p> <p>All of the respondents were asked whether the orientation or training program on tobacco control law was necessary for the police personnel or not. Regarding this most of the respondents (427, 97.1%) thought that orientation or training program on tobacco control law should be arranged for police personnel.</p> <p>Regarding designation of authorized officers 65(41.4%) respondents mentioned drug control officer as authorized officer, 61(38.9%) as magistrate, 18(11.5%) as administrator, 12(7.7%) as tobacco control officer and only 1(0.6%) mentioned Upazila Health Family Planning Officer (UHFPO) as authorized officer. In the national tobacco control law “Authorized officer” means Upazila Nirbahi Officer or UHFPO or any equivalent or superior officer of the Directorate of Health and shall include any or all officers empowered by different laws, or empowered by the Government, by notification in the Official Gazette to carry out the concern duties.</p> <p>A particularly attractive feature of this model for LMICs is the low operational cost of taskforce functioning. This relates partly to the fact that taskforces operate within the existing administrative system, simply drawing together stakeholders to co-ordinate and enhance their collective output.</p> <p>This can thereby provide a sustainable mechanism for local tobacco control. On the issue of sustainability, the low operational costs are</p>	<p>[122]</p> <p>[122]</p> <p>[122]</p> <p>[110]</p>
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		<p>important, although interviewees did suggest that additional resources would be necessary in order to intensify activities, particularly public awareness-raising. This need could potentially be met if the NTCC is successful in establishing a mechanism for sustainable tobacco control funding, for example The National Board of Revenue introduced 1% health tax on cigarettes in the national budget of 2014—2015. A percentage of this fund could be allocated to the strengthening of the capacity of taskforces [25]. Granting district taskforces the power to use revenues from local tobacco law violation fines is another option</p> <p>A strong and unifying theme across all ten districts was the need for taskforces to develop and improve, even those that were relatively longer established and functioning. In districts where taskforces were functioning relatively well, interviewees wanted them to augment their co-ordination functions and expand activities already underway. ‘Co-ordination among the committee members should be increased.’ (Member, District 4).</p> <p>‘More mobile courts should be conducted and exemplary punishment should be given to the violators.’ (Non-member, District 9) In districts where taskforces were said to be weak, interviewees emphasised the need to establish basic operations: meeting regularly, ensuring member attendance and planning more co-ordinated core activities such as mobile courts and awareness campaigns.</p> <p>‘[Taskforces are] indeed a very effective step to reduce the tobacco burden but taskforce needs to implement the activities efficiently as directed in the notification.’ (Member, District 1) A frequently cited recommendation was for the national authorities to monitor the taskforces. It was believed that this would address current deficiencies and develop stronger local delivery in districts that were not yet functioning well.</p>	<p>[110]</p>
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		<p>‘A reporting system can be established to ensure regular meeting.’ (Member, District 6) ‘Ensure taskforce accountability to NTCC.’ (Member, District 2)</p> <p>In the less developed taskforce districts, interviewees also highlighted a need to increase and diversify taskforce membership to enable effective functioning.</p>	
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Achieving a Tobacco-Free Bangladesh by 2040: A Qualitative Analysis of the Tobacco Advertising Environment and Prohibitions in Bangladesh

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3 1 **Achieving a Tobacco-Free Bangladesh by 2040: A Qualitative Analysis of the Tobacco**
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10 4 **ABSTRACT**
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12 5 **Objectives** This paper explores the Bangladeshi tobacco advertising, promotion, and
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14 6 sponsorship (TAPS) legislative environment, to highlight any potential policy loopholes, and
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16 7 to facilitate the identification of additional provisions for inclusion. The study also aimed to
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18 8 identify valuable lessons applicable to other low- and middle-income countries (LMICs).
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20 9 **Methods** We conducted a qualitative health policy analysis using the health policy triangle
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22 10 model to frame the collection and extraction of publicly available information from academic
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24 11 literature search engines, news media databases, and websites of national and international
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26 12 organisations, published up until December 2020. We coded and analysed textual data using
27
28 13 the thematic framework approach to identify themes, relationships, and connections.
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31 14 **Results** Four themes underpin the Bangladesh legislative environment on TAPS: 1) engaging
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33 15 international actor interest in TAPS policies, 2) the incremental approach to TAPS
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35 16 policymaking, 3) time-sensitive TAPS monitoring data, and 4) innovative TAPS monitoring
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37 17 and policy enforcement system. The findings highlight the role of international actors (such as
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39 18 multinational organisations and donors), tobacco control advocates and the tobacco industry in
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41 19 the policy making process and the competing agendas they bring. We also outline the
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43 20 chronology of TAPS policymaking in Bangladesh and the existing loopholes and policy
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45 21 changes over time. Lastly, we describe the innovative approaches to TAPS monitoring and
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47 22 policy enforcement in Bangladesh to combat the tobacco industry marketing strategies.
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50 23 **Conclusion** This study highlights the role of tobacco control advocates as crucial in TAPS
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52 24 policymaking, monitoring and enforcement in LMICs, and identifies good practices for the
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54 25 sustainability of tobacco control programs. However, it also points out that tobacco industry
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3 1 interference coupled with increasing pressure on advocates and legislators, may block progress
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5 2 in tobacco endgame approaches.
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10 4 **Keywords:** Bangladesh, tobacco advertising promotion and sponsorship, policy analysis,
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12 5 low- and middle-income countries
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9 **Strengths and limitations of this study**

- 10 • We used the Health Policy Triangle (HPT), a conceptual framework specifically
11 designed for the analysis of health sector policies in low- and middle-income countries,
12 such as Bangladesh.
- 13 • We enhanced the HPT approach with the addition of a thematic framework analysis to
14 uncover the challenges within each component of the HPT model and to provide a
15 deeper understanding of the policy making process.
- 16 • Our study is limited due to the reliance on publicly available data and documents, and
17 the exclusion of non-English language resources.
- 18 • Future research could include additional data, such as interviews with the identified
19 policy actor groups, and multilingual resources.

20 **INTRODUCTION**

21
22 The complete ban on tobacco advertising, promotion, and sponsorship (TAPS) is one of the
23 requirements of the WHO Convention on Tobacco Control [FCTC],[1] a global treaty which
24 covers more than ninety percent of the whole population.[2] Bangladesh is one of the first
25 countries to have signed and then ratified the treaty, in 2003 and 2004 respectively.

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5 2 Twelve years later, at the “South Asian Speakers Summit to Achieve the Sustainable
6 3 Development Goals (SDGs)” in 2016, the Prime Minister of Bangladesh declared[3] the
7 4 country would be tobacco-free by 2040. Nevertheless, tobacco use remains high in Bangladesh.
8 5 Thirty five percent of the adult population (46% among males and 25% among females in
9 6 2017) consumes tobacco, with most of them (20.6% overall, 16.2% among males and 24.8%
10 7 among females in 2017) in smokeless form (e.g. betel quid with tobacco, gul, sada pata,
11 8 khoinee).[4,5] This data places Bangladesh in second place for country-level tobacco use in the
12 9 South East Asia Region, preceded only by Myanmar[6] and in third position for smokeless
13 10 tobacco use, following Myanmar and India.[7]
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12 The Prime Minister’s speech prioritised the effective implementation of the national tobacco
13 control law (Act for the Amendment of Smoking and Using of Tobacco Products Control, 2013
14 and the Smoking and Tobacco Products Usage Control Rule, 2015),[8,9] and whether it was
15 necessary to improve the law to meet the WHO FCTC standards.[3] While TAPS was not
16 explicitly mentioned, notable measures have been introduced in this regard including: a 2013
17 amendment[8] of TAPS related provisions in the Smoking and Tobacco Products Usage
18 (Control) Act of 2005,[10] introduction of additional amendments, such as displaying health
19 warnings during tobacco use depictions in movies, as part of the Tobacco Usage Rule in
20 2015,[9] and the introduction of a TAPS ban enforcement mechanism (e.g. mobile courts).[11]
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22 Due to the relatively recent policy developments and delays in collected tobacco use data, the
23 WHO international surveys, including the most recent Global Youth and Adult Tobacco
24 Surveys conducted in Bangladesh (2013 and 2017 respectively)[4,12] do not reflect the
25 potential impact of the above policy measures on smoking prevalence. The Global Youth

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3 1 Tobacco Survey[12] highlights that no significant reduction occurred in youth exposure to
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5 2 TAPS between the 2009 and 2013 survey rounds. For the adult population,[4] the report states
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7 3 that between 2009 and 2017, while the exposure to any cigarette related advertisements
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9 4 decreased from 48.7% to 39.6% respectively, it increased for bidi (from 29.8% to 36.5%) and
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11 5 smokeless tobacco (from 16.5% to 24.4%) advertisements.
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17 7 To achieve the Prime Minister's goal of a tobacco-free Bangladesh by 2040,[3] a
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19 8 comprehensive ban on TAPS to the standard of the WHO FCTC Article 13 (*Tobacco*
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21 9 *advertising, promotion and sponsorship*)[1] is required. Under this Article, Bangladesh must
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23 10 meet six obligations: to prohibit deceptive promotion of tobacco products, to comprehensively
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25 11 ban TAPS in all media, to put health warnings on all TAPS, to prohibit tobacco sponsorship of
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27 12 international events and/or the participation therein, to restrict direct or indirect incentives
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29 13 encouraging tobacco product purchase, and, in case of a non-comprehensive ban adoption, to
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31 14 disclose tobacco industry expenditure on any TAPS not yet prohibited to governmental
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33 15 authorities. Given the crucial role TAPS bans play in reducing tobacco use, it is important to
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35 16 develop a holistic perspective on the current TAPS legislative environment in Bangladesh, as
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37 17 well as to identify the policy priorities remaining to be addressed.
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45 19 The aim of our study was to examine the TAPS legislative environment in Bangladesh, to
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47 20 highlight any potential loopholes and to facilitate the identification of additional provisions for
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49 21 inclusion. The study also aimed to identify valuable lessons for application in other low- and
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51 22 middle-income countries (LMICs). For this purpose, we formulated three research questions:
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53 23 What is the context surrounding the current TAPS policy in Bangladesh? Which circumstances
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55 24 led to the development of the current legislative text? Finally, what is the involvement of the
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3 1 different actors, including policymakers, industry, and advocates, in developing and
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11 12 5 **METHODS**

13 14 6 **Study design, data collection and analysis**

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17 7 Drawing upon the health policy analysis literature,[13,14] we used the health policy triangle
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19 8 (HPT) model,[15] as a guiding conceptual framework to answer our research questions, and
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21 9 the READ technique (Readying the materials, Extracting data, Analysing data and Distilling
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23 10 findings)[16] to increase the study procedure rigor.
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28 12 The HPT model is specifically designed for the analysis of health sector policies in LMICs,[15]
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30 13 and has already been employed in various health policy areas,[17,18] including tobacco
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32 14 control.[19] The HPT investigates the contextual factors that influence the policy, the processes
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34 15 by which the policy was initiated, formulated, developed, implemented, and enforced, the
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36 16 content of the health policy and finally, the actors involved in the policy making and
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38 17 implementation.[20] The READ technique facilitates the collection of relevant documents and
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40 18 eliciting information.[16]
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47 20 We searched for information in academic literature search engines (PubMed, Embase, Scopus,
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49 21 Science Direct and Web of Science), news media databases (Nexis and ProQuest), websites
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51 22 containing tobacco control policy documents for Bangladesh (e.g. Campaign for Tobacco Free
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53 23 Kinds-Tobacco Control Laws), websites of key transnational tobacco industries operating
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55 24 domestically (e.g. British American Tobacco Bangladesh -BATB), websites of national or
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57 25 transnational organizations or coalitions focused on tobacco control (e.g. Work for a Better
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1 Bangladesh-WBB, WHO, Bangladesh's Anti-Tobacco Alliance-BATA) (see detailed list in
2 online Supplementary File 1). We also extracted references in all the acquired documents
3 (snowballing) and used identified key information items (e.g. specific legislation) to find
4 additional information (pearl growing).[21] To identify the literature, we used the combination
5 of the keywords "Bangladesh" and "tobacco advertising" (or "tobacco marketing" or "tobacco
6 promotion"). We used the same keyword combinations within the documents to confirm their
7 relevance to the study research questions. The study data collection timeframe was November-
8 December of 2020, and no retrospective chronological limit was set.

9
10 Although the HPT model is an effective tool in identifying relevant data, it leads to results that
11 are overly descriptive and do not provide a deep understanding of policy making processes.[18]
12 As we were aiming for a critical approach to uncover the challenges within each component of
13 the HPT model (context, policy process and content, actors), we also employed the thematic
14 framework approach.[22] This enabled us to identify commonalities or differences within the
15 investigated policy data and to draw descriptive and/or exploratory relationships clustered
16 around themes.[22] The defining feature of the thematic framework approach is the "matrix"
17 output, a spreadsheet that summarizes data by codes and analysed units. This allows
18 comparison and contrasting of themes from a variety of the views expressed from the data
19 sources, connected both within the individual source and across all analysed sources.

20
21 We started the analytical procedure[22] with data familiarisation and then we applied a
22 descriptive label (a "code") to text passages with thematic relevance to the HPT's model
23 concepts and the research questions. We particularly focused on how the TAPS environment
24 is formulated (e.g. advertising activities, exposure, existing policies), what factors had

1 supported or obscured the adoption of a TAPS policy in Bangladesh, and how these had
2 influenced the adopted legislative text. All data was coded using NVivo 12.0 software.

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10 After coding forty per cent of the collected documents to ensure that we would cover the most
11 important aspects described within the total volume of the documents, we grouped together
12 similar codes into categories. This formed a “working analytical framework”, [22] which we
13 applied to the rest of documents (“indexing”), while iteratively expanding and amending until
14 reaching the final format (“framework index”) (see Table 1). Following this, we “charted” the
15 data on a spreadsheet (summary of data per category from each document) and generated a
16 “framework matrix” (see online Supplementary File 2). The final stage involved the “data
17 interpretation”, where we mapped connections across the categories and explored any
18 relationships (as clustered around “sub-themes” and “themes”).

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1 **Table 1:** Framework index for the tobacco advertising, promotion, and sponsorship policy in Bangladesh

Themes	Definition	Sub-themes	Categories
Engaging international actor interest	International actors entered Bangladesh TAPS policymaking arena via identified opportunities	Technical assistance	<ul style="list-style-type: none"> ➤ Contributions to TAPS policy making ➤ Facilitation to policy implementation and enforcement ➤ Identification of funding sources
		Capacity building and sustainability	<ul style="list-style-type: none"> ➤ Grant schemes ➤ Funding relationships with international and local organisations
		Corporate political activities	<ul style="list-style-type: none"> ➤ First interference and marketing activities ➤ Aligning with political situation ➤ Current criticism and advocacy for inclusion
Incremental approach to TAPS policymaking	Actor engagement led to incremental TAPS policy changes due to identified loopholes	First TAPS legislation and actor engagement	<ul style="list-style-type: none"> ➤ Early tobacco industry's policy infiltration ➤ Voyage of Discovery marketing campaign and advocacy response ➤ Act of 2005: industry and policy content ➤ Policy loopholes and advocacy ➤ Industry's policy response
		Policy loopholes and amendments after WHO FCTC adoption	<ul style="list-style-type: none"> ➤ Rules of 2006: content and identified loopholes ➤ Gazette of 2013: content and identified loopholes ➤ Tobacco industry's interference ➤ Rules of 2015: content
		Late policy developments	<ul style="list-style-type: none"> ➤ National tobacco control policy draft ➤ Stakeholders' response to the drafted measures ➤ Government's measures against pandemic: industry's and advocates' response
Time-sensitive TAPS monitoring data	High frequency documentation of tobacco industry marketing practices providing time sensitive information	Documentation of marketing practices	<ul style="list-style-type: none"> ➤ Smokeless tobacco products ➤ Cigarette packages ➤ Point-of-Sale ➤ Cultural activities ➤ Market segmentation (students and women) ➤ Corporate social responsibility activities ➤ Other practices ➤ TAPS exposure data

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Innovative TAPS monitoring and policy enforcement system	An approach involving a vigilance system with a mobile enforcement system	Multi-stakeholder taskforces & mobile courts	<ul style="list-style-type: none"> ➤ Multi-stakeholder approach for TAPS monitoring ➤ Mobile courts for legislation enforcement ➤ Indicators for TAP ban implementation ➤ Challenges and recommendations
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For peer review only

1 **Patient and public involvement**

2 No patients or members of the general public were involved in the design, or conduct, or
3 reporting, or dissemination plans of the research.

6 **RESULTS**

7 The aim of our study was to examine the TAPS legislative environment in Bangladesh, to
8 highlight any potential loopholes and to facilitate the identification of additional provisions for
9 inclusion. For this reason, we explored the context surrounding the current TAPS policy in
10 Bangladesh, the circumstances which led to the development of the current legislative text, as
11 well as the involvement of the different actors in developing and monitoring legislation. By
12 using the thematic framework, we found that four themes underpin the Bangladesh's legislative
13 environment on TAPS: 1) engaging international actor interest, 2) incremental approach to
14 TAPS policymaking, 3) time-sensitive TAPS monitoring data, and 4) innovative TAPS
15 monitoring and policy enforcement system (see Table 1).

17 **Engaging international actor interest**

18 The TAPS policymaking processes in Bangladesh engaged international actors, such as
19 multinational organisations, key donors, and transnational corporations, who entered the
20 policymaking arena through local government, tobacco control advocates, and businesses.[23]
21 Actor engagement opportunities were via providing technical assistance, addressing funding
22 needs and deploying corporate social responsibility (CSR) activities. These opportunities
23 reflect international actor agendas to either progress, or obfuscate, the implementation of TAPS
24 legislation in Bangladesh.

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3 1 For example, Bangladeshi policymakers have acknowledged and appreciated the contributions
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5 2 received from the WHO and the Bloomberg Initiative (BI),[24] and have engaged with both
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7 3 groups as official governmental partners.[25] Namely, the WHO has provided technical
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9 4 assistance, such as contributing to drafting the national tobacco control law of 2005 and its
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11 5 amendment in 2013, and assistance with policy implementation and enforcement
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13 6 direction).[26] The WHO has also facilitated governmental officials in approaching
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15 7 international donors for tobacco control program funding.[27] The BI responded to this call
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17 8 and secured program capacity building and sustainability[28,29] by supplementing the
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19 9 implementation infrastructure via a grant.[30] The BI also maintains funding relationships with
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21 10 several international and local tobacco control organisations (Campaign for Tobacco-Free Kids
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23 11 [CTFK], The Union, Work for a Better Bangladesh Trust [WBB], and Knowledge for Progress
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25 12 [PROGGA]) which contribute to exposing tobacco industry interference tactics in
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27 13 Bangladesh[25] through very low budget but effective advocacy.[31]
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35 15 On the other side, the transnational tobacco companies, primarily market leader British
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37 16 American Tobacco Bangladesh [BATB], have employed CSR activities to infiltrate the policy
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39 17 arena. In the early 2000s, the tobacco industry in Bangladesh was increasingly under public
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41 18 pressure from tobacco advocacy organisations due to its marketing activities[32] and the anti-
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43 19 tobacco stance of the news media.[31] As a response, the tobacco industry started promoting
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45 20 itself as a responsible company[31] by deploying CSR activities which were aligned with the
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47 21 governmental policy agenda,[32] namely around climate change, community development, and
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49 22 harm reduction via product development.[32] The industry also uses its CSR reports and related
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51 23 websites[33] to criticise TAPS policies (specifically the one preventing the industry from
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53 24 donating or using its brands in CSR activities), and to advocate for involvement in
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55 25 policymaking processes.[33]
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2 **Incremental approach to TAPS policymaking**

3 Inevitably, these competing agendas led to lobbying engagement within the TAPS policy arena.

4 As a consequence of this engagement, TAPS legislation loopholes have been highlighted and
5 the Bangladeshi government has attempted to address this with incremental policy changes.

6 This engagement activity and policy incrementalism are chronologically detailed below.

7

8 The tobacco industry entered the policy arena as early as 1990, when the first TAPS media ban
9 was introduced but never enacted due to industry claims the media would suffer income
10 loss.[32,34] However, when a BAT's campaign (Voyage of Discovery, 1999) was introduced
11 in Bangladesh, followed by billboard, newspaper and TV advertisements promoting the
12 initiative,[31,35] tobacco control advocates responded by forming the Bangladesh Anti-
13 Tobacco Alliance (BATA).[36] BATA litigated against the government on the grounds that
14 BAT's campaign was a contravention of the government's obligation to uphold the right to
15 life,[37] which then forced the revision of tobacco control laws.[31,32,38]

16

17 The tobacco industry was consulted, via the Bangladesh Cigarette Manufacturers'
18 Association,[32] for the development of the "Smoking and Tobacco Products Usage (Control)
19 Act 2005",[10] following the WHO FCTC enactment that same year.[39] This legislation
20 defined tobacco products, the extent of the TAPS ban coverage, and the fines for any violations
21 (see details in Table 2). According to tobacco control advocates,[29,40–44] the legislation
22 included loopholes, such as the non-inclusion of provisions related to: chewing products, CSR
23 activities, advertising and promotion at point-of-sale (PoS), misleading descriptors (e.g.
24 "light", "blue"), or items resembling tobacco products. After the policy implementation, the
25 tobacco industry removed most of its advertisements from billboards, TV and newspapers,[45]

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1 but started advertising at PoS and by producing flyers/posters without specifying the company
2 or brand.[45–47] The tobacco control organisations highlighted these loopholes and started
3 advocating for policy amendments.[48]
4

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1 **Table 2:** Tobacco advertising, promotion, and sponsorship legislation progression at national and state level in Bangladesh and legislative
 2 loopholes identified.

Year	Legislation	Definitions	TAPS ban related key-points	Sanctions	Gaps identified
2005	Act No. XI of 2005 or “Smoking and Tobacco Products Usage (Control) Act 2005”	<u>Tobacco product:</u> Any product made from tobacco which can be inhaled through smoking, and also includes bidi, cigarette, cheroot, cigar and mixture used by pipe	Ban coverage: tobacco ads display in cinema halls, public and private radio and television stations, printed & electronic media, depiction of tobacco ads on films or videos, billboards, distribution of leaflets, sponsorship of events and individuals, promotional activities (free product distribution, awards, stipends, scholarships) vending machines	BDT 1,000 or imprisonment up to three months or both	<u>Definition does not include:</u> smokeless tobacco. <u>Ban coverage does not include:</u> Corporate Social Responsibility (CSR) activities, advertisements & promotions at PoS, use of misleading descriptors (e.g. “light”), manufacturing items resembling tobacco products.
2006	The Smoking and Using of Tobacco Product (Control) Rules	(None stated)	Ban of direct and indirect exhibition of tobacco products at PoS <u>Exception:</u> Distribution and supply of leaflets, handbill, or any document	(None stated)	Absence of bans related to smoking depiction in plays and movies, gifting items, and marketing through brand name, logo or colours
2013	Gazette of 2013 or “Act for the Amendment of Smoking And Tobacco Products Usage (Control), 2005”	<u>Tobacco product:</u> Any product made from tobacco, its leaves or its extract which can be sucked or chewed, or inhaled through smoking, and also includes bidi, cigarette, cheroot, granulated, pug cats, snuff, chewing tobacco, cigar and mixture used in pipe	Ban coverage: (everything included in 2005 legislation, plus) depiction of tobacco use on local and international movies, TV programs, radio, internet, or any other public media, products’ resemblance with the cover, packet or box of a tobacco product, display of tobacco products’ advertisement at PoS in any way, using tobacco company name, sign, trademark, symbol against sponsoring corporate social responsibility programs, use of brand elements (e.g. light, mild) Formation of National Tobacco Control Cell, under the Ministry of Health and Family Planning, for the proper implementation of the Act, observation of	BDT 100,000 or imprisonment up to three months or both If he contravenes the provisions more than once, every time the amount of fine or punishment	Absence of code of conduct for interactions with tobacco industry and no protection of policy making from tobacco industry interference. Tobacco product display at PoS is a form of tobacco advertisement, but the legislation should explicitly ban it greater clarity.

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	<p><u>Tobacco advertisement:</u> Means conducting any kind of commercial programs for encouraging the direct or indirect usage of tobacco or tobacco products</p>	<p>the tobacco control activities, research and completion of other relevant activities.</p> <p><u>Exception:</u> Depiction on movies with the necessity of plot (however, scene should be accompanied with a health warning message displayed on the screen)</p>	<p>shall be doubled</p>
<p>2015 Gazette 2015 or “Smoking and Tobacco Products Usage (Control) Rule 2015”</p>	<p>(None stated)</p>	<p>A health warning shall be displayed in the middle of the screen covering at least one-fifth of the screen, in white letters against a black background, in Bengali with the following words "Smoking/consuming tobacco causes death", and the health warning shall be continuously displayed as long as the scene continues.</p> <p>In case of telecasting, after the first advertisement break i.e. before starting the scene and also before the second advertisement break i.e. after the completion of the scene, a health warning shall be displayed in full-screen for at least 10 (ten) seconds in white letters against a black background, in Bengali with the following words "Smoking/consuming tobacco causes death".</p> <p>In case of a movie showed in a cinema hall which has scenes of tobacco consumption, a health warning shall be displayed before starting the movie, before and after the break and after completion of the movie, the health warning shall be displayed in fullscreen for at least 20 (twenty) seconds in Bengali with the following words "Smoking/consuming tobacco causes death."</p>	<p>(None stated) (None stated)</p>

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3 1 The following year, the government enacted the “Smoking and Using of Tobacco Products
4
5 2 (Control) Rules, 2006”[49] which only included a ban of direct and indirect exhibition of
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7 3 tobacco products at PoS. Tobacco advocates suggested further bans (e.g. on smoking depictions
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9 4 in plays and movies, tobacco branded gifted items, and marketing through the use of brand
10
11 5 name, logo and colours),[50–52] which were not addressed until the following legislation, the
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13 6 Gazette of 2013 (“Amendment of Smoking and Tobacco Products Usage (Control) Act,
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15 7 2005”).[8]
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24 9 Despite the tobacco industry’s opposition[53] which led to a four year enactment delay,[54,55]
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26 10 the adopted 2013 Gazette included smokeless tobacco products, defined “tobacco advertising”
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28 11 as per the WHO FCTC (see Table 2), and banned the promotion of the CSR activities,
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30 12 misleading descriptors, and marketing at PoS.[56] Once again, new loopholes were identified
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32 13 by tobacco control advocates, such as the absence of provisions that would protect
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34 14 policymaking from industry interference,[25,57] and the lack of an explicit ban on tobacco
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36 15 product displays at PoS.[57,58] The following Ministry of Health’s “Smoking and Tobacco
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38 16 Products Usage (Control) Rule, 2015”[9] did not address these gaps either, but it provided
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40 17 additional details about displaying health warnings during tobacco depictions in movies (see
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42 18 details in Table 2). A provision though not enforced.[59]
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20 Two more events occurred after the adoption of the 2015 Rule. Initially, in 2019, a new national
21 tobacco control policy was drafted[60] with the aim to include all electronic (non-)nicotine
22 delivery systems and devices under the “tobacco products” definition. The Bangladesh
23 Cigarette Manufacturers’ Association questioned[61] the measures proposed, while tobacco
24 control advocates and the World Bank suggested[61,62] further measures (e.g. disclosure of
25 marketing expenditures and funds given as philanthropical or political contributions, and a ban

1 on internet sales and tobacco industry sponsorship publicity). As of this writing, the legislation
2 has not been adopted. The following year (2020), during the initial outbreak of the COVID-19
3 pandemic, the Bangladeshi government decided to stop the production, supply, marketing, and
4 sale of all tobacco products as part of the nationwide shutdown. In response to these measures,
5 the tobacco industry sent letters to the Ministry of Industry[61,63,64] and managed to acquire
6 special permission to continue their activities. Tobacco control advocates protested and
7 requested that the Ministry resist this shutdown measures.[64–66] However, the request was
8 rejected on the grounds that tobacco products are an essential product (Essential Commodity
9 Act 1956) and over fears of the impact of an economic recession.[65]

10

11 **Time-sensitive TAPS monitoring data**

12 The tobacco industry is actively advertising in Bangladesh, however local tobacco control
13 advocates monitor and publish evidence of these activities (see an extensive but not exhaustive
14 list of identified practices' examples in Table 3). The magnitude of these documented tobacco
15 industry marketing practices demonstrates that the industry does not comply with the local
16 TAPS legislation.

17

1 **Table 3:** An extensive but not exhaustive list of the documented advertising practices deployed in Bangladesh.

Advertisement types	Examples of practices
Smokeless tobacco products	<ul style="list-style-type: none"> • Use of flavour • Low pricing • Packages bearing headshots of people (men dressed in western-style business wear or in traditional dress, women in bridal veils or other non-western attire, children and infants with similar to men dress wear) • Free tokens (that can be exchanged with cash) for each bidi package bought annually.
Cigarette packages	<ul style="list-style-type: none"> • Use of English (e.g. English brand name or English textual communication or both) • Use of alternative than the legislative banned descriptors (e.g. “light”, “mild”, “ultra”, etc.), such as coloured (e.g. “blue”, “gold”) or taste (e.g. “soft”, “smooth”) related descriptors. • Free tokens (that can be exchanged with cash) for each cigarette package bought annually. • Rewards for returning empty packets
Point-of-Sale (PoS)	<ul style="list-style-type: none"> • Tobacco advertisements (e.g. posters, signs), promotions (e.g. discounts, free gifting), product display (e.g. in shelves, on a tray, power wall) • Stores’ decoration in colours matching particular cigarettes packs of foreign tobacco companies • Stores located around bus stands, near bazaars, hospitals or clinics, entertainment centers and educational institutions. • Around schools, point-of-sale deploy practices directed to youth (e.g. signages advertising tobacco flavours, free tobacco give away, free promotional gifts, displayed tobacco products next to candy, sweets or toys, or displayed at the eye level of the children) • Tobacco industry’s representatives visits for providing advertising materials (e.g. free samples, cash money), brand stretching and/or sharing items (e.g. T-shirts with brand names and colours, Union Jack flags) or incentives (e.g. discounts on bulk procurement, organised picnics and tours, easy payment methods, prizes or additional opportunities when meeting sales targets, financial support for decoration purposes) • Industry provides misleading information about the law and encourages PoS owners to use different promotional practices • Industry lends money to the vendors who violated the law, for paying the fines • Industry initiated a toll-free call center for providing services (number posted at stores with a brand logo)
Cultural activities	<ul style="list-style-type: none"> • Concert contests and culture related camps (e.g. Star Search and Art Camps by British American Tobacco Bangladesh -BATB, “Road to Rock Nation” and “Rock City” by Philip Morris International) • Sponsorship of sports events (e.g. Asia Cup football competition by BATB) • Use of celebrities as brand ambassadors (e.g. singer Tahsan Khan by Japan Tobacco International) • Display and sale of tobacco brands together with free gifting during the events

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<p>Market segmentation (students and women)</p>	<ul style="list-style-type: none"> • Studentships and school programs’ funding • Recruitment of Campus Ambassadors for accessing university students • Distribution of cigarettes with gift items (e.g. lighters, bags, caps) with brand logos at campuses • Fly-posters at universities with slogans such as “smoking makes you smarter and more manly” • Establishment of e-cigarette shops nearby universities and selling products directly or via online shopping system • Direct promotions via an invitation-only student festivals (e.g. promotional agents collect students’ contact information at different stores and later send invitations for the festival) • Tobacco advertisements addressed to women students • “Battle of Minds” campaign targeting university students every year • Public awareness campaigns focused on school education or environmental issues • Job fairs at private universities • Concert and cultural events at universities • Tobacco promotion via Facebook pages
<p>Corporate social responsibility (CSR)</p>	<ul style="list-style-type: none"> • Climate and environmental conservation activities (e.g. afforestation programs, clean water initiatives, solar home system instalments) • Promotion of women empowerment and industry’s won gender equality awards • Rebranding (e.g. BAT’s “A Better Tomorrow”) • Promotion of harm reduction initiatives (e.g. development of alternative tobacco products) • Incentives for farmers (e.g. in a form of cash or in kind like seeds and equipment) • Funding health related non-governmental organisations through the Foundation for Smoke Free World (e.g. BRAC-Bangladesh)
<p>CSR activities related to COVID-19 pandemic</p>	<ul style="list-style-type: none"> • Donation of personal protection equipment to Central Medical Stores Depot • Donation to the Bangladesh Labour Welfare Foundation and promotion on the media • Promotion of tobacco industry’s activities against the pandemic (e.g. efforts for developing vaccine derived from tobacco leaves, home delivery of vaping products as part of the “stay at home” advice)
<p>Other activities</p>	<ul style="list-style-type: none"> • Declaration of expenses on promotion (the legislation prohibits this kind of activity) • Tobacco advertisements on hospital websites • Creation of products (e.g. electronic gadgets like computer speakers, or boxes, trays and youth clothes) resembling tobacco packets • Display of mini billboards behind bicycles • Production of music videos that include brand advertisements

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3 1 The magnitude and the frequency of industry marketing practices documentation is valuable,
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5 2 as it provides timely sensitive information. For example, a national TAPS monitoring
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7 3 survey[67] was conducted by tobacco control organisations between June and August of 2020,
8
9 4 as a response to the tobacco advertising practices taking place during the SARS-CoV-2
10
11 5 infection pandemic. Such an information would not be captured by the WHO's global
12
13 6 standardised tobacco surveys, as these are not time-sensitive in documenting marketing
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15 7 practices adjusted to specific circumstances (e.g. SARS-CoV-2 infection pandemic).
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9 **Innovative TAPS monitoring and policy enforcement system**

23
24 10 The collection of TAPS evidence data is attributed to the Bangladesh's TAPS monitoring and
25
26 11 enforcement system. To achieve a comprehensive ban on all forms of TAPS, the Bangladeshi
27
28 12 government has established a unique approach, which includes a multi-stakeholder taskforce
29
30 13 (vigilance) system and mobile courts as key enforcement tools.[68,69] The vigilance system,
31
32 14 each district and sub-district has its own, consists of expert groups (e.g. health professionals,
33
34 15 lawyers, media) working closely with civil society or tobacco control organisations – who
35
36 16 report any violations – and the public authorities (e.g. health and police departments) – who
37
38 17 enforce tobacco control policy in their local communities. The outcome of this collaboration is
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40 18 the creation of a very low-cost, yet tailored to local needs, system with the ability to address
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42 19 any TAPS related violations in a timely and public manner.[69]
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21 The taskforce system is also supported by mobile courts which conduct random inspections, or
22 they are dispatched when authorities receive report of a violation. Their tasks include: try
23 offences at the scene,[68,70] impose penalties,[71] and destroy any illegal advertisements,[69]
24 specifically those related to tobacco advertising displayed at PoS.[68,72] Since 2005, more
25 than a thousand mobile courts have been conducted,[45] with all enforcement activities (e.g.

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3 1 number and types of TAPS removed, fines distributed, reports received from the district
4
5 2 taskforce committees) being publicly posted on a regular basis on the National Tobacco Control
6
7 3 Cell website.[26] The annual number of these enforcement activities is then used as an indicator
8
9 4 of the national TAPS ban implementation.[27,73] This judicial system has been acknowledged
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11 5 at the WHO FCTC Conference of the Parties (FCTC/COP/6/5)[11] as a unique approach for
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13 6 the enforcement of national advertising ban legislation. Additionally, the WHO has
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15 7 characterised[4] the mobile courts' strict penalties as an effective deterrent to offenders,
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17 8 ensuring the implementation of the TAPS related provisions in Bangladesh.
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24 10 Some administrative issues remain to be addressed. Members of the taskforce committee have
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26 11 highlighted[74] the lack of logistic support for conducting the mobile courts, while police
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28 12 personnel have acknowledged[75] having limited education on the existing TAPS bans and
29
30 13 what sanctions follow violations. Lastly, some critics have requested[76] the government
31
32 14 provide a more sustainable enforcement mechanism by reducing the operational costs of the
33
34 15 taskforces. Three solutions have been proposed: a) introducing a one percent health tax on
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36 16 cigarettes, which could be allocated to the taskforces b) allowing the district taskforces to use
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38 17 revenue collected from the local law violation fines, and c) expanding the activities of
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40 18 taskforces by increasing the number of the mobile courts conducted and the fines issued.[76]
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49 21 **DISCUSSION**

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51 22 This case study scrutinised the main characteristics and processes underpinning Bangladesh's
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53 23 legislative environment on TAPS: engagement of international actor interest (through e.g.
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55 24 technical assistance, funding, and CSR) on the TAPS policies, the incremental approach to
56
57 25 TAPS policymaking, the collection of time-sensitive TAPS monitoring data, and the innovative
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1 TAPS monitoring and policy enforcement system. The findings highlight two good practices
2 which could be transferable to other LMICs encountering related challenges, as well as two
3 challenges for Bangladesh policy makers and advocates to consider.

4
5 One of the valuable lessons which can be drawn from this Bangladeshi case and be transferable
6 to other LMICs settings is the importance of tobacco control advocate involvement in TAPS
7 policy monitoring, enforcement, and development, as this strengthens tobacco control policies
8 overall.[77,78] The participation of the Bangladeshi tobacco control advocates in the multi-
9 stakeholder taskforce (vigilance) system, by conducting frequent compliance monitoring,
10 publicly highlighting the advertising activities of the tobacco industry and informing the mobile
11 courts about any TAPS violations, reinforces legislation enforcement. Such collaborations have
12 been proven successful for the implementation of TAPS policies in other LMIC contexts too,
13 like Thailand[79] and Nepal.[80] In the case of Bangladesh, advocate engagement with
14 government led to the amendment of TAPS related policies and closed several loopholes.
15 According to the BATA's view,[31] the key to this continuous success is maintaining a close
16 working relationship with policymakers and providing voluntary services to the government
17 (e.g. organizing governmental events, briefing government on WHO FCTC) rather than just
18 criticising existing policies and advocating for changes.

19
20 Another transferable practice for other LMICs, is the three-tier approach to sustainable tobacco
21 control programmes. Initially, Bangladesh introduced multi-stakeholder committees
22 responsible for policy surveillance, then it established mobile courts for enforcement and
23 finally it included international partners (e.g. WHO and BI) for identifying solutions through
24 technical and funding support that could not be addressed with local expertise and resource
25 capacity alone. A similar approach could be used by other LMICs encountering sustainability

1 challenges with their tobacco control programmes.[78] The tobacco control program in
2 Bangladesh is largely funded agenda by international organisations, as neither the program or
3 tobacco control organisations receive any permanent funding from government.[81] As such,
4 the capacity to effectively deliver their responsibilities could be threatened[81] in the future so
5 some caution is needed.

6
7 Two underlying challenges remain in Bangladesh. Tobacco endgame approaches, like
8 Bangladesh's "tobacco-free by 2040" initiative, are vulnerable to tobacco industry when health
9 policymaking processes are not protected from actors with vested interests through interference
10 legislation.[82] The magnitude of the documented tobacco industry marketing practices
11 illustrates that the industry succeeds in adjusting its practices in an evolving legislative
12 environment. Bangladesh's score on the Tobacco Industry Interference Index has increased
13 between 2020 and 2021 (from 68 to 72 in 2021),[61,77] suggesting a worsening trend of
14 interference that threatens the realisation of Bangladesh's vision of becoming tobacco-free by
15 2040.[81] Divestment of the government's shares in British American Tobacco Bangladesh and
16 introduction of policy protecting mechanisms to the standards of the WHO FCTC Article 5.3
17 (Protecting tobacco control policies from the influence of the tobacco industry) were
18 recommended[83] as solutions for resolving this conflict of interest with the tobacco industry.
19 Similar studies[81,82] investigating the implementation of tobacco control legislation in
20 Bangladesh echo this argument.

21
22 And finally, new TAPS policy opportunities and legislative loopholes will continue to arise.
23 For example, surveys[84–86] showcase that the Bangladeshi public is supportive towards
24 further TAPS measures, such as the introduction of plain tobacco packaging,[84] a retailers'
25 licencing scheme which would reduce TAPS marketing at PoS,[85] and a ban on tobacco

1 advertisements and tobacco industry events on campuses.[86] An investigation of tobacco
2 control stakeholder perspectives on strengthening the existing TAPS legislations and
3 advocacy[87] in Bangladesh could be explored. The gained knowledge from this investigation
4 would inform policy and advocacy direction, and help prioritise needs to achieve a tobacco-
5 free Bangladesh by 2040.[3]

7 **Limitations**

8 We were limited to data that were publicly available at the time of the data collection and to
9 documents available in the English language. Despite these limitations, we collected large
10 amounts of information, especially around the evolution of the TAPS legislation provisions
11 (second theme) and the documentation of tobacco industry marketing practices (third theme
12 respectively). We prioritised the analysis of the historical context and the criticism circulated
13 during these time periods, as we believe, they are important to the reader's understanding of
14 the Bangladesh's TAPS context. To manage the magnitude of information around tobacco
15 marketing practices, we decided to stratify this information under an extensive but not
16 exhaustive list (see Table 3). Future investigation can focus on these activities and provide
17 explicit themes characterising them.

20 **Conclusion**

21 Bangladesh's experience offers valuable lessons for LMICs seeking to implement tobacco
22 control policies. Tobacco control advocates play a critical role in TAPS policymaking,
23 monitoring, and enforcement, working with governments to close loopholes. A three-tier
24 approach, such as the one implemented in Bangladesh, involving multi-stakeholder committees
25 for policy surveillance, mobile courts for enforcement, and international partners for technical

1 and funding support may support tobacco control program sustainability. However, tobacco
2 industry interference remains a significant challenge, and policy mechanisms should be
3 introduced to protect health policymaking processes from actors with vested interests. Finally,
4 new TAPS policy opportunities and legislative loopholes will continue to arise. Bangladesh
5 must continue to strengthen existing TAPS legislation and advocacy to achieve a tobacco-free
6 future. LMICs can benefit from the lessons learned in Bangladesh and use them to inform their
7 own tobacco control efforts, while also being aware of the tobacco industry pressures that occur
8 during the policymaking process.

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3 1 **Contributors:** All authors conceived the idea for the study. AT, BF, SA, and JC developed the
4
5 2 research design. AT, collected and analysed the data, produced the first draft. PASA reviewed
6
7 3 all coded data and the developed themes. SMA provided national expertise in several
8
9 4 manuscript versions. All authors edited the paper. All authors approved the final version.

10
11
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19
20
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22
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29
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32
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34
35 15 uploaded as supplementary information.

36
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Supplementary File 1: Table of sources from where data was extracted

Name	URL
Academic literature search engines	
PubMed	https://pubmed.ncbi.nlm.nih.gov
Embase	https://www.embase.com
Scopus	https://www.scopus.com
Science Direct	https://www.sciencedirect.com
Web of Science	https://webofknowledge.com
News media databases	
Nexis	https://nexis.com
ProQuest	https://www.proquest.com
Tobacco control policy documents	
CTFK-Tobacco Control Laws	https://www.tobaccocontrollaws.org
Tobacco Industry websites	
British American Tobacco - Bangladesh	https://www.batbangladesh.com/
Governmental sources	
National Tobacco Control Cell	https://ntcc.gov.bd/
National or transnational organizations or coalitions focused on tobacco control	
World Health Organization (WHO)	<p>Global site: https://www.who.int</p> <p>Regional site: https://www.who.int/southeastasia</p> <p>Country Office site: https://www.who.int/bangladesh/</p> <p>Institutional Repository for Information Sharing (IRIS) site: https://apps.who.int/iris</p>
WHO Framework Convention Secretariat (WHO FCTC)	https://untobaccocontrol.org/impldb/sudan/
Framework Convention Alliance (FCA)	https://fctc.org/
Association for Community Development (ACD)	https://acdbd.org/
AID Foundation	https://aid-bd.org/
Foundation through Research and Knowledge (ARK) Foundation	https://arkfoundationbd.org/
Dhaka Ahsania Mission (DAM)	http://www.ahsaniamission.org.bd/
National Anti-Tuberculosis Association of Bangladesh (NATAB)	http://www.natabbd.org/
Knowledge for Progress (PROGGA)	http://progga.org/
Work for a Better Bangladesh Trust (WBB Trust)	http://www.wbbtrust.org/
Bloomberg Initiative – Tobacco Control Grants Program	https://tobaccocontrolgrants.org/
Campaign for Tobacco Free Kids (CTFK)	https://www.tobaccofreekids.org
Global Center for Good Governance in Tobacco Control (GGTC)	https://ggtc.world
Southeast Asia Tobacco Control Alliance (SEATCA)	https://seatca.org/

Stopping Tobacco Organizations and Products (STOP) & Tobacco Tactics	<i>STOP site:</i> https://exposetobacco.org <i>Tobacco Tactics site:</i> https://tobaccotactics.org
International Union Against Tuberculosis and Lung Disease (The Union)	https://theunion.org

For peer review only

Supplementary Material 2: Framework index

Theme: Engaging the international actor interest

Sub-theme	Category	Coded Text	Source
Technical assistance	Contributions to TAPS policy making	<p>Outcomes:</p> <p>✓ Contributed to Bangladesh’s national tobacco control law of 2005 and its amendment in 2013. ✓ Enabled Bangladesh to make progress in many areas in the implementation of the Convention. ✓ Served as a guiding framework and an instrument to support legislative, executive and administrative measures, and provided direction for implementation. ✓ Supported the Ministry of Health and Family Welfare and partners in making the case for health and rallied the NGO/civil society sector into pressing for action</p>	[1]
		<p>Bangladesh enacted a tobacco control law in 2005 and formulated regulations for its implementation in 2006. WHO provided comments and suggestions to the National Tobacco Control Cell of the Ministry of Health to remove many loopholes in the law.</p>	[2]
		<p>Official Partners and Allies: WHO, Bloomberg initiative, The Union, Campaign for Tobacco Free Kids (CTFK)</p>	[3]
		<p>The Union’s achievements</p> <p>The Union piloted the Smokefree implementation and enforcement workshop in Bangladesh in January 2013. During the workshop, delegates joined together to issue a press release warning against designated smoking areas being included in forthcoming legislation. Most importantly, delegates also developed action plans aimed at passing the tobacco control law amendment bill in Parliament by April</p>	[4]

		<p>2013 and conducting a smokefree public information campaign in all public places and on public transport.</p> <p>For twelve months prior to the passage of the amended Act in 2013, The Union conducted regular advocacy meetings with high-level government ministers. This engagement across ministerial stakeholders helped move the legislation through the Cabinet Ministers' review, and, in particular, pass the Ministry of Finance which had blocked the legislation for over a year. The Union provided specific recommendations to MPs for addressing existing loopholes, particularly regarding removal of the provision for designated smoking rooms.</p>	
	<p>Facilitation to policy implementation and enforcement</p>	<p>With the support from WHO Bangladesh, NTCC taken the initiative to conduct mobile courts in all 64 districts in Bangladesh during October 2017.</p> <p>The WHO is contributing to the implementation of MPOWER measures in Bangladesh through providing technical assistance for developing tobacco control legislation in compliance with the WHO FCTC. It also provides technical and logistical support to the (i) National Tobacco Control Cell, (ii) National Board of Revenue, (iii) various professional bodies and, (iv) non-governmental organisations in their tobacco control programmes. WHO also works closely with the country to strengthen enforcement of tobacco control law, create public awareness and to impose higher taxes on all types of marketed tobacco products.</p> <p>WHO, along with other partners, supported government efforts - technically and financially - to formulate the rules for implementation of the new law and make some of the amended clauses operational. In Bangladesh, the WHO works closely with national authorities to fully enforce the amended tobacco control law, thereby contributing positively towards protecting public health. WHO organises workshops for government and non-government stakeholders on countering tobacco industry interference, on tobacco advertising, promotion and</p>	<p>[5]</p> <p>[2]</p> <p>[2]</p>

		<p>sponsorship bans, on tobacco cessation and tobacco taxation, as well as on implementation and enforcement of smoke-free zones.</p> <p>The WHO FCTC has prompted intersectoral collaboration between government departments, civil society and NGOs working for tobacco control in Bangladesh. The WHO FCTC boosted tobacco control NGOs and galvanized the civil society movement. For example, the Bangladesh Anti-Tobacco Alliance (BATA) serves as one of the major sources of information for the public and government about the law and reporting violations.</p>	[1]
	Identification of funding sources	<p>The national strategic plan of action will be the main tool and background document for mobilizing resources for tobacco control activities. Based on this document suitable proposal for resource mobilization would be developed. Donors will be approached with support from WHO for the fund.</p>	[6]
Capacity building and sustainability	Grant schemes	<p>Since the inception of the Bloomberg Initiative (BI), the WHO Regional Office for South-East Asia (SEARO) has been providing regional and in-country leadership and using the opportunity provided by the Initiative to support growing national capacity for tobacco control as well as monitoring the progress of implementation of the Initiative. The Initiative is expected to supplement and complement the regional tobacco control efforts and also to support countries to effectively implement the WHO FCTC. The Grant Mechanism has been an important source of funds for tobacco control in the BI focus countries (Bangladesh, India, Indonesia and Thailand) and in Sri Lanka and Nepal which have been the only non-BI focus countries that have received grants in this Region. Bloomberg Initiative annual reports have been produced and disseminated across the Region to share the experiences of the four Bloomberg focus countries.</p>	[7]

		In the 2010-2011 baseline biennium at least 80% of planned expenditure for activities in countries will take place in the four BI focus countries (Bangladesh, India, Indonesia and Thailand).	
	Funding relationships with international and local organisations	<p>"Bloomberg Initiative (BI) grants in Bangladesh and Pakistan are assisting the respective governments to set up implementation infrastructures for tobacco control laws already in place in order that the benefits reach the communities. The BI grants for these countries have been strengthened and backed up by a robust capacity building programme which will lead to sustainability of these programmes. It is the responsibility of the governments to lead and fund tobacco control in their countries with a view to make the attainment of effective tobacco control much easier and sustainable in the years to come."</p> <p>Bangladesh appreciates the support being provided by the Bloomberg Global Initiative for Tobacco Control. Bangladesh is one of the four countries in the Region that has been selected under the Bloomberg Initiative. We consider the support from the Initiative very useful for strengthening the public sector for effective tobacco control. However, the activities under the Bloomberg Initiative should be designed and developed in such as way that they supplement and complement the efforts of the Parties to meet their obligations under the WHO Framework Convention on Tobacco Control. In order to use the opportunity provided by the Bloomberg Initiative, Bangladesh has established the National Tobacco Control Cell as the functional arm of the Ministry of Health to steer all the national actions for tobacco control, including implementation of the Framework Convention in the country. The Cell hosts the Bloomberg country staff and the WHO country focal point for tobacco control. The Cell works closely with nongovernmental organizations and has made provisions for nongovernmental organizations to use its facilities for their tobacco-control activities. As you have seen in the programme of the lunch time Seminars, there will be a briefing on the Bloomberg Initiative on 4 July</p>	<p>[8]</p> <p>[9]</p>

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		<p>2007. Experiences of the establishment of the Bangladesh national Tobacco Control Cell will be shared as a best practice in that briefing session. I welcome you all to join us there. In conclusion, I should like to add that we have a long way to go for effective tobacco control and full implementation of the WHO Framework Convention on Tobacco Control. A least-developed country and Party like Bangladesh needs continuing support for its tobacco-control efforts. We need to strengthen the National Tobacco Control Cell to make it the centre point for guiding the process for development and implementation of tobacco-control programme and activities. We expect that both WHO and the Bloomberg Initiative will assist us in our endeavours. I thank you all for your attention.</p> <p>Bloomberg Initiative Grants 1. National Tobacco Control Cell (NTCC), Ministry of Health and Family Welfare Project to promote the enforcement and amendment of national tobacco control legislation in order to achieve full compliance with the FCTC 2. WBB Trust - Work for a Better Bangladesh Project to strengthen Bangladeshi tobacco control through Government-NGO cooperation for improved FCTC implementation</p> <p>People’s Initiative to Tobacco Control in Rajshahi and Rangpur Division Association for Community Development The purpose of the project is to strengthen implementation of the newly amended tobacco control law in Rajshahi & Rangpur Division with a focus on ensuring 100% Smoke Free public places, enforcement of the bans on tobacco advertising, promotion and sponsorship, and of sale to and by minors. This will be done through combined effort of the 4 consortium partners who will independently lead initiatives to support implementation efforts in their own areas, as well as collectively build</p>	<p>[10]</p>
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		<p>support for higher compliance to the laws in the North Western region of Bangladesh. Country: Bangladesh Start Date: Apr 2014 End Date: Mar 2015</p> <p>Consortium to Strengthen Tobacco Control Law Regarding Packaging Consumers Association of Bangladesh (CAB) To strengthen packaging and labeling laws by instituting pictorial warnings, strengthen existing warnings and address enforcement mechanisms by mobilizing civil society, media, NGO's and other stakeholders in the drive to modify existing tobacco control laws. Country: Bangladesh Website: www.consumerbd.org Start Date: Feb 2008 End Date: Aug 2010</p> <p>"Advocacy with national level stakeholders to strengthen implementation of TAPS ban in Bangladesh through institutional directives and strategic litigations " Environment Council Bangladesh The purpose of the project is to mobilize key stakeholders for development and issuance of necessary decisions/circulars/orders from relevant bodies to ensure effective implementation of TAPS ban mandated by the amended tobacco control law. Project seeks Country: Bangladesh Website: http://www.ecbangladesh.org Start Date: Apr 2015 End Date: Jun 2016</p> <p>Advocating for and supporting a comprehensive Tobacco Advertising, Promotion and Sponsorship ban in Bangladesh</p>	<p>[10]</p> <p>[10]</p> <p>[10]</p>
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		<p>Environment Council Bangladesh (ECB) Country: Bangladesh Website: http://www.ecbangladesh.org Start Date: Nov 2012 End Date: Mar 2015</p> <p>Implementation of Bans on Tobacco Advertising, Promotion and Sponsorship of Tobacco Control Laws of Bangladesh in Barisal Division Grambangla Unnayan Committee The overall purpose of this project is to control tobacco advertising, promotion, and sponsorship through implementation of effective enforcement measures in 12 Bangladeshi towns Country: Bangladesh Website: http://www.grambanglabd.org Focus: Ad Bans Approach: Capacity building Start Date: Oct 2018 End Date: Sep 2020</p> <p>Protecting Women from Tobacco: Advocacy for Better Tobacco Control Policies and Law Amendment through the Anti-Tobacco Women's Alliance UBINIG (Pvt) Ltd. The project aims to mobilize women to successfully advocate with Parliament in general- and with female Members of Parliamentarians in particular- for an amendment to the national tobacco control legislation that contains comprehensive tobacco advertising bans and warning labels for smokeless tobacco products. Country: Bangladesh Start Date: Feb 2011 End Date: Jan 2013</p>	<p>[10]</p> <p>[10]</p>
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		<p>Union grantees, Work for a Better Bangladesh (WBB Trust) received an award from the Ministry of Health and Family Welfare for contributions to tobacco control.</p> <p>Violators of tobacco advertising, promotion and sponsorship bans face on-the-spot justice from ‘mobile courts’ in Bangladesh. Illegal displays of tobacco are destroyed and vendors fined by magistrates during random checks by tobacco control taskforces, which involve local government, magistrates, law enforcers and civil society. The Union provided grants and advice on management and infrastructure to support the development of this unique approach</p> <p>Current Donors: Campaign for Tobacco Free Kids and Bloomberg Philanthropies</p> <p>Introduce, implement and monitor National and Sub national licensing policy for tobacco sales through advocacy, capacity building and multi-stakeholder engagement. AID Foundation This project aims at introducing stringent licensing system for tobacco sales in Bangladesh. This will be achieved through formulating bi-laws or gazette notification or a government order by a local government ministry. Local government institutes and other stakeholders will also be mobilized to support law enforcement of all provisions of tobacco control legislation by the local governments. Country: Bangladesh Website: http://www.aid-bd.org Focus: Tobacco Control Policy (general) Approach: Advocacy Start Date: Sep 2017 End Date: Aug 2019</p>	<p>[11]</p> <p>[11]</p> <p>[12]</p> <p>[10]</p>
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		<p>People's Jubilant Engagement for Tobacco Free Chittagong City. Bangladesh Institute of Theatre Arts (BITA) To create a Tobacco Free Chittagong through effective implementation of the tobacco control law with an emphasis on comprehensive TAPS ban provisions. Country: Bangladesh Website: www.bitactg.org Start Date: Aug 2018 End Date: Jan 2020</p>	[10]
		<p>Advocacy for Comprehensive Implementation of TC Law in Dhaka City Dhaka Ahsania Mission The purpose of the project is to support effective implementation and enforcement of the newly amended tobacco control law in Dhaka city, with a focus on ensuring 100% Smoke Free public places, enforcement of the bans on tobacco advertising, promotion and sponsorship, and of sale to and by minors. Country: Bangladesh Start Date: Jan 2014 End Date: Jan 2015</p>	[10]
		<p>Advocacy for mainstreaming and sustainable implementation of Tobacco Control Law and campaign against TI tactics targeting students and youths. DHAKA AHSANIA MISSION The purpose of this project is to advocate for the sustainable implementation of the tobacco control law through capacity building and policy advocacy and to monitor and counter industry efforts to undermine tobacco control in Bangladesh. Country: Bangladesh Website: http://www.ahsaniamission.org.bd</p>	[10]

		<p>Start Date: Feb 2017 End Date: Jul 2018</p> <p>Implementation of TAPS ban laws in Bangladesh through capacity building, effective enforcement and strengthening reporting and monitoring system National Anti-Tuberculosis Association of Bangladesh (NATAB) This project aims to control tobacco use through implementing TAPS ban in 12 districts under Dhaka and Mymensingh Divisions in Bangladesh and sensitizing policy makers to take measures to scale up the best practice of the project throughout the country. Country: Bangladesh Website: http://Natabbd.org Focus: Ad Bans Approach: Capacity building Start Date: Mar 2018 End Date: Mar 2020</p> <p>Strengthening Bangladeshi tobacco control through GO-NGO cooperation for improved FCTC implementation WBB Trust This project aims to strengthen tobacco control in Bangladesh, emphasising FCTC implementation, correct weaknesses in the current law, and increase the role of NGOs in enforcement. Country: Bangladesh Website: http://www.wbbtrust.org Focus: Tobacco Control Policy (general) Start Date: Aug 2007 End Date: Jul 2009</p> <p>Further broadening the tobacco control movement in Bangladesh: a focus on institutions</p>	<p>[10]</p> <p>[10]</p> <p>[10]</p>
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		<p>WBB Trust The aim of this project is to support government and agencies in the implementation and monitoring of the national tobacco control law. It will promote support for amendments to strengthen the law, and for tax increases. It will also explore linkages between non-communicable diseases, poverty and law. The project will work to strengthen the capacity of network organizations. This includes establishing a resource centre at WBB for use by government, NGOs, journalists and others. Country: Bangladesh Focus: Tobacco Control Policy (general) Start Date: Nov 2011 End Date: Jan 2013</p> <p>Strengthen collaboration among Government-NGO-CSOs to support tobacco control law amendment & regulations and implementation WBB Trust The aim of this project is to strengthen and expand the existing network in tobacco control focusing on the national tobacco control law’s amendment and implementation, with special emphasis on smoke free policy. As a resource centre for tobacco control, the project will provide technical advice and strengthen public support on the law amendment and related rules notification. It will continue fostering collaboration for effective implementation of the law. The project will also support the government to incorporate tobacco control into NCD strategy. The project will also work with government, NGOs and CSOs to implement policy on FCTC Article 5.3. to protect tobacco control policies from tobacco industry interference. Country: Bangladesh Focus: Tobacco Control Policy (general) Start Date: Mar 2013 End Date: Feb 2015</p>	<p>[10]</p>
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		<p>Strengthen a multi-sectoral approach into tobacco control in Bangladesh. WBB Trust This project aims to create guidelines for the development of a sustainable funding mechanism for tobacco control and health promotion in Bangladesh using the new 1% health surcharge on tobacco products. It will engage multiple sectors and stakeholders in order to pass the guidelines, strengthen implementation of the tobacco control law and Article 5.3, and monitor tobacco industry activities. Country: Bangladesh Website: http://www.wbbtrust.org Focus: Tobacco Control Policy (general) Approach: Capacity building Start Date: Feb 2015 End Date: Jan 2016</p>	[10]
		<p>Revising the Guangzhou tobacco control regulation and strengthening law enforcement to build 100% smoke-free environment WBB Trust To support the adoption and implementation of a a sustainable funding mechanism policy; Monitor and promote successful FCTC Article 5.3 implementation; Further develop Bangladesh Anti-Tobacco Alliance (BATA) capacity. Country: Bangladesh Website: http://www.wbbtrust.org Approach: Legislation - passage Start Date: Feb 2016 End Date: Jul 2017</p>	[10]
		<p>Strengthening implementation of MPOWER policy in Bangladesh WBB Trust</p>	[10]

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		<p>Submit an evaluation on the effectiveness of current MPOWER policies, proposing opportunities to address policy gaps and establish monitoring and evaluations systems to policy and decision makers. Build awareness on the need for a National Strategic Plan of Action on Tobacco Control to government agencies, NGOs, civil society, professional organizations and the media.</p> <p>Country: Bangladesh Website: http://www.wbbtrust.org Focus: Tobacco Control Policy (general) Start Date: Dec 2016 End Date: May 2017</p> <p>Preparation of draft revised tobacco control law for Bangladesh Work for a Better Bangladesh (WBB) Trust To draft stronger tobacco control law ammendments, address weaknesses in the existing law, and ensure that Bangladesh meets the legal requirements under the FCTC in close collaboration with the National Tobacco Control Cell (NTCC) and relevant Ministries.</p> <p>Country: Bangladesh Website: www.wbbtrust.org Start Date: Oct 2008 End Date: May 2009</p> <p>Advancing tobacco control in Bangladesh through raising tobacco taxes, strengthening TAPS ban, stopping TII and developing a National Tobacco Control Program.</p> <p>Work for a Better Bangladesh (WBB) Trust This project will strengthen existing nationwide tobacco control movement, through stakeholder responses for MPOWER policies and developing a national tobacco control program (NTCP) with dedicated government budget.</p> <p>Country: Bangladesh</p>	<p>[10]</p> <p>[10]</p>
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		<p>Website: http://www.wbbtrust.org Focus: Tobacco Control Policy (general) Start Date: Oct 2017 End Date: Mar 2019</p> <p>Capacity building of the NGOs and government agencies is being done through the Bloomberg Initiatives (BI). NGOs and government agencies are working in different fields of tobacco control with grants from BI. One NGO has obtained a grant from BI for a project aiming to understand religious leaders' attitudes to smoking and smoke-free polices and to establish coalition of religious organizations, providing training and capacity building for leaders. Under a BI grant, a consortium of NGOs running a project to strengthen packaging and labeling laws by instituting pictorials warnings, strengthening existing warnings and addressing enforcement mechanisms, as well as to mobilize civil society, media, NGOs and other stakeholders in the drive to modify existing tobacco control legislation. Projects also has been undertaken to advocate for more effective tobacco tax policies, FCTC implementation, updating of current law and support for tobacco farmers to switch to food crops under a Bloomberg Initiative grant.</p> <p>Bangladesh systematic, concerted, and methodical efforts by nongovernmental organizations (NGOs) provide a model of very low-budget but effective advocacy against what seemed to be impossible odds.</p> <p>One way of overcoming lack of funds is through partnerships with local NGOs or with institutions in developed countries. To help provide at least minimal operating funds, PATH Canada offered the WBB some startup funding, shared office space, and, perhaps more important, ongoing technical input. PATH Canada's support enabled the WBB to focus on tobacco control work, including the building of BATA, rather</p>	<p>[13]</p> <p>[14]</p> <p>[14]</p>
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		<p>than on seeking funds. The relationship also gave the WBB the assurance that small, necessary expenses could be met, such as those involved in holding a press conference and establishing computer and e-mail links for global networking. The technical assistance has been valuable in gathering evidence to support arguments for tobacco control. It enabled the WBB to provide the essential foundation and minimum operating costs for BATA, with other organizations contributing some funds and large amounts of time and expertise.</p> <p>Having created an excellent track record in its first year of work, BATA was able to gain supplementary funding in the following forms:</p> <ul style="list-style-type: none"> • Three small one-year grants from the American Cancer Society to three BATA member organizations—the LSTB, to support legal advocacy; the Welfare Association for Cancer Care, to work on issues affecting women and children; and the WBB, to strengthen BATA through divisional workshops and printed materials • A two-year grant from the Canadian International Development Agency (CIDA) to PATH Canada, the WBB, and BATA to develop and print materials, hold workshops, develop the capacity of WBB and BATA staff, and design and air counter-advertising. In addition to these specific grants, BATA members have received funding from the WHO, the Rockefeller Foundation, the Canadian Cancer Society, and other groups to attend workshops, meetings, and conferences. Because dependence on external funding is a concern, BATA is seeking to increase contributions from its member organizations and to finance some of its publications by accepting advertising. <p>Writing letters, holding meetings, organizing public demonstrations, and talking to politicians cost little. Rather than waiting for funds to materialize, it is best to make a start, utilizing existing resources. If the work is successful, it will be easier to find funding in the future.</p> <p>Bangladesh is a party to the WHO Framework Convention on Tobacco</p>	<p>[15]</p>
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		<p>Control. The country has also developed national tobacco control legislation, national strategy and plan of action for tobacco control. A National Tobacco Control Cell (NTCC) has been established under the Bloomberg initiative to steer all national activities for tobacco control.</p> <p>People's Response On Tobacco law Enforcement through Campaign against Tobacco (PROTECT). For saving the public health from the harmful effect of smoking and using tobacco products, the Government of Bangladesh enacts 'Smoking and using of Tobacco products (Control) (Amendment) Act, 2013.' In order to effective enforcement of the law, particularly the section 4 as Smoking prohibited in public places and in the vehicles and section 5 as Prohibition of advertisement of tobacco products, AID has taken initiative its Tobacco control project since 2009. During the period AID has implemented 3 projects with the financial and technical support of The International Union against Tuberculosis and Lung Diseases, Inc. (The Union). Among these project the last one "People's Response on Tobacco law Enforcement through Campaign against Tobacco (PROTECT)" has been implemented during the period 01 October, 2013 to 31 September, 2015. For effective enforcement of this law it was needed to involve local government authorities, activate the tobacco control law enforcement authorities and sensitize mass people with appropriate activities.</p> <p>Recognizing the adverse effect of tobacco on health, social, economic and environmental aspect, AID Foundation initiated its Tobacco Control project in 2007. Since then, it has been working on tobacco control field with the financial and technical support of The Union, France since 2009. Now the following project for regulating the retail sales of tobacco products through licensing and TAPS Bans is being implemented in a national context.</p>	<p>[16]</p> <p>[17]</p> <p>[17]</p>
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		<p>Project Title: Strengthen Local Government Initiation for Licensing of the Tobacco vendors and enforcement of TAPs bans (November 2019- April 2021)</p> <p>Easy availability of tobacco products and promotion techniques of tobacco industries is making people tobacco addiction. Tobacco industry manipulates tobacco vendors for selling it to the minors through different tempting process and consequently is increasing new tobacco users. There is no data about the numbers of tobacco vendors in the country. In this context the objective of the project to initiate the licensing of tobacco sales by LGIs, to strengthen tobacco control law through enforcement of TAPS bas provision and organize public opinion against unregulated tobacco trades and TAPS.</p> <p>Working Area: National & Subnational (Khulna Division) Duration: 18 months (1st November 2019 to30th April 2021) Donor: Vital Strategies through The Union. Beneficiaries: 5-10 Million</p> <p>Smokeless Tobacco Products in Bangladesh This study was carried during April to September, 2012 by TABINAJ members with coordination by Narigrantha Prabartana with the sponsorship of Campaign for Tobacco Free Kids (CTFK). It was done in the context of the process of tobacco control law amendment. It was found that there is very little information on the smokeless tobacco products. A lot of samples of smokeless tobacco products could be found in the market and the users are there for these products. However, very little information is available on its production, sale and distribution. This is an investigative study rather than a full research.</p> <p>Objectives of the study: The main objective of the investigation was to assess the implementation of existing laws in the light of amendment and to collect information on production, sale and use of smokeless tobacco products. Specific objectives were to collect information on smokeless tobacco products and to provide those to activists involved with tobacco control and work on policy level.</p>	<p>[18]</p> <p>[19]</p>
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		<p>Dhaka Ahsania Mission (DAM) as a BI grantee working with other BI grantees and government agencies. DAM organized different activity like- develop and finalize the different sectors policies through organize advocacy workshop with relevant authority. DAM also undertake extensive media campaigns different advocacy materials has developed and distributed.</p> <p>The Union provided support to the Ministry of Health and Family Welfare and the National Tobacco Control Cell to prepare the tobacco control law amendment bill and summary for presentation to the Cabinet. Union grantees WBB Trust, NATAB and ACLAB, AID garnered public support for the amendment process through a series of public information campaigns and cultural events. Technical Advisor to The Union in Bangladesh, Ishrat Chowdhury, has met regularly with high-profile members of the Cabinet over the last few months to advise them of the need to amend the legislation as soon as possible in order to stem the health cost of the tobacco epidemic in Bangladesh.</p>	[20]
Corporate political activities	Approach in early 2000s	<p>In addition to the WHO other international influences to be noted here include the Centre for Disease Control (CDC), USA, the Bloomberg Initiatives and Path, Canada which have supported various anti-tobacco organisations in Bangladesh. As we noted earlier “ADHUNIK” was established in 1987 followed by BATA in 1999 specifically in response to a huge promotional campaign for one of the ABC’s products. Since then the anti-tobacco movement has accelerated and gained further strength. The pressure from the anti-tobacco group was identified by one of the interviewees as follows:</p> <p>I think prior to social reporting there wasn’t much engagement with the anti-tobacco groups [...] Social reporting allows you to have that kind of engagement and to get ideas from them. At least you’re talking to them rather than being suspicious and thinking that they’re plotting conspiracy. The whole point of social reporting is to develop a bridge.</p>	[21]

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		<p>[...] There are areas we can agree on and let's do that for a start. There are things which you can't agree on. Let's say the anti-tobacco groups said that they wanted us to shut down our factory. Then obviously we can't do that. It's impossible. That's all we do. But if they ask us to be responsible in the marketing of cigarettes; yes, we can do something about it (Interview 2: Head of Corporate Affairs).</p> <p>Articulating the company's relationship with the anti-tobacco groups in Bangladesh the above interviewee further added:</p> <p>Some people from the anti-tobacco lobby sit on the other side of the spectrum. It's a position of opposition and fear. Between us and them there is this silent member of the public and the policy makers. The point is that their level of commitment and opposition affects us [...]. The question is which position is the reasonable one for society? The only judges for that are the people sitting in between us and them. The more people realise that we're responsible, we're reasonable and we're trying our best the better. They are trying the same thing as well [...]. More and more people are realising that we're a responsible company within a controversial industry (Emphasis added).</p> <p>In addition to the anti-tobacco groups another important local influence on the company's CSR and its reporting is the Bangladeshi media. For example, Bhorer Kagoj, a local Bengali newspaper which has long refused to carry tobacco advertisements, convened a roundtable meeting in 1999 to discuss strategies for countering the promotional campaign of the company discussed above. Indeed on many other occasions media and anti-tobacco groups have worked together to promote anti-tobacco activities in Bangladesh. One interviewee emphasised the importance of the media noting that:</p> <p>[...] Now you have 8 or 9 TV channels or even more in Bangladesh. Newspapers are becoming very vocal and more organised. These people are playing a very influential role in terms of putting pressure on us (Interview 5: Development Affairs Manager).</p>	<p>[21]</p>
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		<p>Another interviewee drew attention to the importance of the media in the following terms: You know that the media plays a very important role in the modern world. The global shift towards responsible business practice has had an influence in our country. The businesses in our country are also realising the importance of CSR (Interview 8: Social Reporting Manager).</p> <p>The High Court of Bangladesh, in response to a petition brought by members of the Bangladesh Anti-Tobacco Alliance (BATA), recently held that this mode of flashing the warning is in violation of the law. The court went on to say that all tobacco advertising should be banned. The case is currently on appeal. As part of its attempt to resist regulation, BAT has promoted itself as a responsible company. It has done this in several ways:</p> <ul style="list-style-type: none"> • In 2001 the company issued a voluntary code of conduct that limited tobacco advertisements on television and radio to the hours of 10 p.m. to 6 a.m. (BAT 2000). • BAT claims that it offers samples only to smokers or tobacco users over 18 years of age. • In newspaper advertisements and in programs distributed at cultural events sponsored by BAT, messages such as "Our events promote more than just our brands" are displayed. • A tree nursery program supported by BAT has brought the company much positive attention. The minister of the environment has visited the Dhaka nursery, and the trees and accompanying advertising signs line some medians in Chittagong, the main port city. In August 2001 BAT set up highly publicized roadside stands in Dhaka to hand out tree saplings. On July 28, 2001, BAT launched a so-called Youth Smoking Prevention Campaign consisting of 30-second television advertisements, three 1-minute radio scripts, billboards, and stickers. In all the materials, BAT claimed that smoking is an adult choice, that those under 	[14]
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		<p>age 18 should not smoke, and that BAT feels a responsibility to curtail and prevent youth smoking. More astute young people easily see through this campaign and recognize the contradiction between the company's heavily advertising its brands and yet telling youths not to smoke (WBB and PATH Canada 2001). For many, however, the campaign seems to offer evidence of how responsible and well-meaning BAT is, and it provides a further excuse for the inaction of lawmakers who wish to avoid passing tough laws to control tobacco.</p>	
	<p>Aligning with political situation</p>	<p>he second social report was published in 2005. While this report featured most of the first year's themes (consumer information, public smoking, youth smoking prevention, environmental management and corporate citizenship) the theme of responsible marketing was dropped and replaced with that of harm reduction. This was done at a time when local awareness about the health hazards of tobacco use was increasing with the Ministry of Health having established a NTCC working closely with WHO, Bangladesh. The company also dropped the themes relating to regulation and taxation. Are these changes a mere coincidence? In 2005 Bangladesh passed a Smoking and Tobacco Products Usage (Control) Act which imposed a comprehensive ban on tobacco advertising whilst tax increases had been imposed following the publication of national policy and strategy documents on tobacco. Whilst, as noted above, in its first two reports ABC covered a wide range of themes relating to the production and use of tobacco it was on the specific theme of environmental management that stakeholders' concerns were most clearly expressed, particularly concerning the harmful effects of tobacco farming. Local media and antitobacco groups were also highly critical of tobacco farming in the country with, additionally, evidence of community level protests and rallies against tobacco cultivation taking place which were prominently reported in the media. Unsurprisingly, therefore, the company decided to focus on tobacco farming in its third and final report published in 2007. As one senior manager of the company explained: NGOs and the media made a</p>	<p>[21]</p>

		<p>big fuss about it [tobacco farming] and we decided to respond via our third social report (Interview 2: Head of Corporate Affairs).</p> <p>Another company interviewee articulated the rationale behind the focus on tobacco cultivation as follows: We also observed that towards the end of 2005 and in early 2006 there were many negative media reports on the environmental effects of tobacco cultivation, for example tree cutting and reduction in soil fertility. So public expectations changed from tobacco marketing to tobacco cultivation. This trend was particularly observable in the negative media reporting (Interview 8: Social Reporting Manager). The above analysis shows that ABC's CSR and its reporting in Bangladesh appears to be driven by a combination of global and local forces that are many and complex. Several interviewees attempted to explain the drivers of the social reporting process in the company. When the social reporting process started in 2002 the then Head of corporate affairs emphasised that it was intended to be a continuous exercise: Believe me this is a commitment we are taking very seriously [...]It's not going to happen in one year. It's going to take the first year to understand it; the second year will be a little better and hopefully in the third year things will be in line. Then we are not thinking of abandoning it, we are not thinking of a box ticking exercise because we are raising our own standards (Interview 1: Head of Corporate Affairs, emphasis added). The current Chairman of the company who was the leading champion behind the introduction of social reporting in ABC gave the background of this initiative in the following words: I think it came about with the active encouragement of the head office. There was a huge debate in the management at that time, of which I was a part, whether we should do it or will it open a Pandora's Box? Since other subsidiaries of the group had started it we felt that we should not lag behind. Why not start something new in the country which could be</p>	<p>[21]</p> <p>[21]</p>
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		<p>an example in the future for other companies [...] (Interview 9: Chairman, emphasis added).</p> <p>Another interviewee also highlighted the circumstances which led to the development of social reporting in the company:</p> <p>Around the world I think the work on the FCTC was gaining momentum. If you recall, the earlier provisions of the WHO’s proposal stipulated that no consultation will be made with the tobacco companies in the compilation of tobacco related policy. I think that was a trend around the world where we were no longer able to put forward our views [...]. That gave us an external push to do something. We realised that we’re becoming irrelevant in the policy discussion [...]. I think at that time there was a growing anti-tobacco movement around the world. I think social reporting helped us to get back as a relevant force within society. I think in the context of Bangladesh if we do not participate in any social programmes whatsoever then we’re nothing more than a trading company sucking all the economic benefits and profits out of Bangladesh to our head office and that’s it. Then why would any government agency or civil society here want to engage with us (Interview 2: Head of Corporate)</p> <p>The above analysis reveals that one of the big pushes for social reporting came from head office which, in turn, was influenced by the WHO’s FCTC. The WHO not only influenced the parent company but also influenced the Bangladesh subsidiary’s CSR and its reporting via its Bangladesh office which has a large tobacco control programme. Indeed, WHO Bangladesh provided technical assistance to the Ministry of Health for the preparation of its national tobacco control strategy paper.</p> <p>The Government of Bangladesh and its various agencies also exert an important influence on the activities of the company. This was</p>	<p>[21]</p> <p>[21]</p>
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		<p>emphasised by several corporate interviewees. For example, the above interviewee noted that: [...] in our business one of the important stakeholders is government because the government can create regulations and rules which have an impact on us. Another interviewee identified government agencies' importance for the company: I'd say that stakeholder groups like Ministry of Environment have a big stake in our company because our farmers need wood fuel for tobacco curing. The Ministry of Finance has a big stake because we contribute a large amount [of tax] to the national exchequer (Interview 8: Social Reporting Manager). In its Annual Report of 2005 the company commented: The biggest external influence on the industry was the Smoking and Tobacco Product Usage (Control) Act 2005. It was promulgated by the Government of Bangladesh in March 2005 to fulfil its obligations as a party to the FCTC (p. 5).</p> <p>During the years 2008-2010 the company mainly highlighted its flagship CSR activities on afforestation (this time with an added claim of helping to prevent climate change), community development (e.g. education, health care and provision of drinking water and flood relief) and EHS activities. It is also noteworthy that since 2007 as part of a structured directors' report the company included a section titled, "responsibility" which offered comment on its various CSR activities.</p> <p>Later in 2010 ABC did actually introduce a web site which contains a brief CSR section. However, nothing new appeared here other than ABC's claim to be a "responsible company" and a framing of its CSR agenda in terms of afforestation and community development initiatives (such as drinking water projects and promotion of sustainable agriculture in its tobacco farming areas). The web site also draws</p>	<p>[21]</p> <p>[21]</p>
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		<p>attention to the company’s support for “sensible” regulation and expression of the belief that the tobacco industry should be part of such a development. Another theme covered by the newly introduced web site centres around the issue of health. However, instead of countering claims concerning the issue of health hazards associated with tobacco cultivation and use the focus was one of on projecting an image of a company which is striving to minimise the harms arising from tobacco use[9].</p> <p>The Company conducts all its activities in line with the relevant laws and regulations. We have successfully complied with local regulations regarding the Graphical Health Warning (GHW) on our cigarette packets. We believe that GHW must be implemented on all tobacco products to ensure a level playing field. However, we also believe that regulations pertaining to GHWs should not be disproportionate, ensuring Tax Stamp visibility, otherwise it will not deliver the intended results, including Government revenue expectation and will significantly erode our Intellectual Property Rights.</p> <p>The Company supports sensible tobacco regulations that balances the interest of consumers with the interests of society and enables the business to continue to compete and prosper. The Company is conducting all its activities in line with the amended Smoking and Tobacco Products Usage (Control) Act, 2013. All of the sales activities are governed in compliance with the Smoking and Tobacco Usage (Control) Act, 2005 and Amendment Act, 2013 and the subsequent Rules along Company policies. These principles symbolize the commitment to market the Company products appropriately and only to adult users in compliance with local laws and regulations. We have successfully complied with the local regulations regarding the Graphical Health Warning on our cigarette packets. Graphical Health Warning must be implemented on all tobacco products to ensure level playing</p>	<p>[22]</p> <p>[23]</p>
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		<p>field. However, we always believe that the regulations with respect to Graphical Health Warnings should not be disproportionate, otherwise it will not deliver the intended results and will significantly erode our Intellectual Property Rights.</p>	
	<p>Current criticism and advocacy for inclusion</p>	<p>Tobacco consumption poses risks to health, so we agree that tobacco products should be regulated in appropriate ways.</p> <p>We support, and want to help deliver, a balanced tobacco regulation and we want to participate and support the Government with advice on and compliance with effective future laws.</p> <p>In Bangladesh, we support balanced regulation of the tobacco industry and believe strongly that we should participate and support the government with developments, enactments and compliance with future laws.</p> <p>Truly effective tobacco regulation needs co-operation between the Government and the industry. We have a market-leading position in over 50 countries and operations in more than 200 countries. We believe we have much experience and expertise to contribute. As manufacturer of the products, we are uniquely involved with and knowledgeable about their design, manufacture, distribution and sale.</p> <p>Bangladesh's tobacco industry is mainly regulated by the Smoking and Using of Tobacco products (Control) Act, 2005 and the Smoking and Using of Tobacco Products (Control) Rules, 2006. Amendment of the Smoking and Tobacco Usage (Control) Act was passed in May 2013. The amendments are:</p> <ul style="list-style-type: none"> Wider definition of tobacco products - Apart from Cigarette, Cigar and Biri, now Gul, Jorda, Khaini also part of tobacco products Ban on tobacco sale to minors - Retailers cannot sell tobacco product to anyone below 18 years of age Increased fine for public smoking - Authorized officer can fine Tk. 300 to a smoker for smoking in a public place, which was previously Tk. 50 	<p>[24]</p>

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		<p>Ban on advertising at POS (Point of Sale) - Advertising & promotion of tobacco products is banned</p> <p>50% Pictorial Health Warning - 50% Pictorial Health Warning on both sides of the principle areas</p> <p>Regulation on descriptor - Light, Mild, Low-tar, Extra, Ultra words as descriptors cannot be used</p> <p>Wider ban on public place smoking</p> <p>Ban on CSR initiative branding - Company name, sign, trademark & symbol cannot be used for branding of CSR initiatives.</p> <p>According to section 5(3) of Amendment of the Smoking and Tobacco Usage (Control) Act, “any person engaged in social activities under Corporate Social Responsibility or in case of donation on such activities, shall not use any name, sign, trademark, or symbol of any tobacco manufacturing company or cause them to be used or shall not encourage other persons to use those.”</p> <p>We believe that, such regulation will restrict companies like ours to contribute to the welfare of the country. As a responsible organisation, we have certain duties towards the environment and community in which we operate. Our CSR activities are, therefore, designed to contribute to the social and environmental sustainability of the community. Our CSR activities solely focus on improving the lives of farmers and do not promote any of our products.</p> <p>Thus, we want to reflect on the fact that the Government of Bangladesh should reconsider into this regulation furthermore and so that we do not face hindrances to contribute to the society.</p>	
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Theme: Incremental approach to TAPS policymaking

Sub-theme	Category	Coded Text	Source
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<p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15</p> <p>First TAPS legislations and actor engagement</p>	<p>Early tobacco industry's policy infiltration</p>	<p>Ershad was ousted before a 1990 ordinance banning tobacco advertisements on television and in the print media was enacted. After general elections in February 1991, the Khaleda Zia government reintroduced the ordinance as a bill in parliament. But soon after the government withdrew the bill under pressure from the tobacco industry and the media which said it would lose substantial income from advertisements.</p> <p>A Presidential decree passed in 1990 sought to ban tobacco advertisements in the country; it was, however, not enacted into law in the wake of active lobbying by the tobacco industry.</p>	<p>[25]</p> <p>[21]</p>
	<p>Voyage of Discovery marketing campaign and advocacy response</p>	<p>It was a specific marketing campaign by BAT that finally provided the impetus for a concerted and courageous effort by tobacco control advocates. Even though advocates had become used to the flashy, sophisticated cigarette advertisements on television, in newspapers, and on billboards throughout the country, BAT's Voyage of Discovery campaign in the summer of 1999 was startling. The idea of sailing a yacht carrying the John Player Gold Leaf brand logo to 17 countries in 177 days caught people's imagination. The excitement was enhanced by the choice of the port of Chittagong as the final destination. Alarming as were the billboards, newspaper advertisements, and cigarette display stands embossed with the Voyage colors and its slogan "Go for the Adventure," more worrisome were the lengthy and highly sophisticated television advertisements on the national TV station, Bangladesh TeleVision (BTV). Despite a law prohibiting BTV from carrying tobacco advertisements, the station repeatedly broadcast advertisements for the Voyage. This blatant disregard for national law in pursuit of profit, and the national fervor about the Voyage, caused a wave of unprecedented concern about tobacco control. But the concern was mixed with a sense of despair, as there seemed little that tobacco control advocates could do in the face of the wealth and power of BAT. In July 1999 Work for a Better Bangladesh (WBB), a new organization</p>	<p>[14]</p>

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		<p>devoted to tobacco control and urban environmental issues, organized a meeting to discuss possible responses to the Voyage campaign. Although only one other organization, the National Non-Smokers' Forum, was represented at this first meeting, the WBB was not deterred. What these tobacco control advocates lacked in wealth and power, they more than made up for in persistence. WBB staff contacted other organizations that might be interested—groups working on drug problems, development, consumer issues, and women's issues—and continued to organize meetings. Gradually attendance increased, and BATA was born. The WBB, on behalf of BATA, organized a press conference at which dignitaries, including Nurul Islam, founding president of ADHUNIK, spoke. At a seminar organized by BATA, a range of organizations presented their views, and barrister Tania Amir of the firm Law Associates offered her ideas on legal remedies that were unlikely to succeed but were worth trying in the absence of other possibilities. (Amir later founded Law and Society Trust, Bangladesh—LSTB—a member organization of BATA.)</p> <p>Besides attracting advocates to the cause, BATA faced the challenge of raising funds for its activities. Most of the groups in BATA were small and had limited funds, and the larger organizations faced administrative difficulties in committing a significant amount of money for advocacy work. To overcome the hurdle, all of the organizations involved agreed to contribute small amounts; PATH Canada provided further financial assistance.³ With a total of US\$3,000—in marked contrast to BAT's annual advertising budget of US\$3.3 million—the groups moved forward with their strategy.</p> <p>From September to November 1999, BATA members conducted a series of activities, with different organizations taking the lead for different events. The president of the WBB, Saifuddin Ahmed, flew to Chittagong and looked through the docking permits for the Voyage campaign. He discovered that the yacht had not obtained proper permission, having applied to dock on a visit rather than for commercial</p>	
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		<p>health and life.</p> <p>The judge agreed with the arguments of Sadat and Amir and issued a decision that urged the respondents, including the government, to:</p> <ul style="list-style-type: none"> • Ban production of tobacco leaf in phases, give subsidies to tobacco farmers to produce other agricultural products, and help tobacco workers find other jobs through such means as providing vocational training • Restrict permission and licenses for establishing tobacco factories and direct the owners to switch to other products in phases, compensating them if necessary • Persuade owners of tobacco factories not to continue with production of tobacco products beyond a reasonable time by banning such production • Discontinue advertising of tobacco products and forbid any show or • <p>Ban any promotional ventures such as the Voyage of Discovery statutory warning legibly in bold type in Bengali program that propagates smoking beyond the period of the existing contract or agreement</p> <ul style="list-style-type: none"> • Close down the bidi factories in phases and restrict the harvesting of tobacco to produce bidis • Prohibit import of tobacco "within a reasonable period" and in the meantime impose a heavy import tax; require all imports to print a • Ban smoking in public places.⁴ <p>The High Court had made an astonishingly strong ruling in favor of tobacco control, and BATA had been born out of the ashes of the Voyage campaign (Efroymson 2000a)</p> <p>British American Tobacco (BAT) owned the yacht, and had named it after one of its cigarette brands, the John Player Gold Leaf. In 1991, the yacht set sail on a “Voyage of Discovery” from London to 17 countries in 170 days, with the final destination being Chittagong – a port city in Bangladesh.</p>	<p>[26]</p>
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		<p>The voyage was a thinly veiled attempt by BAT to attract new smokers in targeted countries. As advertising for the voyage began to appear on billboards, in newspapers and at tobacco sales counters in these countries, civil liberties groups united in their outrage and began to plan ways to protest the voyage.</p> <p>Bangladesh -- Nurul Islam v. Government of Bangladesh, WP 1825 of 1999 (2000.02.07) (Tobacco Advertising Case)</p> <p>In June 1999 advertising for Voyage of Discovery, a huge multinational promotional campaign for BAT's John Player Gold Leaf cigarettes, began to appear. The campaign consisted of a yacht sailing to 17 countries in 170 days, with the final destination being Chittagong, a port city in Bangladesh.</p> <p>In the months that followed, more and more groups got together to discuss what to do about the Voyage, and possible collaboration in other areas of tobacco control. Outrage at the advertising campaign was universal, perhaps matched only by a sense of impotence in dealing with the multinational which in 1996 bought the controlling share of the former Bangladesh monopoly, Bangladesh Tobacco Company, and is now the biggest taxpayer in Bangladesh.</p> <p>As the months progressed and Voyage ads on billboards, in newspapers, and on tobacco sales cases multiplied, about 15 organizations came together to protest this Voyage in search of new cigarette addicts. With this surge of interest came a name: the Bangladesh Anti-Tobacco Alliance, or BATA. The Alliance consists of an informal alliance of health, anti-drug, tobacco control, and women's groups, including the Bangladesh Cancer Society, the National Anti-Drug Federation of NGOs, the Consumers' Association of Bangladesh, and the best-known tobacco control organization in Bangladesh, ADHUNIK.</p> <p>On the 23rd of October, BATA held a press conference denouncing Voyage for what it was: an attempt to find customers in poor countries</p>	<p>[27]</p> <p>[28]</p>
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		<p>to replace those who are giving up smoking in the wealthy ones. (Bangladesh, as one of the 20 poorest countries in the world, seems a particularly inappropriate target for the predatory tactics of BAT. The price at the time of Gold Leaf regular was 47 taka, or about one US dollar. The average per capita income for Bangladesh is only US\$230.) Things heated up when Bhorer Kagoj, the only national newspaper that voluntarily refuses to publish tobacco ads, convened a roundtable on the 13th of November. Tactics to counter Voyage were discussed, and Tania Amir, a barrister working pro bono on the issue, suggested filing a writ petition to prevent Voyage from docking in Chittagong. While she did not expect the petition to be successful, she explained that we could learn why they are allowed to land, and test the opinion of the High Court on tobacco advertising. (Bangladesh had a presidential decree banning advertising in 1990, but the Parliament never turned it into law, so it remained frozen and unused.) Voyage landed in Chittagong on the 21st, among protests and “Sinking Boat” posters, and the writ petition was filed on the 22nd—delayed due to anti-government strikes (hartal). BAT held an event celebrating the arrival of Voyage, at which the Mayor of Chittagong, among others, welcomed it to Bangladesh, explaining that while smoking is bad for health, he wished to support the economy. However, ticket sales for concerts and other events were continually postponed, as BAT was aware that the events might not be allowed. The High Court responded favorably to the petition, and banned all further promotional activities around Voyage, declaring it illegal based on the 1990 law, though unfortunately, the law did not seem to extend to other forms of tobacco advertising. As a result of the decision, the concerts and other events planned around Voyage were canceled, as were the newspaper ads that had been appearing daily in the newspapers. The boat left quietly a few days later. The victory was by no means an unmixed one. The billboards and display cases remain up. Bangladesh Television (BTV), which does not</p>	
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		<p>otherwise show tobacco advertisements—tobacco ads being banned on electronic media—repeatedly aired ads for Voyage. And the victory may have generated a bit of rancour against our movement, as some youth in Chittagong expressed their disappointment at the concerts being canceled.</p> <p>But the fight was not over. Tania Amir appeared in court again and again, along with the barrister representing ADHUNIK. On the 7th of February, in response to writs filed by BATA and ADHUNIK, the High Court reiterated that Voyage was illegal, and further declared that the Government of Bangladesh should ban the production and trade of tobacco. Although such a law would clearly be unfeasible, the High Court ruling did contain many feasible measures which BATA intends to pursue, starting with making the warnings on packs and billboards sufficiently large that people can actually see them; then banning advertising and banning smoking in public places.</p>	
	Act of 2005: industry and policy content	<p>Bangladesh signed the FCTC on 16 June 2003 and ratified it on 10 May 2004, being one of the first signatories from South Asia. Indeed, Bangladesh was actively involved in the development of the FCTC with the then Health Minister of Bangladesh presiding over the WHO's 56th session which approved the Convention in May 2003. One note of interest here is that whilst the WHO excluded the tobacco industry in the framing of the FCTC, ABC had been consulted in the development of tobacco legislation in Bangladesh with the company acting as a representative of the Bangladesh Cigarette Manufacturers' Association.</p> <p>(c) "tobacco product" means any thing made from tobacco which can be inhaled through smoking, and also includes Biri , Cigarette, Cheroot, Cigar and mixture used by pipe;</p> <p>(d) "smoking" means inhaling or exhaling the smoke of tobacco, and also includes keeping or controlling any flamed tobacco products;</p>	<p>[21]</p> <p>[29]</p>

		<p>(2) If any person contravenes the provisions of sub-section (1), he shall be liable to fine which may extend to one thousand taka.</p> <p>Explanation.- In this section automatic vending machine means such automatic machine by which tobacco or tobacco products are distributed normally or with the help of buyer by using coin, metal or any other thing.</p> <p>9. Power of authorized officer.- (1) The authorized officer within his jurisdiction entering into any public place and the public vehicle, for the purpose of carrying out the provisions of this Act, may inspect that place. (2) The authorized officer may remove the person, who contravenes the provision of this Act, from the public place or public vehicle. (3) If any person, contravening the provision of this Act, sells or offers to sell tobacco product, the authorized officer may use, transfer, destroy or seize the tobacco product in such manner as may be prescribed by rule. (4) If any proceedings are taken under sub-section (3), the authorized officer shall inform the Government in writing within 7 days from the date in which proceedings were taken.</p> <p>10. Health Warnings, etc. on packets.- (1) Each enterprise producing tobacco product shall print on the packed or package in capital letters clearly visible and in large size (not less than 30% of total area) any of the following warning, namely: (a) smoking causes death; (b) stroke occurs for smoking; (c) smoking is the cause of heart disease; (d) smoking is the cause of lung cancer; (e) smoking creates problems to breathing ; or (f) smoking is harmful to health. (2) No person shall buy or sell the packet or package of tobacco product which has not followed the provision of sub-section (1). (3) If any person contravenes the provisions of sub-section (1) or (2), he shall be punished with a simple imprisonment which may extend to three months or with a fine which may extend to one thousand taka or with both.</p>	<p>[29]</p> <p>[29]</p>
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		<p>15. Offence committed by company.- If the person committing offence under this Act is a company, the owner, director, manager, secretary or any other officer or agent of the company shall be deemed to have committed the offence, unless he can prove that such offence was committed without his knowledge or he has tried his level best to prevent such offence.</p> <p>Explanation.- In this section-</p> <p>(a) "company" includes any statutory corporation, trading organization, partnership business, association or organization also;</p> <p>(b) "director", in the case of trading institution, includes any partner or any member of the board of directors.</p>	[29]
	<p>Policy loopholes and advocacy</p>	<p>Tobacco Control Act of 2005 did not address the issue of tobacco companies' activities in the name of Corporate Social Responsibility (CSR).</p> <p>Additionally, the Act prohibits a variety of tobacco product advertising, some promotions, and sponsorships, but point-of-sale advertising and promotional discounts continue to be allowed.</p> <p>The 2005 Act restricts advertisements of tobacco products but implementation is less comprehensive. Most tobacco product advertising is banned, including on television and radio, in local print, and billboards, as well as tobacco company sponsorship of tournaments. However, point-of-sale advertising is allowed, as are promotional discounts. Despite the somewhat comprehensive ban, about half of adult Bangladeshis reported being exposed to tobacco company marketing in 2009, with two-thirds of smokers reporting exposure to any cigarette marketing.¹³ The exemption of the point-of-sale from the advertising ban accounts for much of this, with one-third of all adults and half of adult smokers reporting noticing advertising in stores. Reported exposure is even higher among youth, with nearly three-quarters of 13</p>	<p>[30]</p> <p>[31]</p> <p>[31]</p>

		<p>to 15 year olds reporting seeing cigarette ads on billboard and almost two-thirds reporting seeing cigarette ads in newspapers or magazines in 2007.</p> <p>Other restrictions on tobacco product labeling, including a ban on the use of misleading descriptors like “light” or “low tar” have not been adopted.</p> <p>Moreover, sub-national jurisdictions are not allowed to adopt stronger restrictions on smoking than those contained in the national legislation and compliance with the restrictions included in the Act is low.</p> <p>The speakers demanded ban on smoking zone in public places and public transports, ban on indirect tobacco ads by tobacco companies, inserting pictorial warning on 50% spaces of tobacco packets, ban on tobacco company’s promotional initiatives in guise of CSR, ban on manufacturing of any products in packets and jars like of tobacco products, empowering individual to take legal actions against tobacco companies for law violation, increasing penalty for outlawed companies and individuals, developing policy for tobacco taxation and alternative farming, expanding scope of authorized officers and introduction of penalty for failure of creating smoke-free places and its maintenance.</p> <p>The Government has passed Smoking and Tobacco products (Control) Law in 2005 for public interest. But tobacco companies taking the advantages of loopholes of the law are presenting ads and inspiring smoking which hinders effective implementation of the law. Law development is needed to avoid the pitfall. Speakers said while attending a demo in front of the National Press Club on 09 October 2010. General Secretary of Prattyasha Helal Ahmed said that as the law defines cigarettes as tobacco products only. As a result, necessary steps can not be adopted for other tobacco products like zarda, sada-pata,</p>	<p>[31]</p> <p>[31]</p> <p>[32]</p> <p>[32]</p>
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		<p>gool, Cigar, mixer used in pipes are not included as tobacco products in its definition though they are as harmful as cigarettes. The speakers demanded inclusion of the products in definition of tobacco products in the law for saving the people</p> <p>In accordance with the provisions of the Convention, the National Assembly of Bangladesh enacted the Smoking and Tobacco Product Usage (Control) Act 2005. A National Strategic Plan of Action for Tobacco Control 2007–2010 was also formulated with the support of the WHO. However, neither the legislation nor the Strategic Plan has any special provision for bidis. The Act mostly emphasizes prohibiting smoking in public places, banning the promotion and advertising of tobacco, and the effects of inhaling and exhaling the smoke of tobacco products. Bidi smoking was classified under the broad rubric of ‘smoking and tobacco use’, together with cigarettes, cheroots, cigars and pipe tobacco. Yet, bidi smokers are different from consumers of other forms of tobacco. In addition, there is considerable variation in the prices and availability of the different forms of tobacco: bidis are much cheaper than cigarettes and are more widely available.</p> <p>Producers of Bidi and smokeless tobacco products do not follow the health warnings as there is no instructions for them in the National Tobacco Control Act (NTCA), said the Global Audit Tobacco Survey (GATS)-2009. It said that large tobacco industries producing cigarettes are abiding by the law but bidi and smokeless tobacco makers are not doing so as they are not covered by the law. Ministry of Health and Family Welfare sponsored the report dubbed 'GATS-2009 in Bangladesh' released here lately. According to our correspondent, The NTCA made it compulsory for industries to provide written health warning on cigarette packets and the warning on smoking tobacco products must cover 30 percent of the front and back and six rotating warnings are to be used in six month rotation.</p>	<p>[33]</p> <p>[34]</p>
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		<p>Bangladesh was one of the first signatories to the FCTC in 2003 and ratified it in 2004. After the ratification, Bangladesh needed a national law. The country got the law in 2005, named 'Smoking and Tobacco Products Uses (Control) Act 2005'. But the problem arose when the law was put to implementation. Many weaknesses were identified. To overcome those weaknesses, an organisation called Work for a Better Bangladesh (WBB) Trust started its campaign for amendment of the FCTC law highlighting its weaknesses since 2006. WBB Trust organised a national campaign throughout the country in collaboration with Bangladesh Tamak Birodhi Jote (Bangladesh Anti-Tobacco Alliance called BATA in abbreviation) and its associate organisations. WBB and BATA also organised national divisional and national workshops on this issue in 2007 and 2008. From 2009, gradually many other organisations joined this campaign.</p> <p>The Ministry of Health and Family Welfare developed a draft amended law through a long process with the involvement of different government and non-governmental agencies. Already the draft has been approved by the cabinet and it is hoped that the law is going to enacted in the parliament.</p> <p>The draft amended law prohibits smoking in public places and public transports, but it does not include restaurants, factories/industries (like garments), individually-owned offices, business offices etc. As a result, women and children are exposed to passive smoking in many public places. Besides, there is no responsibility with the authorities in charge of public places or transport owners/managers/caretakers to ensure their places/transports smoke-free. The law prescribes a fine of Tk 50 on a smoker to be charged in prohibited places, but the fine is only collected by mobile courts in presence of executive magistrate. It is thus meaningless to ensure implementation of the penal provision. The law does not include chewing of tobacco (Sada Pata, Jorda, Gul etc) which is most common in rural areas and it is vastly used by the Bangladeshi</p>	[35]
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		<p>women. Recently, a global study shows that chewing tobacco consumption is the highest in the world among Bangladeshi women.</p> <p>By law, tobacco advertisements for all smoking products is banned in Bangladesh. But GATS Bangladesh has shown that almost 50% of adults are exposed to some form of tobacco marketing activities. Bans on tobacco advertising, promotion and sponsorship should be enhanced through:</p> <ul style="list-style-type: none"> • Modification of the national Tobacco Control Act to include a ban on advertisement of all kinds of tobacco products, including smokeless tobacco; • raising social awareness regarding tobacco's harm and exposing the selfishness of the tobacco industry's through promotion of tobacco; • coordinating with government and nongovernmental organizations for tobacco control at every level and especially in remote areas for systematic monitoring of tobacco industry advertising; • rigorously enforcing laws and regulations to eliminate tobacco industry advertising; and • increasing capacity of the task force to enforce tobacco legislation. <p>Given the fact that most smokers (> 90%) purchased cigarettes and bidis from stores and nearly half of them noticed cigarette advertisements in stores, national Tobacco Control Act needs to be amended to prohibit tobacco advertisements at the point of sale.</p>	<p>[13]</p> <p>[13]</p>
	<p>Industry's policy response</p>	<p>Tobacco companies in Bangladesh contacted by AFP all denied using illegal fly-posters or point of sales marketing, which the ministry of health hoped to stop with an amended version of the 2005 law.</p> <p>"BAT Bangladesh markets cigarettes in Bangladesh in full compliance of all applicable laws, rules, and regulations," company spokesman Shamim Zahedy told AFP, adding that their marketing only targeted existing smokers.</p>	<p>[36]</p> <p>[36]</p>

		Tobacco advertising was banned in Bangladesh in 2005, so the advertisements are usually fly-posters that do not specify the company behind the message.	[37]
Policy loopholes and amendments after WHO FCTC adoption	Rules of 2006: content and identified loopholes	<p>No shopkeeper or businessman who sells tobacco products, can make publicity or exhibit any kind of products directly or indirectly except only for distribution or supply of leaflet, handbill or any document to the purchaser of tobacco products in compliance with the conditions of sub-rule(2)</p> <p>(8) From 1 September 2006 no tobacco product shall be marketed by any person without printing warnings on it.</p> <p>Rokeya Prachy said that unnecessary smoking scenes in plays and cinemas should be banned and proper guidelines should be incorporated in the law. Professor Latifa Akand said that malnutrition of women and children can be removed by the money spent for tobacco consumption.</p> <p>Banning of tobacco advertisement in the mass media of Bangladesh has undoubtedly been a major success, other speakers said adding but the media is not yet completely free from sponsorship of different types from the tobacco companies. Pointing out that smoking scene of drama and films motivate people to use of tobacco, they urged the media to refrain to broadcast any scene of smoking in drama and cinema.</p> <p>During a recent National Press Club meeting, tobacco control activists from a range of tobacco control non-profit organisations called for these “other” products to be included in the country’s tobacco control law.</p> <p>The activists also demanded a range of other tobacco control measures be included in the law, such as:</p>	<p>[38]</p> <p>[38]</p> <p>[39]</p> <p>[40]</p> <p>[41]</p>

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		<ul style="list-style-type: none"> • Non-motorised vehicles, workplaces, private institutions, restaurants and salons also be included as smoke-free areas. • Legal action against tobacco farming to save agricultural land and the environment. • Stronger tobacco marketing rules through preventing tobacco companies from advertising through their name, logo and brand colours and from offering presents to customers and promoting smoking through scenes in movies. • Pictorial health warnings that cover 50% of tobacco packaging. • Increased penalties for smokers in smoke-free places • A policy for tobacco taxation. 	
	<p>Gazette of 2013: content and identified loopholes</p>	<p>(c) “Tobacco Products” means any product made from tobacco, tobacco leaves, or its extract which can be sucked or chewed, or inhaled through smoking, and shall include bidi, cigarette, cheroot, granulated, plug cuts, snuff, chewing tobacco, cigar and mixtures used in pipe;</p> <p>5. AMENDMENT OF SECTION 5 OF ACT NO. 11 OF 2005. Section 5 of the above mentioned act shall be replaced by the following section 5, such as:- “5. PROHIBITION ON ADVERTISEMENT AND PROMOTION AND CONTROL OF SPONSORSHIP OF TOBACCO PRODUCTS - (1) No person shall– (a) publish or cause to be published advertisement of tobacco products in any print or electronic media, books published in Bangladesh, leaflet, handbill, poster, printed paper, billboard or signboard or in any other way; (b) give or propose to give any sample of tobacco products to the public, for the purpose of enticing to buy tobacco products, either free or at a reduced price. (c) give or cause to be given any donation, prize, stipend or sponsorship of any program for the purpose of advertisement or promoting the usage of tobacco products;</p>	<p>[42]</p> <p>[42]</p>

		<p>(d) publish or cause to be published advertisement of tobacco or tobacco products in any cinema hall, print or electronic media or web page;</p> <p>(e) broadcast, display or describe or cause to be broadcasted, displayed or described any scene of using any tobacco products in any cinema, drama, or documentary produced in Bangladesh or produced in abroad but available and broadcasted in Bangladesh through television, radio, internet, stage show or any other public media;</p> <p>However, if it becomes necessary for the sake of story of a cinema, the scene of using tobacco products may be displayed provided that written warning about the harmful effects of tobacco products shall be displayed on the screen, according to the rules;</p> <p>(f) produce, sale or distribute or cause to be produced, sold or distributed the cover, packet or box which is similar to the cover, packet or box of a tobacco product;</p> <p>(g) display tobacco products advertisements at the point of sales, in any way.</p> <p>Explanation - To fulfill the objective of subsection (1), “advertisement of tobacco products” means conducting any kind of commercial programs for encouraging the direct or indirect usage of tobacco or tobacco products.</p> <p>(2) Nothing of article (e) of subsection (1) shall be applicable for the anti-smoke health related educational campaigns.</p> <p>(3) No person shall use or cause to be used the name, sign, trademark, or symbol of any producer of tobacco or tobacco product, or entice any other person to use these if they participate in any social development work under the Corporate Social Responsibility programs or bear its expenses;</p> <p>(4) If any person contravenes the provisions of this section he shall be punishable with imprisonment for a term not exceeding three months or a fine which may extend to one lakh taka, or both and if he contravenes</p>	[42]
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		<p>the provisions more than once, every time the amount of fine or punishment shall be doubled.</p> <p>6. AMENDMENT OF SECTION 6 OF ACT NO. 11 OF 2005. Section 6 of the above mentioned act shall be replaced by the following section 6, such as:- “6. PROHIBITION ON INSTALLATION OF AUTOMATIC VENDING MACHINE - (1) No person shall install automatic vending machines anywhere for sale of tobacco products. (2) If any person contravenes the provision of this section and installs automatic vending machines anywhere for sale of tobacco products, he shall be punishable with imprisonment for a term not exceeding three months or a fine which may extend to one lakh taka, or both and if he contravenes the provisions more than once, every time the amount of fine or punishment shall be doubled.”.</p> <p>10. REPLACEMENT OF SECTION 10 OF ACT NO. 11 OF 2005. Section 10 of the above mentioned act shall be replaced by the following section 10, such as:“10. PICTORIAL WARNINGS ETC. ABOUT HEALTH AND OTHER HARMS ON THE BODY OF PACKETS OF THE TOBACCO PRODUCTS - (1) Health warnings shall be printed on top of both sides of the packet, cover, carton or box of tobacco products, covering at least 50% of the total area of each main display area or if the packets do not have two main sides in that case covering at least 50% of the main display area, with colored pictures and accompanying text, according to the act, about the harms caused by the use of tobacco products and these shall be printed in Bengali. (2) The following warnings shall be printed on the packet, cover, carton or box of tobacco products, i.e. (i) For smoked tobacco products:-</p>	<p>[42]</p> <p>[42]</p>
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		<p>(a) Smoking causes throat and lung cancer; (b) Smoking causes respiratory problems; (c) Smoking causes stroke; (d) Smoking causes heart disease; (e) Second-hand smoke causes harms to the fetus; (f) Smoking causes harms to the fetus.</p> <p>(ii) For smokeless tobacco products:(a) Consumption of tobacco products causes mouth and throat cancer; (b) Consumption of tobacco products causes harms to the fetus.</p> <p>(iii) Any other warning prescribed by law.</p> <p>(3) All packets, covers, cartons and boxes sold in Bangladesh shall carry the statement: “Sales allowed only in Bangladesh” and no tobacco products may be sold in Bangladesh without this statement.</p> <p>(4) Packets, cartons, boxes, or covers of tobacco products shall not use brand elements (such as: light, mild, low-tar, extra, ultra, etc.) to create false impression about its impact and risk on public health.</p> <p>(5) The printing methods on the packets, cartons, boxes, or covers of tobacco products of pictorial warnings described in subsection (2) and the statements described in subsection (3) shall be determined by law.</p> <p>(6) If any person contravenes the provisions of this section he shall be punishable with imprisonment for a term not exceeding six months or a fine which may extend to two lakh taka, or both and if he contravenes the provisions more than once, every time the amount of fine or punishment shall be doubled.</p> <p>12. AMENDMENT OF SECTION 15 OF ACT NO. 11 OF 2005. The existing subsection of section 15 of the above mentioned act shall be renumbered as (1) and after the above mentioned renumbered subsection (1), a new subsection (2) shall be included, such as:-</p>	<p>[42]</p> <p>[42]</p>
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		<p>“(2) If the company mentioned in sub-section 1 is a corporate body, then along with the said person the above mentioned company can also be alleged and convicted under the same provision, however, in a criminal case only monetary penalty can be applied against them.”.</p> <p>13. ADDITION OF A NEW SECTION 15A IN ACT NO. 11 OF 2005. A new section 15a shall be included after section 15a of the above mentioned act, such as:- 15a. FORMATION OF NATIONAL TOBACCO CONTROL CELL, ETC. - (1) For the proper implementation of this act, observation of the tobacco control activities, research and completion of other related activities there shall be a cell named “National Tobacco Control Cell” under the Health and Family Planning Ministry. (2) The formation, authority and activities of the above mentioned Cell shall be determined by a law.</p> <p>The current gaps include the lack of a written policy on engaging industry, lack of a code of conduct, guidelines, conflict of interest forms or disclosure requirement, and lack of interministerial coordination.</p> <p>Conclusions: Findings of this pilot study showed high levels of violations of Bangladesh’s ban on tobacco POS advertising, promotion, and product display in Dhaka. Authorities should actively monitor and strictly enforce the ban, and should consider amending the law to explicitly ban POS tobacco product display for greater clarity.</p> <p>The Bangladesh Government passed the Smoking and Tobacco Product Usage (Control) Act in 2005 and made it effective in the same year. But due to certain weaknesses, it could not be effectively implemented, limiting the progress of tobacco control in the country. As a result, the Ministry of Health and Family Welfare, in collaboration with civil</p>	<p>[42]</p> <p>[3]</p> <p>[43]</p> <p>[44]</p>
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		<p>society organizations supported by the partners of the Bloomberg Initiative to Reduce Tobacco Use and the World Health Organization, worked hard to have the law amended.</p> <p>The amended law makes it compulsory for the tobacco industry to put pictorial health warnings on packaging of all tobacco, covering half of the packets' surface. Warning labels must be printed on the upper half of the packet. The amended law also bans sales to and by minors (aged below 18) and the use of misleading descriptors like 'light', 'low-tar', 'mild' and 'ultra light'.</p> <p>All tobacco advertising, promotion and sponsorship (TAPS), either direct or indirect, including at point-of-sale, is banned by the new law. In addition, tobacco companies can no longer use their names, symbols or trademarks to promote activities (including so-called corporate social responsibility). The law also requires that no smoking scenes can be displayed in the entertainment media, i.e. TV and cinema, with the exception of scenes that are integral to the story. In the latter case, appropriate health warnings must be displayed.</p> <p>Violations of the TAPS bans will lead to punishment of three months' imprisonment or a penalty of 100,000 Taka (US\$1,281). The penalty for smoking in a public place has been increased from Tk 50 to Tk 300, and a new penalty of Tk 500 will be imposed on the authorities/managers of public places and transportation if smoking occurs in their jurisdictions. Each of the penalty amounts will be doubled for subsequent violations. The new law expands the definition of 'public place' to include all workplaces and restaurants in addition to the list of public places and transports included in the previous law.</p> <p>While there is not yet a law or policy to prevent tobacco industry interference, in accordance with Article 5.3 of the WHO FCTC, the Bangladeshi Government has begun to acknowledge the value of such measures. The government still holds shares in tobacco companies and</p>	[1]
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		<p>has representatives on their boards. The government is now working on the development of national guidelines on Article 5.3.</p> <p>In accordance with the Convention, Bangladesh has also implemented stronger graphic health warnings. The WHO FCTC has served as a legal instrument in enabling the prohibition of TAPS. Since 2013, Bangladesh has been successful in implementing a 100% ban on TAPS in print and mass media. However, product display and corporate social responsibility activities are yet to be banned.</p> <p>The MoHFW should undertake awareness-raising for non-health sectors about WHO FCTC Article 5.3 obligations. Tobacco-related CSR activities must be banned.</p> <p>The government must expedite the adoption of a code of conduct for all officials in interacting with the tobacco industry.</p>	<p>[1]</p> <p>[45]</p> <p>[45]</p>
	<p>Tobacco industry interference</p>	<p>In response to the demand of the anti-tobacco activists, the government has taken a step to amend the existing Tobacco Control Law 2005 to make it effective. A draft law has formulated and now it is in the Ministry of Meath and Family Welfare.</p> <p>Official sources said the Health Ministry has finalised the amendment proposals that will be placed before the cabinet soon for its Taifur Rahman said although the government has taken a positive step to pass an effective law, it will be a hard task to enact it as the tobacco company’s lobbyists are putting pressure on the government not to pass it.</p> <p>The Union understands that some amendments may have been made to the draft law during the cabinet meeting. Details of these will become available over the next few days. The Union will continue to work with the Ministry of Health and Family Welfare, the National Tobacco</p>	<p>[46]</p> <p>[20]</p>

		<p>Control Cell and WBB Trust to ensure that the law is tabled for debate and passed as soon as possible.</p> <p>Overcoming more than four years of delays and strong tobacco industry opposition, the Parliament of Bangladesh has enacted a new law that significantly strengthens the country's efforts to reduce tobacco use.</p> <p>Intimacy among the Law Ministry, NBR and tobacco company is not surprising at all. It Products Usage (Control) Act is important to mention that the Law Ministry took over two years to finalize the Rules for Smoking and Tobacco 2005 (Amended 2013) by showing different excuses with the recommendations of tobacco companies³⁹ After submission of the draft Rules on Health Ministry website on October 31, 2013 (40), the BCMA delegates had a meeting with the health Secretary and also expressed concerns on some clauses of the rules and provided their proposal to the Health Secretary by issuing a letter on November 12 of the same year⁴¹. On the proposal, the BCMA demanded to allow 18 months to implement the GHW on tobacco packets. after passing the Rules and the images should be on the lower 50% of the packets. Partially acknowledging the demand, the Health Ministry extended time to implement the GHW on tobacco packs to nine months which was six months before and had sent the Rules to the Law Ministry for vetting. Later, the legislative secretary of the Law Ministry, on March 12, 2014, had arranged for a meeting over the issue with the participation of Health Ministry, National Tobacco Control Cell and tobacco company representatives⁴². In the meeting, tobacco company representatives again argued on extending time to 18 months with some excuses and according to the meeting decision, the tobacco companies urged to send the excuses in written to the legislative secretary of the Law Ministry. Accordingly, the BCMA submitted a letter to the legislative secretary on March 25, 2014. The Law Ministry had sent the draft to the Health Ministry without vetting and</p>	<p>[47]</p> <p>[48]</p>
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		<p>recommending the GHW implementation time by 18 months⁴³. But the Health Ministry, without responding on the proposal, sent the draft Rules for vetting to the Law Ministry again in June, 2014 after nine months. In fact, the Law Ministry started wasting time after this event. A delegation of BATB met the Health Minister on July 23, 2014 (44). Actually, the representatives wanted to delay the GHW implementation through the meeting⁴⁵. Later, both the Health and Law ministries exchanged documents but failed to reach any mutual agreement. After a certain stage, the Law Ministry sent back the draft to the Health Ministry with further recommendations ⁴⁶. Consequently, an uncertain situation was created on passing the Rules. To resolve the situation, the Health Ministry had a meeting with the tobacco company representatives. In the meeting, tobacco company representatives again implement the GHW on tobacco packets⁴⁷ demanded 18 months to . With the pressure from Law Ministry and tobacco company, the Health ministry sent the draft again to Law Ministry recommending to implement the GHW by 10 months. Finally, the Law Ministry set the law implementation tobacco companies⁴⁸ deadline to 12 months for the . At last, after two years of the law amendment, the Rules were published in Gazette on March 19, 2015. Now the tobacco companies got time to implement GHW by March 19, 2016. But before six months of the law implementation deadline, the tobacco companies started following ill tactics to extend the GHW implementation date. The BCMA issued a letter to the Health Ministry, on September 13, 2015, that it has come to know about the image finalization process on newspaper (The Financial Express on September 6, 2015 (49) but they did not get the electronic copy of the images to be published. So, again they should be allowed 12 months from the date they will get the images. By the same time, they demanded for printing the GHW on the lower part of the packets to comply with the VAT Act 1991 ((Tax Stamp and Band roll related SRO)⁵⁰ so that the band roll is attached rightly with the packets. But the tobacco companies had to change their</p>	
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		<p>strategies for the stringent anti-tobacco roles of mass media and anti-tobacco activists. They started highlighting the revenue collection problem with the GHW on upper 50% of tobacco packs. The NBR also demanded to the Health Ministry to allow tobacco companies to print the GHW on lower 50% spaces. To create a strong and continuous pressure on the Health Ministry, they also submitted four more letters. Besides, the NBR arranged for a meeting with the representatives of tobacco company and Health Ministry on November 15, 2015. At the meeting, the NBR provided biased opinion with the demand from tobacco company. To make the demands further stronger, the tobacco companies appointed a reputed lawyer, on December 23, 2015, to issue a letter to Health Secretary to solve the issue by admitting the opinions from the Law Ministry as the tobacco companies are aware that the Law Ministry opinion will favor them. Anti-tobacco platforms continued their reactions and monitored the entire events. Besides, the Inter-Parliamentary Union (IPU) chairman and influential concern Chowdhury⁵¹ Health MP, Saber Hossain sent a letter to the Minister informing over interference his of tobacco company on the GHW implementation and solutions of the problem (attaching stamps and band rolls on the packet sides). The Health Ministry also recommended to use the stamps/ band rolls on the side of the packets and sent the draft to law Ministry for its opinion. But ignoring the Health Ministry recommendation, Law Ministry opined the same opinion underscoring the lame excuses of tobacco company – to implement the GHW on the lower 50% space of tobacco packets. Tobacco companies apply all their powers to hamper the GHW formulation and implementation passage in the Bangladesh but for the brave attempts and immediate steps taken by the anti-tobacco mass media organizations, they were compelled to print the GHW on tobacco packets though there were some alterations of the law.</p>	
	Rules of 2015: content	5. Rules to control displaying of usage of tobacco products in movies - (1) To meet the	[49]

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		<p>objectives of article (e) of sub-section (1) of section 5 of the Act, if it is necessary to display any scene containing the usage of tobacco products, the scene can be displayed in the following way accompanied by a written warning about the harmful effects of consuming tobacco products, such as:</p> <p>(a) While displaying the usage of tobacco products, a health warning shall be displayed in the middle of the screen covering at least one-fifth of the screen, in white letters against a black background, in Bengali with the following words "Smoking/consuming tobacco causes death", and the health warning shall be continuously displayed as long as the scene continues;</p> <p>(b) In case of a movie telecasted in the television which has scenes of tobacco consumption, while showing such scenes in between two advertisement breaks, after the first advertisement break i.e. before starting the scene and also before the second advertisement break i.e. after the completion of the scene, a health warning shall be displayed in full-screen for at least 10 (ten) seconds in white letters against a black background, in Bengali with the following words "Smoking/consuming tobacco causes death"; and</p> <p>(c) In case of a movie showed in a cinema hall which has scenes of tobacco consumption, a health warning shall be displayed before starting the movie, before and after the break and after completion of the movie, the health warning shall be displayed in fullscreen for at least 20 (twenty) seconds in Bengali with the following words "Smoking/consuming tobacco causes death."</p> <p>To formulate law and Rules on tobacco product advertisement and promotion, only FCTC article 13 has been followed but article 5.3 to control the tobacco industry interference has not been followed. Consequently, tobacco companies are continuing their death business with power exploiting the loopholes.</p>	<p>[48]</p>
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<p>Late policy developments</p>	<p>National tobacco control policy draft</p>	<p>The government is planning to restrict foreign direct investments (FDI) in the tobacco sector so that the supply of the harmful elements can be curtailed, officials said. The draft National Tobacco Control Policy, which was recently sent to the ministries and departments concerned seeking opinions, said controlling the supply chain is important alongside lowering the demand to contain tobacco consumption.</p> <p>Electronic cigarette, IQOS, electronic nicotine delivery systems, electronic non-nicotine delivery system, and production, trading, importing and marketing of all types of electronic devices for tobacco use will be banned.</p>	<p>[50]</p> <p>[50]</p>
	<p>Stakeholders' response to the drafted measures</p>	<p>The government has made efforts towards preventive measures, leading to some progress. The National Tobacco Control Cell (NTCC) drafted two code-of-conducts based on Article 5.3, one for NTCC and another for all government officials. A meeting was conducted by NTCC with committee members to review the drafts on 22 January 2019. These codes, however, were yet to be finalized.</p> <p>The government requires the tobacco industry to submit monthly revenue statements (company wise) only. These statements are submitted as a requirement under the National Board of Revenue. In addition, tobacco companies must submit monthly statements of health surcharge deposit, according to the form attached with the "Health Development Surcharge (Collection and Payment) Rules 2017". However, the tobacco companies are not required to submit information on their market share, marketing expenditures, revenues, philanthropy and political contributions.</p> <p>Bangladesh Cigarette Manufacturers' Association (BCMA) sent a letter to the Finance Minister on 15 September 2019 where it attempted to discredit effective and scientifically proven tobacco control measures proposed in the draft National Tobacco Control Policy 2019 (NTCP).</p>	<p>[51]</p> <p>[51]</p> <p>[51]</p>

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		<p>Copies of the letter were also sent to high-level govt. officials including Secretary, Department of Finance, Ministry of Finance; Secretary, Health Services Department, Ministry of Health and Family Welfare (MoHFW); Senior Secretary, Internal Resources Division and Chairman, National Board of Revenues.¹²</p> <p>Following a request and list of objections/counter-arguments from the association of cigarette manufacturers of Bangladesh during a meeting on 10 October 2019, the National Board of Revenue (NBR) consequently sent a letter to the MoHFW to consider industry opinion before finalizing the National Tobacco Control Policy 2019.^{13,14}</p> <p>The government had no specific policy to disallow the acceptance of contributions/ gifts from the tobacco industry. However, general orders and anti-corruption laws exist and this should apply overall.⁴⁹</p> <p>Tobacco advertising, promotion, and sponsorship Tobacco advertising is prohibited in all print and electronic media, including at the point-of-sale. Free and discounted tobacco products are also prohibited, but internet tobacco sales and tobacco products bearing non-tobacco brand names are allowed. Although sponsorship by the tobacco industry is not completely prohibited, publicity of the sponsorship is prohibited. Tobacco packaging and labeling The law requires pictorial health warnings to cover at least 50 percent of the main display areas of all tobacco products. One of nine warnings (seven warnings for smoked products and two warnings for smokeless products) must be rotated every three months. Misleading terms such as “light” and “low tar” are prohibited on tobacco packaging, but other misleading packaging (e.g., colors, numbers, and symbols) is not banned.</p>	<p>[51]</p> <p>[51]</p> <p>[52]</p>
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	<p>Government's measures against pandemic: industry's and advocates' response</p>	<p>According to Essential Commodity Act 1956, tobacco products are categorized as essential product. This allows tobacco companies to continue to manufacture and distribute tobacco during the Covid-19 pandemic. A request was made to the Ministry of Industries Bangladesh, from the National Tobacco Control Cell (NTCC) to suspend the production, supply, marketing and sale of all kinds of tobacco products to aid public health response to Covid-19 response. This was rejected by the Industry Ministry on the ground of the Essential Commodity Act 1956, and also due to the economic recession faced by the country during the pandemic.</p> <p>Recommendations - Tobacco industries violating tobacco control law needs to be brought under strict punishment including prison and penalty;</p> <ul style="list-style-type: none"> - Regularly organize zila/upzila tobacco control taskforce meeting and implement decisions of the meetings; - extended awareness campaign by zila/upazila administrations on tobacco and corona virus; - amend decade old 'Essential Commodity Act 1956' and eliminate tobacco from list of essential goods; - monitoring tobacco control law implementation activities including local anti-tobacco organizations. <p>LOBBYING: Citing the Essential Commodities Act 1956 where cigarettes are listed as essential commodities, BAT Bangladesh¹ and JTI Bangladesh² managed to acquire special permissions respectively on 3 April and 5 April from the Ministry of Industries (MoI) to continue manufacturing, leaf purchase, finished goods supply, and distribution while the nation is only one week into the countrywide pandemic shutdown. Following protests from tobacco control groups,³ on 18 May, the Ministry of Health and Family Welfare (MoHFW) issued a letter to MoI requesting for withdrawal of such special permission as well as</p>	<p>[53]</p> <p>[54]</p> <p>[55]</p>
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		<p>calling for a temporarily ban on tobacco production and sale during COVID-19 outbreak.⁴ Two days later, on 20 May, the MoI turned down the request by MoHFW.⁵The mounting pressure on MoHFW forced them to withdraw their letter of request itself.⁶</p> <p>The Ministry of Health and Family Welfare on Tuesday urged the authorities concerned to suspend production, supply, marketing, and sale of all kinds of tobacco products in Bangladesh to help fight against coronavirus.</p> <p>The Health Services Division of the ministry issued a letter to the Industries Ministry in this regard, asking to implement the request and suspend the special permissions given to the tobacco companies recently allowing them to run their businesses.</p> <p>According to the letter, the special permit issued by the Industries Ministry to the tobacco companies allowing them to produce, supply and market their products has made the situation complex when the HSD is trying its best to identify and treat Covid-19 patients.</p> <p>Although the authorities banned mass gathering and movement from one place to another to limit transmission of Covid-19, the tobacco companies are disobeying the instruction under the special permission, it added.</p> <p>April 3: Ministry of Industries wrote to various agencies to cooperate with the operation of BAT and JTI during the COVID-19 shutdown. May 20: Ministry of Health and Family Welfare’s intervention was unsuccessful.</p> <p>The letter also sought the cooperation of the Ministry of Industry to temporarily prohibit the production, supply, marketing and sale of tobacco products by all tobacco companies to reduce the risk of Covid-19 infection and move ahead with the commitment to build a tobaccofree Bangladesh by 2040 as announced by the Prime Minister. In</p>	<p>[56]</p> <p>[51]</p> <p>[57]</p>
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		addition, the Ministry of Industries has been requested to repeal the special permits issued for the continuation of these businesses during the Corona pandemic period	
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Theme: Time-sensitive TAPS monitoring data

Sub-theme	Category	Coded Text	Source
Documentation of marketing practices	Smokeless tobacco products	<p>Background: Flavor improves palatability of smokeless tobacco products (SLT) and attracts youth. There is limited evidence on flavored SLT use in India and Bangladesh, the two high SLT consuming countries in the world. This study maps the use of flavored SLT in India and Bangladesh. Methods: Tobacco products assessed in the first Global Adult Tobacco Survey (GATS) of India and Bangladesh were analysed to identify flavored SLT product use and map it. Tobacco product specific assessment as well other tobacco products assessed for daily and less than daily users were considered. Operationally, any additional ingredient (except slaked lime) that alters or modifies the taste of plain tobacco, was considered as flavored one. SPSS used to assess the weighted prevalence estimates Results: The flavored SLTs used in India and Bangladesh were Betel quid with tobacco or Zarda, gutkha, pan masala, Zarda, gul or gudakau, snuff, bazaar, kiwam, and dentifrice with tobacco. Prevalence of flavored SLT use in India and Bangladesh were 17% and 27% respectively. Overall use of SLTs in India and Bangladesh were 24% and 27% respectively. Zarda(18%), and Betel quid tobacco (10%) were commonly used flavored SLTs in Bangladesh. In India, Gutkha (8%) and betel quid(7%) were commonly used flavored SLTs. Conclusions: Most SLTs are flavored one and this may aid in continuation of tobacco epidemic in India and Bangladesh. However</p>	[58]

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		<p>there is an opportunity to limit SLT use by implementing legislation targeting the attractiveness of tobacco products.</p> <p>Fifty-three percent products had a written health warning, and only 6% had a pictorial warning image (mouth cancer). Out of those with a health warning, 44% had low visibility due to very small font, 22% had warning in English only, 11% had these tactfully hidden in the packaging, and 11% had misleading information, for example, a Gutkha brand with a label saying “Jarda is injurious to health.” 11.8% products had a label saying “not suitable for children.”</p> <p>More than a quarter of the adult population in Bangladesh uses smokeless tobacco (SLT), contributing to high prevalence of oral cancer and other tobacco-related illnesses. The SLTs are available in various forms including Zarda, Gul, Khaini and Sada Pata. The price of SLT products is very low, making it affordable to everyone.</p> <p>During data collection for TPackSS (Tobacco System3) in India Packaging Surveillance and Bangladesh, we noticed faces similar to headshots or passport photos as part of the branding on bidi and smokeless tobacco (SLT) packaging in a way that we did not see on cigarettes</p> <p>These headshots were often placed in the front and centre of the pack. Most packs with headshots included only one picture (n=158, 54.9%), with a maximum on any pack being six; most (n=212, 73%) packs included at least one photograph. In most packs with more than one headshot, these were repetitions of the same picture. One pack had a headshot printed on individual bidi sticks</p> <p>The vast majority of packs included headshots of men (n=258, 88.9%), many of whom were dressed in western- style business wear</p>	<p>[59]</p> <p>[2]</p> <p>[60]</p> <p>[60]</p> <p>[60]</p>
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		<p>(jacket and tie, and sometimes a hat), though there are also some photos of men in more traditional dress (figure 1). A minority of SLT packs (n=17, 10%) depicted women, never in western clothing, but rather drawings of women in bridal veils, other non- western attire or female deities. Almost all (16 of 17) depictions of women were drawings. It is also notable that depictions of women were always in profile or semi- profile, with eye gaze downwards, which was distinct from the men's pictures. Finally, there were also headshots of children (seemingly boys) and infants (n=24, 8.3%) on packages (figure 2). Interestingly, there was one headshot of a boy with a drawn- on beard (top middle of figure 2). We have found no literature as to how such faces serve a branding strategy for bidi and smokeless tobacco in this context. These depictions may be factual (it may be that the picture is of the owner of the company who made this product), or aspirational (the photo may depict the type of person who would use it), or both. The faces may serve as a form of informal trademark. Nevertheless, we argue that it is inappropriate to use depictions of potentially aspirational or evocative figures, especially deities, children and babies, to promote any tobacco product, and that this practice should be prohibited in future marketing and packaging restrictions.</p> <p>Ashik and Akij bidis are sold the most, because of their attractive price ranges, and also because of their effective marketing strategies targeting both shopkeepers and customers. Ashik bidi, for example, gave out free tokens for each carton (25 pack) bought earlier this year. Each token could be returned in exchange for a certain amount of cashback, which created an incentive for shopkeepers to stock as many cartons as possible.</p>	[61]
	Cigarette packages	When considering the actual brand name, 41% (n = 529) of packs had an English brand name. This ranged from 77% in Brazil (n = 100) to 13% in China (n = 61). Combining these two components provided,	[62]

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		<p>an overall assessment of English prevalence in branding on pack fronts- ranging from 98% in Bangladesh to 40% in China.</p> <p>Beyond having any English on the pack front, we also considered the extent to which English penetrated the textual communication in this space. Of packs with any English in appeal (not including brand name), between 52% (China) and 98% (Bangladesh) of such packs were only in English (see Table 4).</p> <p>All unique cigarette packs (100%) from Bangladesh, Brazil, China, India, the Philippines, Russia, and Vietnam were compliant with their country’s bans on misleading descriptors (Table 1)</p> <p>Table 1: Pack Compliance with Banned Misleading Descriptors at Time of Data Collection</p> <p>Table 2: Misleading Package Design</p> <p>The highest percentage of packs displaying the selected color descriptors were collected in Russia (39.7%), followed by Bangladesh (32.3%) (Figure 2). The highest percentage of packs displaying the descriptors “soft,” “smooth,” or “mellow” were collected in Bangladesh (16.9%) and India (14.5%) (Figure 2).</p> <p>Overall, less than 5% of packs had the descriptors “soft,” “smooth,” or “mellow” printed on them; however, about one-fifth of packs purchased in Bangladesh or India displayed these descriptors. Such descriptors are used to convey mildness and are perceived as less harmful by consumers.^{20-22,24}</p> <p>Similar to previous findings in high-income country contexts, alternative descriptors are being used on tobacco packaging in place</p>	<p>[62]</p> <p>[63]</p> <p>[63]</p> <p>[63]</p> <p>[63]</p> <p>[63]</p>
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		<p>of banned descriptors.^{31,32,35} Over one-fifth of all packs had the color descriptors “blue,” “gold,” “white,” and/ or “silver” printed on the pack. This was true of over one-fourth of packs in Bangladesh</p> <p>Merise also gave out tokens for each purchase of their cigarette packs. A certain amount of these tokens could be exchanged for daily necessities and more cigarettes. For example, 20 tokens could be exchanged for a free melamine plate, while 3 tokens could get someone another free Merise cigarette out of the pack. Other products and offers were also available on return of such tokens. These made these products more attractive for both sellers and buyers (see Supplementary Graph 01), leading to higher purchases and consumption. To illustrate how popular these offers are: Faruk, a shopkeeper in his 30s, stocked almost an entire months’ worth of Ashik tokens to get some cashback, only to despair when he realized that the offer was no longer valid.</p> <p>Some posters are found in remote rural areas in the present days with the slogan, “Submit empty packs and get rewards”. The posters contain details of the prize- how many packets will be needed to be rewarded (like how many empty packets will be needed to have mug, bucket, umbrella or mobile phone etc.). Recently, a poster on Briton, a Dhaka Tobacco brand, is found across the markets. Following the tobacco control law, Section 5, sub-section 1 (c), rewarding to promote tobacco use is completely banned and punishable offence.</p>	<p>[61]</p> <p>[48]</p>
	Point-of-Sale	<p>As company’s promotional programs were running, magistrates operated several mobile courts accompanied by police and alert shopkeepers with financial fines and destroy fronts of flee shops with Winston brand logo. Besides, the easy to carrying shops and big umbrellas containing the brand logo were seized and dumped to remove it. Again, companies have lent money to vendors to pay for the fine. Finally, the depots are identified for stopping these initiatives</p>	[64]

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		<p>of companies and duly notified to the mobile court operating magistrates.</p> <p>A previous study by Environmental Council Bangladesh of tobacco retailers found that 38% of cigarette displays were provided by the tobacco industry.¹⁴ Their study also found that 75% of retailers reported being visited by representatives from the tobacco industry and that 60% of surveyed retailers had some sort of advertising posted. Despite the ban on advertising signage, product display, and promotion, these findings indicate that tobacco companies continue to provide marketing to tobacco retailers that contravene the law.</p> <p>Data collectors observed 661 grocers, tea stalls, tobacco stands, and mobile tobacco vendors within a 100-meter radius of 110 schools – 591 of which sold tobacco products. Mobile tobacco vendors were analyzed separately due to the limited number of observations possible for this type of retailer. Out of a total of 84 mobile tobacco vendors observed, 39 also sold candies, snacks, or sugary drinks. Thirty-two of the mobile tobacco vendors that sold candies, snacks, or sugary drinks were within eyesight of a school.</p> <p>Data collectors made observations around 110 schools, each with a sampling area of 100 meters. In these sampling areas, 507 out of 574 grocers, tea stalls, and tobacco stand observed sold tobacco products (Figure 3). More than half of the tobacco retailers were within eyesight of the school. Tobacco products were displayed around 105 of the school areas observed and at 491 retailers. Of the 110 schools sampling areas observed, only 5 did not have retailers visibly marketing tobacco products within 100 meters of the building.</p> <p>One hundred sixty tobacco retailers of those observed posted advertising signage from the tobacco industry at the point-of-sale</p>	<p>[65]</p> <p>[65]</p> <p>[65]</p> <p>[65]</p>
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		<p>(Figure 4), and 98 of these retailers were within eyesight of a school. Advertising signage was commonly observed in retailers and only 17 out of 160 retailers with advertising signage had any kind of voluntarily displayed health warning on all posted advertisements. It appears that the population is subjected to tobacco advertising without the juxtaposition of the health consequences of tobacco product use.</p> <p>While warning labels may have been present on tobacco products, these warnings were only visible on all displayed tobacco products at 4% of tobacco retailers. Many tobacco products were displayed so that the warning label was obscured, either by the structure of the display case, or having the sides, rather than the face of the package visible. There were also many visible packs that had warning labels that were not in Bengali.</p> <p>Very few (36) retailers voluntarily displayed any type of age restriction sign and 27 of these retailers were within eyesight of a school (Figure 5).</p> <p>Many shops and stands were completely branded, with posters for specific brands completely wrapping some tobacco stands (Figure 6). Flavor was mentioned on tobacco advertising signage at 23 observed retailers and non-Bengali words were used on signage at 18 observed retailers. Almost a third of observed tobacco retailers had advertising signage for tobacco products. Over 40% of observed retailers used at least one of the listed advertising strategies (Figure 7).</p> <p>Some retailers gave away free tobacco products to promote brands. Few retailers used other promotional marketing tactics, such as discounts and free promotional gifts (Figure 8). Sale of single cigarettes, however, was very common, with 500 retailers (99%)</p>	<p>[65]</p> <p>[65]</p> <p>[65]</p> <p>[65]</p>
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		<p>selling single cigarettes, 303 of which were within eyesight of schools. Single cigarettes, being less expensive than a full pack, might be more accessible to youth who have less expendable income.</p> <p>Almost all tobacco retailers displayed tobacco products in some way. Tobacco products were often displayed in the cashier zone, and were frequently displayed at the eye level of children (Figure 9). Some retailers displayed tobacco products on display boards and on branded stands or cabinets (Figure 10). Six retailers also displayed tobacco products with mention of flavor (Figure 11).</p> <p>Data collectors documented which brands were most heavily marketed at each tobacco retailer. Gold Leaf, Benson & Hedges, and Star were the most frequently document brands in grocers, tea stalls, and tobacco stands, followed by Navy, Sheikh, and Hollywood (Figures 12 and 13).</p> <p>Of the 507 grocers, tea stalls, and tobacco stands that displayed tobacco products, 487 retailers displayed tobacco products with candies, snacks, or sugary drinks (Figure 14). Many of these displays were located in the cashier zone, hanging from the ceiling, and at the eye level of children (Figure 15).</p> <p>Over 80 school areas had at least one retailer who had tobacco marketing that was visible to people who were passing by. While on their way to school, children are likely walking by these retailers and being exposed to tobacco marketing.</p> <p>38% of the cigarette showcases at points-of-sale were supplied by the tobacco companies, 68.8% sales persons at points-of-sale had gift offer. Tobacco companies mostly offered free sample (72.5%) and cash money (33%) to retailers for giving priority to show the cigarette</p>	<p>[65]</p> <p>[65]</p> <p>[65]</p> <p>[65]</p> <p>[30]</p>
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		<p>packets, their advertisement (e.g. sticker, flyer, etc.) and raise sale of the brand. 75% of the retailers reported visit by promoters appointed by different tobacco companies. 15% of the surveyed retailers reported video show organized by tobacco</p> <p>industry at the points-of-sale. More than 87% of the video shows were conducted by representatives of the largest multinational tobacco manufacturer of the country. 27.9% retailers received shop decoration material for promoting tobacco sale. 60% of the surveyed shops had visible flyer decorating the area, 48.5% had poster displayed, 77.2% had visible decorative items made of cigarette packets, 32.3% had large dummy cigarette packets.</p> <p>In Northern part of the country, cash 1-5 taka is gifted inside packets of some popular cigarette brands. Many other gifts like note books, wall-clock, lighter etc are also gifted. Tobacco companies provide mobile, TV etc based on fulfillment of sales target.</p> <p>Tobacco Companies advertise their products by using Permanent Promotional Materials (PPM) and Temporary Promotional Materials (TPM). Some tobacco companies define the first one as Permanent Merchandizing Materials (PMM). The permanent materials are like TV type box, gallery type box, desktop box covered with glasses which are kept on street and/or outside of shop to be used for showing cigarettes and 3D posters. Temporary Promotional Materials (TPM) are poster, calendar both mini and large size, flyer for display, leaflet for distribution, larger dummy pack of cigarette to hang/display on shops.</p> <p>Tobacco companies use cigarette showcases as an important way of advertising their products. In our survey, 38% of the cigarette boxes or the showcases were supplied by the tobacco companies. The highest number of showcases supplied by the tobacco companies was</p>	<p>[30]</p> <p>[30]</p> <p>[30]</p>
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		<p>in Barisal district (54.3%) followed by in Dhaka district (47.1%) (Figure 4). The highest percentage of showcases were provided by BATB (51.2%), followed by Dhaka Tobacco (39.7%) (Figure 5, Figure 6). Almost all shops (99.4%) having POS for tobacco were visited by the sales representatives from various tobacco companies in the March 2013 and this is true for all districts (Figure 7).</p> <p>Observation report from the surveyed locality also revealed that different types of decorated cigarette boxes were visible in many places in and around the market places and growth centers. The boxes are marked with brand name or contain only specific brand products. Tobacco companies are using these as a prominent means of advertisement of their products. This means of advertisement is very popular among the tobacco companies for promoting specific product whether the brand is new or old popular or unpopular found in all study areas.</p> <p>In a suburban area of Chittagong, the 30 KM stretch from Maijjartek (new bridge) to Dohajari our observation report and KII with local NGO activist revealed that, to increase the sale of Navy, a brand of Dhaka Tobacco, which was not that much popular in the locality, company took an aggressive marketing initiative. Company recently distributed about 50-52 desktop boxes to the roadside retail sellers of crowded areas at free of cost. These boxes were designed with brand logo and brand color and made of steel, pipe, sheet, wood, formica etc which costs about 20,000 BDT for each.</p> <p>Many shops were found decorated with attractive posters and leaflets of tobacco products during our observation in the localities. 27.9% shop owners said that they have received decoration materials for promoting tobacco (Figure 8). Almost 60% shops have visible flyer decorating the area and 48.5% had poster displayed. 77.2% visible</p>	<p>[30]</p> <p>[30]</p> <p>[30]</p>
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		<p>decorative item made of cigarettes and 32.3 had large dummy cigarette at POS.</p> <p>For advertisement and promotion, tobacco companies provided leaflet, color, dummy packets, and interior showcase, rack designed like cigarette brand. During a group discussion with the representatives of tobacco companies (i.e. BATB, Abul Khair and Dhaka Tobacco), it has been revealed that when tobacco companies launch any promotional package or event, they introduced new and attractive flyer, sticker and poster for sticking and hanging in POS.</p> <p>Competition existed between various brands of different cigarette companies with the notion to increasing sale. The cigarette companies initiate tricks to promote their various brands. A Territory Sales Officer (TSO) of BATB has informed that, in their territory consisting of 6 upazilas (sub-districts) of Chittagong, they have spent 6 crore taka in two and half months for promoting Derby. Derby has been marketed instead of Bristol, BATB's another brand, which was manufactured before. Yet it cannot achieve expected popularity among low cost cigarettes. BATB's marketing team is very anxious on the popularity of Marise, a brand of Abul Khaer Tobacco. So primarily they have targeted Marise cigarette smokers and 1.50 taka priced cigarette smokers. They provided free Derby cigarettes and the specialty of Derby was presented to smokers. The special characteristics, the quality compared to brands, leaflet, other flyer, large dummy packets distribution and demonstration were the target of the promotion of Derby.</p> <p>For increasing the sales and maintain its popularity, Star cigarette have conducted promotion greatly on the era of Bengali New Year 1420. New flyer, dummy large packets, lighter etc were prepared for promotion. After the promotional activities of star cigarette, Dhaka</p>	<p>[30]</p> <p>[30]</p> <p>[30]</p>
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		<p>Tobacco has also emerged a new and attractive flyer, sticker and leaflet of its Nave brand those have distributed to customers for marketing. Between Star and Navy Brand face to face competition was found. Similarly Marlboro mainly competitions causes targets Benson & Hedges cigarette smokers. These Various new brand stretching, new packed, gift, offer, lucrative flyer, sticker and so on. Navy and Stars' flyer and sticker distributed during Bengali New 1420 celebration.</p> <p>The research team found many POS decorated by tobacco companies' regardless urban and rural areas but a few restaurants were found with cigarette brand colours and almost similar logo. Café Jheel Restaurant at Topkhana Road, Dhaka is decorated by BATB.</p> <p>A very high proportion of sales person at POS (68.8%) got gift offer from tobacco companies for promoting the brand. This was higher in Kushtia (82.1%) and lower in Barisal district (43.8%) (Figure 9). 49.1% sales person at POS received gift offer from Dhaka Tobacco, 48% from BATB and 30.6% received gift proposition from Abul Khair Group (Figure 10). Large tobacco companies offered gift to sales person in all most all the districts of the country. However some of the relatively smaller local companies targeted only regional markets and limit their marketing activities only in few districts (Figure 11). This indicates that tobacco industries are using targeted marketing strategies (i.e., promoting different products in different socioeconomic areas) to increase the power of POS promotion by segmenting customers into groups and tailoring advertising to appeal to them. This is also evident from the various types of gifts they offer to cater for different types of POS. Tobacco industry mostly offered free cigarettes as gift (72.5%) and 33% of sales person at POS also had cash money offer. (Figure 11). In Dhaka district, 13.7% sales</p>	<p>[30]</p> <p>[30]</p>
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		<p>person at POS had offer of mobile phones and 4.8% had gift offer of TV/DVD to boost sale of their products (Figure 12).</p> <p>A ban on tobacco advertising, promotion and sponsorship is effective only if it has a broad scope. If only certain forms of direct tobacco advertising are prohibited, the tobacco industry inevitably shifts its expenditure to other advertising, promotion and sponsorship strategies, using creative, indirect ways to promote tobacco products and tobacco use, especially among young people. Reports have suggested that in some parts of the country, tobacco companies offer gifts or cash prize to customers to attract young people or to attract smokers for switching to a newer brand. According to the current tobacco control act, this kind of promotion is banned. To detect the percentage of salesperson at POS who knew of this kind of promotion in the locality, interviewers asked the salesperson at POS whether cigarette companies directly offered gift to customers. They also asked whether smokeless tobacco companies such as jarda manufacturers offered the sales person at POS responded that cigarette companies directly offered gift to customers (Figure 13) in their locality. Higher proportion of this kind of promotion was detected in Rangpur (19.5%) and Sylhet (12.8%) districts. For smokeless tobacco this kind of promotion was not reported at all. gifts to customers. 8.7% of</p> <p>In northern part of the country, cash Taka 1 -5 is given as gift inside packets of some locally popular cigarettes brands. Mostly Senior, Fresh Gold, Merit etc cigarette companies mostly provide this offer. Many other gifts like note books, wallclock, lighter etc are also given as gift. The trend of gifting free cigarette is observed both in urban and rural areas.</p>	<p>[30]</p> <p>[30]</p>
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		<p>BATB sponsors retail sellers, whole sellers and dealers for picnic and tours. They arranged a picnic at Cox’s Bazar on the occasion of Bengali New Year 1420 celebration. It has been informed that among the participants in the picnic, there were consumers of cigarettes. Dhaka Tobacco has distributed flower and sweets among the sellers of tobacco products on the occasion of Bengali New Year 1420 celebration. Abul Khair Tobacco has distributed hand-fan and calendar with their brand color and logo among the consumer and sellers on the occasion of Bengali New Year 1420.</p> <p>Dhaka Tobacco provided a lucrative decorative item, prepared with a couple of cigarette packets, in a shop of Shawkat at New Market, Jessore. Shawkat does not know that these promotional activities are illegal. In 2012, the mobile court fined him taka 500/- for displaying such advertisements. Later the representative of Dhaka Tobacco refunded him the amount and took the slip. He also asked Shawkat to display a new cigarette pack advertisement. When Shawkat denied to keep it, the representative ensured him that the company will always repay the amount of fine so that he will never face any lose. This compensation practice was also found in other areas such as Dhaka, chittagong and Barisal during data collection.</p> <p>Children are being exposed from cigarette companies’ advertisement. In different shops and point of sale Tobacco Company’s display their packets in an attractive way that draws children’s attention. This kind of promotional activities has an enormous and indirect impact upon children.</p> <p>In Dhaka and Chittagong super shop like Mina Bazar, Prins and Khulshi Mart cigarette advertisement showcased near the children’s product. Likely in super store it was also found in district town and rural areas.</p>	<p>[30]</p> <p>[30]</p> <p>[30]</p>
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		<p>In Barishal and its nearby districts an activity named HoReCa was run by tobacco companies in the hotel, restaurants and cafeterias. The name HoReCa has emerged from the first two letters of Hotel, Restaurants and Cafeterias. To promote their brand the company invites customers in different and luxuries restaurants for a long day program. In this program they show attractive video clips and presentation on Tobacco Company, their activities and a brief description about their products. They show a striking presentation about the quality of their brands. Different types of gift items such as t-shirt, cigarette packet, mug and calendar are offered along with food.</p> <p>Tobacco Company's printed attractive calendar in New Year. They give this calendar to shopkeepers; point of sales, tea stall and in different sales point. These calendars are attractive and easily draw public's attentions. These types of calendars are found in Rangpur and such places where Tobacco Companies are situated.</p> <p>Different types of smokeless tobacco products packets and quota (container) are displayed in an attractive way in retailer shops to attract customers. Wholesalers get incentives, cash various and types promotional packages from companies, especially during the celebration of Bengali New Year and Eid.</p> <p>Faltita Bazar is a rural market in Bagerhat. Recently most shops in the bazaar have been flying the Union Jack, the flag of the United Kingdom. It took most shoppers by surprise, who had no idea why shops in independent Bangladesh would pledge allegiance to the old colonial ruler like this.</p> <p>One morning, two young boys came to my shop and inserted two of the flags on my shop. Firstly, I did not understand why they were inserting it, Nayan Biswas, a shopkeeper of Faltita Bazar, told UNB.</p>	<p>[30]</p> <p>[30]</p> <p>[30]</p> <p>[66]</p>
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		<p>It was only when they then proceeded to hang several packets of a new brand of cigarette that he understood the reason behind the proliferation of Union Jacks - it was to advertise and promote Briton, as Dhaka Tobacco Industries' new low-cost brand is known, at the point of sale, while getting around the advertisement ban for tobacco products.</p> <p>As might be guessed, the Union Jack features prominently in the logo and packaging of Briton cigarettes, produced in Bangladesh by DTI, a concern of Akij Group.</p> <p>Yet its use for advertising purposes, as found not only in Faltita Bazar but also in parts of the capital or even the remote haor area of Tarail in Kishoreganj, is a direct violation of the law.</p> <p>According to the Smoking and Tobacco Products Usage (Control) (Amendment) Act, 2013, tobacco advertising is prohibited in all print and electronic media, as well as at the point-of-sale. It also prohibits promotion of tobacco products through leaflets, handbills, posters, printed paper, billboards or signboards, or any other way for that matter.</p> <p>Campaign for Tobacco Free Kids grants manager Dr Mahfuzur Rahman Bhuiyan said the manufacturer DTI is not only advertising its new brand aimed at the lower-income groups by inserting the Union Jack at points of sale, it is also distributing T-shirts with seemingly the UK's flag to promote its brand among smokers, again violating the law.</p> <p>Dr Rahman said the government should take harsher steps against the tobacco companies for violating existing anti-tobacco law to protect public health from the adverse impacts of tobacco.</p> <p>Akij Group or DTI representatives could not be reached to comment on the allegations.</p> <p>The objective of this study is to monitor compliance with the ban on tobacco POS advertising and promotion, including product display in</p>	
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		<p>Bangladesh. Methods: Monitoring was conducted in Dhaka in May 2017 as a pilot study. Data was collected from a convenience sample (n=46) of POS including supermarkets, groceries, general stores, tobacco shops, roadside sellers, mobile vendors, tea shops, and restaurants, located in high and low-income areas. An observational checklist was used to collect data on the presence of: (1) different types of advertising and promotion, and (2) tobacco product displays. Results: Among all POS visited, 85% sold cigarettes, 50% sold smokeless tobacco, and 20% sold bidis. Nearly all POS (87%) had at least one type of tobacco advertising, promotion, or product display. Almost half (48%) of POS had advertising (including posters, stickers, signs, and mockup packs), and few (13%) had promotions (including discounts and free gifts with purchase of tobacco products). Slightly over three quarters of POS (76%) displayed any tobacco products. Tobacco products were displayed mostly in organized shelves or by laying them out on a tray or table, and a few had illuminated displays, hanging displays, or power walls (organized shelves of cigarettes on the wall behind the cash register).</p> <p>Shops and point of sales with luxurious decoration matching colour of particular cigarette packs are seen in the city to attract customers to make their products popular.</p> <p>The shops have well-designed display showcases with colourful lighting, which have been made for keeping cigarette packets. Some shops are displaying cigarette packs at the showcases while some shops have kept their showcases empty.</p> <p>Such decorative shops and point of sales matching with cigarette pack colours are innovative promotional tactics of tobacco companies. Tobacco companies are constantly changing their promotional tactics as most countries have banned all forms of tobacco advertisement, sponsorships and promotion, anti- tobacco campaigners told BSS.</p>	<p>[43]</p> <p>[67]</p>
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		<p>They said companies spend huge amount of money for decoration at shops and point of sale to draw attention of customers aiming to promote their business. This ill tactics of tobacco companies should be stopped.</p> <p>Visiting different areas in Dhaka city, this correspondent found that shops and point of sales were designed and decorated matching color of cigarette packets of a foreign tobacco companies.</p> <p>Owner of Shohid General Store at Shegunbagicha in Dhaka city told BSS that, "My shop was decorated and designed by an international tobacco company. They have provided all financial supports for decoration purposes of the shop."</p> <p>Asked about empty showcases at his shop, where cigarette packets are not displayed, he said, "Cigarette packets are not displayed at his shop as the company do not provide any instruction in this regard."</p> <p>"I know tobacco advertisement is banned as per the law but it is not advertisement," the proprietor of the store said.</p> <p>Star Coffee, a retail outlet, at Taltola of city's Shewrapara area, was decorated by the same tobacco company, which is seen to display Marlboro Cigarette packets violating the existing tobacco control law.</p> <p>Philip Morris International, an international tobacco giant, is launching the new promotional tactics of shop decoration to make its Marlboro brand popular in Bangladesh.</p> <p>Vendors openly displayed SLT products both inside and outside the shops. Vendors or manufacturers generally did not offer advertising materials and promotions.</p> <p>Discount on bulk procurement and easy payment methods were the major incentives provided by the wholesale retailers and manufacturers.</p>	<p>[59]</p> <p>[59]</p>
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		<p>Research has shown that tobacco companies are using outlets (point of sale) as the main tool for advertising. The point of sale of tobacco companies in front of bazaars, bus-CNG stands, roads, educational institutions, hospitals, clinics across the country is more noticeable. The highest 49% point of sales was found around the bus-CNG stand and the lowest 6% was near the office-court. There are also 48% tobacco shops in or near the Hat Bazaar, 19% near hospitals and clinics, 9% around entertainment centers and 16% near the educational institutions.</p> <p>Tobacco companies have to change their advertising strategy at different times. For example, one of the strategies of tobacco companies is to publish the names of the brands in block letters along with the information on the sale of cigarettes at a fair price during the budget period. Basically, the main purpose of cunning tobacco companies is to promote the brand through advertising.</p> <p>During the study, 80% of the stores noticed stickers with different messages as a means of advertising in the sales outlets. At least 9% of stores have seen ads through the box. In addition, 30% of price list displays, 28% of posters, 24% of flyers, 16% of empty packet sorting, 16% of brand colors have been seen to advertise.</p> <p>From the research areas, informations have been obtained about the advertising campaigns including British American Tobacco, Japan Tobacco, Abul khayer Tobacco, Dhaka Tobacco and the promotion of tobacco products. During the study period, the highest advertisement of Japan Tobacco Company was 72%, British American Tobacco Company 74%, Abul Khair 21%, Dhaka Tobacco 15% and other local companies 1.2%.</p>	<p>[57]</p> <p>[57]</p> <p>[57]</p> <p>[57]</p>
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		<p>According to the survey, the highest number of free cigarettes given by tobacco companies to tobacco sellers is 57%, T-shirts with tobacco company name-logo and brand colors are 26%, New Year calendars are 27% and lighters are 26%. Also offers cash discounts, button phones, dishes, cosmetics, lights, fans, glasses, jugs, cups, rice cookers and a variety of gifts. Basically, the tobacco company gives such a gift if it can meet the sales target and submit an empty packet of certain cigarettes.</p> <p>According to information gathered at the field level, tobacco companies are providing various incentives and gift items to encourage the sellers to sell tobacco products. However, it has been noticed that tobacco companies have increased the rate of giving gift items and incentives to sellers rather than buyers as a strategy to expand their business. It is noteworthy that tobacco companies and local dealers are partnering with such traders in all the outlets located in important and crowded places. It is also providing special opportunities to the sellers of tobacco products to meet the sales targets to increase the sales of tobacco products. Tobacco companies provide a wide range of tobacco products to the smokers including free cigarettes, attractive lighters, wallets, backpacks, company name-logos, and T-shirts with a specific brand of color. Since the general public does not have a clear idea about the law, they are wearing T-shirts with tobacco advertisements, using gift items which are acting as a kind of advertisement or propaganda.</p> <p>In addition to cigarettes, other tobacco products such as bidi, jorda and gul have been promoted in tobacco shops. In this case maximum 31% Bidi, 35% Jarda and 19% Gul advertisements have been noticed. Most of these advertisements and campaigns are being run by various local tobacco companies.</p>	<p>[57]</p> <p>[57]</p> <p>[57]</p>
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		<p>Tobacco companies are running promotional campaign adopting different methods at sales points in the city ignoring the tobacco control law.</p> <p>The government has amended the Smoking and Using of Tobacco Products (control) Act, 2005 by incorporating strong provisions removing loopholes that were in the law.</p> <p>As per the tobacco law, all forms of tobacco advertising, promotional activities and sponsorship by tobacco companies have been banned. Talking to BSS, anti-tobacco campaigners termed the promotional campaign at the sales points a clear violation of tobacco control law. The amended tobacco control law prohibited all kinds of promotional activities at the points of sales and other places, they added. But tobacco companies do not follow the law, the anti-tobacco activists added.</p> <p>Visiting different sales points in Dhaka city, this correspondent found that both local and foreign tobacco companies are conducting promotional campaign of their products through different ways. Small- size colorful leaflets of leading cigarette companies were seen at tea stalls, point of sales and others shops at Shewrapara, Kaziapara, and other areas of Mirpur in the city.</p> <p>Md Islam, owner of a tea stall said, "Cigarette companies usually give such types of leaflets for displaying at his tea stall. I do not know whether it is legally banned." Alongside the leaflets, colourful empty cigarette packets of particular tobacco company are displayed at the tea stalls to attract customers.</p> <p>Such types of posters containing pictures of different cigarette packets at tea stalls, point of sales and shops are common in the city. About the promotional activities of tobacco companies, Advocacy and Media Coordinator (Bangladesh) of the campaign for Tobacco-Free Kids Taifur Rahman said it is a clear violation of law by tobacco companies as the tobacco law (amended) has banned all forms of promotional activities.</p>	[68]
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		<p>Display of attractive leaflets of cigarettes at sales points and tea stalls is one of the latest tactics of tobacco companies, he said adding the tobacco control law does not allow such types of advertisement campaign.</p> <p>Shops and point of sales with luxurious decoration matching colour of particular cigarette packs are seen in the city to attract consumers and make new customers of tobacco. The shops have well-designed display showcases with colourful lighting. Such decorative shops and point of sales matching cigarette pack colours are new promotional tactics of tobacco companies. Tobacco companies are constantly changing their promotional tactics as most countries have banned all forms of tobacco advertisement, sponsorships and promotion, anti- tobacco campaigners told BSS. They said companies spend huge amount of money for decoration of shops and points of sale to draw attention of customers aiming to promote their business. This ill tactics of tobacco companies should be stopped.</p> <p>Visiting different areas in Dhaka city, this correspondent found that shops and point of sales were designed and decorated matching color of cigarette packets of a foreign tobacco companies. Tobacco companies are running promotional campaign adopting different methods ignoring the tobacco control law. The government has amended the Smoking and Using of Tobacco Products (control) Act, 2005 by incorporating strong provisions removing loopholes that were in the law. As per the amended tobacco control law, any person found carrying out promotional campaign on tobacco and tobacco products will face three months jail term or a fine (maximum) of Taka one lakh or both</p>	<p>[68]</p> <p>[69]</p> <p>[69]</p>
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		<p>the punishments. In case of repeating the violation of law, punishment will be doubled.</p> <p>Citing different provisions of the amended tobacco control law, Project Coordinator of Work for Better Bangladesh (WBB) Aminul Islam Sujon said any forms of advertisement have been prohibited at point of sales in the law. But tobacco companies are frequently violating this law.</p> <p>As per the tobacco law, all forms of tobacco advertising, promotional activities and sponsorship by tobacco companies are banned. The anti-tobacco campaigners termed the promotional campaign at the sales points a clear violation of tobacco control law. The amended tobacco control law prohibited all kinds of promotional activities at the points of sales and other places, they added. But tobacco companies are running their business giving a damn to the law, the antitobacco activists added.</p> <p>Since tobacco advertisement is banned after the law on print/ electronic media, tobacco companies are conducting strong advertisements on point-of-sales, and for these advertisement, the tobacco companies are spending thousands of crores of money which is proved on the annual reports of the tobacco companies. Only British American Tobacco Bangladesh (BATB) has spent around TK 330 crores for its branding⁶³. Investigations have also found that tobacco companies are running their advertisement with tricky measures. Among the measures, distributing leaflet, handbill etc. to the consumers, decorating the selling points with small posters, hanging small posters before the store, exhibiting large dummy cigarette packs on the stores, exhibiting boards on the stores with new cigarette brands etc. are notable.</p> <p>Moreover, to attract the youths, advertising tobacco products with decorating colorful tobacco packets on the stores is another common strategy for tobacco companies and almost all the tobacco follow this</p>	[48]
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		<p>technique. The law is being everywhere including rural areas, cities towns, tea also superstores. The shop owners are in and stalls to being provided with TK 500-600 (depends on locality) to exhibit the decorated boards on the stores and such information has also been found in newspapers. However, the rule of sub-section 1 under Section 5 of the tobacco control law, advertising of tobacco products at the point-of-sales by any forms is completely prohibited, and it is also a punishable offence. Yet the tobacco companies conduct such activities as this is an effective way to expand the business. Following Global Adult Tobacco Survey (GAS 2009), around 38.4% population of Bangladesh see the advertisements of tobacco products at the point-of-sales and 32.1% people become influenced by tobacco products advertisements in other places.</p> <p>Tobacco companies recruit young educated men and women to promote specific brands. These promoters are well trained and regularly visit growth centers or market places in different urban and rural parts the country. Promoters sometime distribute cigarettes free of cost or distribute some attractive items with tobacco brand name.</p> <p>In our survey, more than 75% of the shop owners recalled that they had a visit by promoter in the area in the last one month (Figure 14). High frequency of activity by promoters was reported in Chittagong and Sylhet while lower frequency was reported in Barisal and Rangpur. Highest number of promoters were employed by Dhaka Tobacco (68.7%) followed by BATB (56.9%) and Abul Khair (46.1%) (Figure 15). It is to be noted that to establish the new brand of Marlboro, tobacco company did an intensive marketing in Dhaka districts where 73% retailer said about the promoters of Marlboro did promotional activities around POS.</p> <p>Marlboro, a popular brand of Philip Morris, has been made popular through this one on one promotional activity in Dhaka, Chittagong</p>	<p>[30]</p> <p>[30]</p>
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		<p>and Sylhet. Gradually they extend in all the divisional cities and whole country. During KII one Business Communication Team member of Marlboro states that, they were given different uniforms for promotional activities of Marlboro over different years. Since 2009 they were given three different patterns of uniforms. First one was golden pant, shirt, shoe and cap which were chosen in line with its brand Marlboro Gold. Second one was red that was the reflection of Marlboro Red. During the study period, the dress code was denim trouser, shoe and t-shirt. He also stated that the authority developed audio-visual 3G and animated presentation to run promotional activities. They targeted consumers of Benson & Hedges and offered them a package of gift containing two packs of Marlboro cigarette with an attractive lighter. They also show puzzle to attract smokers like conventional canvasser. An event management and/or consultancy firm named "Spotlight" and a call centre named "Sky tracker" were in charge of running those promotional activities. Abul Khair Tobacco relatively more active after Dhaka Tobacco in one on one promotional campaign among the local tobacco companies. The company has appointed promoters for operating promotional activities of its Rally and Marise brands. They targeted consumers of Navy and Star brands. Their campaign has been resulted to switch customer from other brands to their brand. They usually start explaining in general negative effects of smoking on health. Then they explain the positive qualities of their brands. One of Marketing Officers of Abul Khair Tobacco said to the customer in this way 'Although cigarette smoking is harmful for its nicotine and unhealthy ingredients but Rally contains less nicotine and does not cause burning in throats because of no harmful ingredients it contains ; it is prepared from high quality tobacco.' With this misleading information and offer of free pack they try to increase the number of customers.</p>	
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		<p>Tobacco companies are distributing cigarette selling boxes resembling the cigarette packets. Investigations have found that such boxes or trays have been distributed across the country including Dhaka. The sellers informed that the boxes are provided by the tobacco companies. They supply the boxes with the condition to sell only their respective brands and compel them to sell the specific brands alone. By this colorful boxes, the tobacco companies are advertising for their products which is completely illegal.</p> <p>Multinational tobacco company, British American Tobacco Bangladesh (BATB) has initiated a toll-free call center to provide services on inquiry or allegations which is an indirect form of marketing for its products. A toll-free number combined with a Benson & Hedges logo has been pasted in different tobacco selling shops where the consumers can make phone calls for free to know about any issues with Benson & Hedges. The advertisement aims to promote the brand technically among the commoners. But, according to Section 5 of the 2013, “Advertising for Tobacco Smoking and Tobacco Products Usage (Control) Act (Amendment) Products” which refers a ban on both the direct and indirect types of advertisement aimed to promote tobacco use. The existing law orders a penalty of a simple imprisonment for a term not exceeding three months or a monetary fine which may extend to Tk 100,000 or both. If the person commits the same offence again, the penalties will be doubled.</p> <p>Some of the stores have been decorated like the color of a specific cigarette in different parts of Dhaka city which is known as color branding. A distant view of the stores helps to identify that the store is resembled to any specific cigarette brand. It is known that the stores are decorated in exchange of filling up any specific sales target for the stores. By this way, advertisement for tobacco products go on with</p>	<p>[48]</p> <p>[48]</p> <p>[48]</p>
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		<p>this color branding whereas all sorts of commercial activities for increasing tobacco use is completely banned and punishable offence.</p> <p>Tobacco companies provide some attractive prizes to the sellers if they can reach the specific selling targets. The prizes contain wrist watch labelled with cigarette packet, wall clock, mobile phone, radio, desk calendar, lighter, or containers is completely banned and punishable offence. T-shirt and many other attractive prizes. The prizes are awarded based on filling up the targets set by the tobacco company which is banned after the law and a punishable offence as well.</p>	[48]
	Cultural activities	<p>Advertising tobacco products among the university youths through concerts is a popular technique of tobacco industry. Such concerts have been organized for Fine Cut, a new brand for Benson & Hedges and Marlboro Gold- a PMI brand. BATB organized the show at the Bangabandhu International Conference Center and PMI organized Live -2 Rock City Concert at Ramna Engineers' Institute^{69,70}. The organizing authorities had to defer both the concerts after the criticisms on newspapers and social networking sites. On the other side, Akij Group took initiative to popularize its tobacco products among the youths in several districts. But when the issue of tobacco products' advertisement was exposed, the local authority annulled the event and fined them⁷¹.</p> <p>BAT Bangladesh organizes art camps every year with renowned artist and used their paintings in calendars. Last year it organized an art camp titled "Bengal-BATB Art Camp 2012" featured 12 senior and promising Bangladeshi artists from October 24 to October 27 at Berjaya Colombo Hotel in Sri Lanka. The camp was an initiative to produce some prolific paintings that would make people aware of water preservation as part of the World Water Week, held in</p>	[48] [30]

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		<p>Stockholm between September 1 and 6, 2013, by the UNESCO. This news was enormously get publicity in daily newspapers.</p> <p>The Bangladesh Tobacco Company, a BAT subsidiary, controls four-fifths of the local market. The industry is active in sporting sponsorship, including the Asia Cup football competition part of the 1990 World Cup.</p> <p>The study revealed that different type of CSR activities are done in the locality by tobacco industries. These are mainly done in the tobacco producing areas. Previous reports have suggested that Tobacco industries sponsor drama, festivals sport tournaments as part of their contribution to the cultural program organized by local authorities. Through this philanthropy activities tobacco companies are able to gain media coverage at local level. CSR activities also helps tobacco companies to draw a large number of supporters and allies. It was strongly evident that Barisal for Karikor bidi and Kushtia for Nasir Tobacco. Some years ago Tobacco Companies especially BATB promoted STAR Search, Band music competition as well as different type of cultural activity. Although this type of activities presently are not being prompted by Tobacco Company but there are many other activities has been accomplished as CSR.</p> <p>British American Tobacco (BAT) probably reckons pop music is high on the list, and its Star Search promotion for Benson & Hedges cigarettes is geared to such potential customers. The promotion involves a contest for new rock groups which perform at a concert, with one being awarded a trophy. BAT gives out promotional materials, though no big prizes, and gains massive coverage on broadcast media and in newspapers, where it runs high visibility ads in the weeks leading up to the event</p>	<p>[70]</p> <p>[30]</p> <p>[71]</p>
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		<p>Philip Morris International has been behind a series of concerts since April 2014. With names such as ‘Road to Rock Nation’, ‘Rock Town’ and ‘Rock City’, the concerts, held at upmarket hotels and clubs, focused on promoting Marlboro cigarettes. According to Bangladesh NGO PROGGA (Knowledge for Progress), the Marlboro brand was displayed, along with cigarette booths staffed with attractive young females selling cigarette packets together with free gifts.</p> <p>A leading antismoking group today protested a foreign tobacco company advertisement tending to use poet Rabindranath Tagore's image to promote its brands in Bangladesh. "A Japanese tobacco company is smartly advertising their brands in the name of a campaign on Rabindranath Tagore's historic Japan visit," anti-tobacco group Progga said in a statement.</p> <p>Progga's executive director ABM Zubair said the Japan Tobacco (JTI) ad has actually defied the country's tobacco laws "which is unprecedented as well". Several private TV channels and newspapers are carrying a commercial to promote actor and singer Tahsan's planned revisit of Tagore's historic Japan tour. "The advertisement used JTI's brand colour and slogan "Japanese quality" which clearly indicates that the company tends to promote its brand in Bangladesh," the statement read. It said the attempt to use Tagore's image in promoting tobacco "is an unpardonable offense" while the great poet was free from tobacco or any type of addiction. Writer and professor of Bengali litterateur Dr Ratan Siddiqui said the tobacco ad in no way go with Rabindranath Tagore as the poet was never a smoker. "This (ad) is unacceptable, it defamed Rabindranath Tagore," he said.</p>	<p>[72]</p> <p>[73]</p>
	<p>Market segmentation (students and women)</p>	<p>BATB has kept it's activities going under the name 'Exced' about `3 Steps To Be The Next Campus Ambassador`.</p> <p>To attract the youths in smoking, basically advertisement of tobacco products has been done in some reputed private universities in the</p>	<p>[57]</p> <p>[48]</p>

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		<p>name of ‘job fair’, where they installed decorative help desk and booths. Multinational tobacco company, Phillip Morris International (PMI) applied this ill trick to market its new brand Marlboro Gold in Bangladesh⁶⁷. Private universities like United International University (UIU), University of Liberal Arts Bangladesh (ULAB), East West University (EWU) and American International University (AIU) were used for this promotion. Investigations have found that they have planned for the job fair in almost all the other universities which is completely illegal.</p> <p>Youths trapped in tobacco marketing. Bond Street, a Phillip Morris International (PMI) cigarette brand has added an innovative dimension in its promotional activities. The PMI has engaged youths to market the product wearing attires similar to the cigarette brand packets which aims to reach and publicize the brand to the commoners trickily. This attractive look is attracting teenagers and youths seriously. Though such techniques are legally banned after the law, they are found almost everywhere.</p> <p>With huge enthusiasm, by inviting school-going students from different regions in the country, the benefits of smoking were shown using projectors and in exchange of viewing, a packet of cigarettes and a foods pack covered with the tobacco company levels were distributed among them. Dhaka Tobacco company used this advertisement in the southern districts of the country to promote their brand - Briton⁶⁴ During the advertisement, who had liked their facebook page were awarded with two packets of cigarettes for free. The kids who attended the programme were seen smoking in their way back to home. Following the tobacco control law Section 5 Sub-section 1 (b) and (d), distributing of tobacco product for free and advertising of tobacco products on web pages is completely prohibited and punishable offence</p>	<p>[48]</p> <p>[48]</p>
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		<p>JTI and DTI jointly undertake promotional activities to market Winston cigarettes newly. Students are involved in marketing this brand. Everywhere these students make huge publicity among public by distributing Winston cigarettes including gift items such as match lights, bags, special boxes of cigarettes, umbrellas, pen drives, caps, T-shirts, mugs, etc. with Winston's logo. Due to gift distribution, new smokers are being created among the youth. In accordance with TC Act, distribution of gifts is a punishable offense. But tobacco companies do these activities in a way that they cannot be easily caught for tricky activities.</p> <p>Tobacco industries promotional activities are increasing in the college and universities that should resisted. Bangladesh Girl Guides will work actively in tobacco control for the development of public health.' Syeda Anonna Rahman said, 'Tobacco industry's main goal is profit. So, they want to increase the profits by making addicted all in use of tobacco including men and women. In recent time, they are campaigning in colleges and universities to attract the girls in smoking. Young girls are becoming addicted in smoking by being trapped in the industry's illegal propaganda. The social organization as well as the government will have to come forward to stop industry's illegal promotion of targeting the women.</p> <p>In some areas, there have been signs of a fightback against the advertising, however. At Dhaka University, one fly-poster claiming "smoking makes you smarter and more manly" prompted a student-run counter-campaign. "We are smart and we don't smoke," said handmade posters plastered over the original adverts on the university's city-center campus.</p>	<p>[64]</p> <p>[74]</p> <p>[36]</p>
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		<p>The study found that most of the E-cigarette shops are situated nearby university area. The team found 15 big e-cigarette shops in 4 market area most of the seller started their business within 12 years. They sales their product mostly two way- one is direct sales and secondly they use online shopping system.</p> <p>On 21 September, the Bangladesh Anti Tobacco Alliance discovered a six day music festival sponsored by British American Tobacco Bangladesh (BATB). It had started on 19 September, and was being held at the Bangabondhu International Conference Centre. The festival was targeted at private university students to promote BATB's new brand Benson & Hedges Fine Cut. The venue was visited by a group of tobacco control activists who checked the authenticity of the information and collected photographs to document the promotion. Some of the guests reported that BATB promotional agents had previously had a presence at chain superstores and lounges, where they collected contact information and later sent invitations to the event directly by text message. Such tactics, familiar from music-based promotions in other countries, are simultaneously able to promote an impression of exclusivity because entry is by invitation only, and avoid the need for more public event promotion by using the contact databases for direct promotions. A formal complaint was lodged with the Deputy Commissioner, Dhaka about this violation, together with a request to take necessary legal action against BAT. The Bangladesh Anti Tobacco Alliance informed journalists and other civil society organisations, including Work for a Better Bangladesh, which maintained their protests and continued to attempt to monitor and publish information about the event. However, they were subsequently prevented from entering the venue by BAT security. The issue resulted in widespread negative media coverage, and ultimately led to BAT cancelling the remainder of the event.</p>	<p>[75]</p> <p>[72]</p>
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		<p>Analysis of FGD and KII revealed that tobacco companies specifically target students of college and universities and offer various gift packets to them for influencing new smokers. The gift packages included matches, gas lighter, diary, pad, pen, cap, t-shirt, hand bracelet, wrist watch etc. Moreover to increase the sale of new products one pack is given free with another pack. Marlboro brand manufacturer also surveyed for demand of flavors among consumers. They asked female students what kind of flavor they would like. In Bangladesh smoking rate among female is low and in order to increase this rate survey for flavors demand among females was done by tobacco company. Deliberately they did this because they wanted to draw the attention of female students. Sometime they promoted the new flavored by advertisement like “buy one and get one free” and sometime they also offered free cigarettes to strengthen their promotion. They also sponsor tour, concert etc. for students to strengthen their promotion. They also sponsor tour, concert etc. for students and through sponsoring they tried to manipulate students in smoking. They offer calendar which displayed images of cigarette packets. It was also revealed from discussion with local people and KII that tobacco company sponsored annual tour of different colleges and universities and company’s logo was used in the banner which is hanged in front of the bus. They also sponsored tour which is organized by university students in different important days such as friendship day, Valentine’s Day etc.</p> <p>"I've seen tobacco companies' marketing campaigns on my university campus and in residential dormitories," said one 25-year-old Bangladeshi female smoker who used to smoke a pack a day but is trying to quit on her doctor's advice.</p> <p>"They approach students with a questionnaire and ask them to fill it in to win T-shirts or lighters," she said, adding that she started smoking as her friends in class at Dhaka University all smoked.</p>	[30]
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		<p>Many Tobacco Companies promoted advertisements in a way that their prime target is female audience because they want to expand their market among female.</p> <p>This rise is largely because more Asian women are entering the workforce, have disposable income and see smoking as "modern and liberated," said doctor Mary Assunta, director of the International Tobacco Control Project.</p> <p>Bangladeshi chest doctor Kazi Saifuddin Bennoor has seen many misleading cigarette advertisements, but the one that suggested smoking could make childbirth easier plumbed new depths. Advertisements telling smokers they are smarter, more energetic and better lovers than their nonsmoking counterparts are a familiar sight across Bangladesh -- something unimaginable in most other countries. One in a rural area, Bennoor remembers, said that "if a lady smokes, her baby will be smaller and it will be easier to deliver, the labour will be less painful." "These are very ruthless advertisements," said Saifuddin, an associate professor at Bangladesh's National Hospital for Chest Diseases.</p> <p>BATB organized the grand finale of 'Battle of Mind 2015'72 at hotel Radisson with the participation of students from top 18 universities in Dhaka. To inspire on registering with the campaign, BATB has arranged for Roadshows in different university campuses. Though the anti-tobacco activists issued letter demanding the closure of this event to protect the youths, those attempts were in vain. The death-marketing competition is annually held to promote brands, inspire the youths in to smoking and influencing the policymakers. It is important to mention that BATB has secured job for only 100</p>	<p>[30]</p> <p>[36]</p> <p>[37]</p> <p>[48]</p>
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		<p>candidates in the last 12 years (between 2004 - 2015) among the 18,000 applicants by organizing the completion whereas they have spent funds worth crores to promote the events. But following the law, tobacco companies cannot organize or patron such events.</p> <p>Note that, every year this company organizes this death marketing competition for brand promotion of their products, to attract young generation to smoking and to influence the policymakers. In the last eleven (2004-2014) year, BATB employed only 71 out of 15 thousand participants in the name of employment creation. However, millions of money have been spent on various promotional activities including roadshow, traveling, entertainment, media promotion during this time. This facts also highlighted in the media.</p> <p>'Battle of Minds 2012' concluded recently with a new champion, 'Team Work' Group of IBA at the Pan Pacific Sonargaon Hotel. The real-life business competition organised by British American Tobacco (BAT) Bangladesh has evolved to include contemporary business issues to provide a platform for talented individuals to display entrepreneurial acumen. Battle of Minds thus enables potential graduates to prepare for the competitive job market. Participants from different universities, their parents, faculties, members of the media and BATB officials were present. During the competition which started in 16 July, students from different universities went through challenges such as business case idea generation, research, market visit, negotiation and presentation. Arun Kaul, Managing Director, BAT Bangladesh commented, "Battle of Minds has been one of the flagship initiatives of British American Tobacco Bangladesh aimed at developing talented graduates so that they can build bridges between their student and corporate lives." Head of HR, BATB said, "We have hosted this event ever year since 2004, and it has been met with enthusiasm from the students since</p>	<p>[76]</p> <p>[77]</p>
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		<p>inception. This competition has been adapted by a number of companies in Bangladesh and other operating companies of BAT group."</p> <p>The adjudicators for the final event were Head of Marketing, BATB, Finance Director, BATB and Head of HR, BATB. The first and second runners-up were 'Enroots' Group of North South and 'Beatles' Group of Islamic University of Technology (IUT).</p> <p>Rishad Habib from the winning team said, "Battle of minds 2012 was really an exceptional experience and helped us to identify the gaps between student life and professional life. Being a graduating student, such real life experiences were a first for me and it has helped me to learn and grow a lot in this short span of time. I am thrilled to have won today!"</p> <p>Battle of Minds (BoM), a recruitment platform that commenced with 16 participants in 2004 has completed its 13th edition this year with over 2,300 applicants. British American Tobacco Bangladesh (BATB) has been the pioneer in providing this quintessential platform to final year students with the sole aim of bridging the gap between academic knowledge and the concrete professional life awaiting them. What started off as a selection process for BATB's recruitment has transitioned into a much awaited event. Ever since the inception of Battle of Minds, the respective teams at BATB have continually worked towards modernising and improving the platform. For the last four years Battle of Minds has been working with real life business scenarios by partnering with food industry based organisations such as Floor 6, George's Cafe and Hungry Naki. So far, over 240 participants have competed at the grand finale of BoM and expressed their heartfelt gratitude to BATB for providing them with the unforgettable experience and exposure. BATB continually encourages students from all universities and backgrounds to participate. Engineering students from BUET and IUT have reached</p>	<p>[78]</p>
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		<p>They pushed their innovative minds to initiate events such as live music festivals, photo-shoots etc. Mehtaj Reza, a finalist from BUP said, "We brought Live Music, Live Screening of Cricket &Football matches at Live Kitchen because we wanted to bring the Live factor back, reigniting the brand."</p> <p>What was achieved was a win-win scenario for the participants, hotel owners and BoM itself. Each of the teams was entrusted to run the business operations for 10 days and the resulting growth in revenue as well as brand equity was unparalleled. The restaurant owners highly appreciated the passion and innovation of the participants and applauded their success.</p> <p>In the grand finale, the top 5 teams, as adjudged by the business results and quality of plans, presented their cases at Radisson Blu Dhaka. The chief guest for the evening the Mayor of Dhaka North Annisul Huq said that goals and dreams are the key elements in attaining success.</p> <p>After rigorous rounds of fierce competition, on the eve of 24 October, IBA, University of Dhaka was declared the winner of Battle of Minds 2016 with BUET and NSU as the first and second runner-up respectively. Taosif Amin Khan from the winning team said, "Battle of minds taught us the value of perseverance, resilience and creativity-helping us find what we are made of. It is a platform that converts you from a student to a professional." Being the pioneering platform in Bangladesh, BoM sets a high benchmark by bringing genuine scenarios yielding healthy battle. Many competitions have been designed in Bangladesh since the inception of BoM and BATB aims to continually evolve the structure. Saad Jashim, HR Business Partner Marketing &Talent of BATB said, "Going outside your comfort zone and doing something you've never done before discovers who you are. And at the end of this competition we have 40 very confident individuals who know exactly what they are made of!"</p>	
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		<p>Avoiding the provision of Smoking and Tobacco Uses (control) act, British American Tobacco Bangladesh (BATB) is conducting innovative promotional activities in the renowned universities of the country. Behind this program so-called program under the name of giving employment to the youth, BATB is promoting aggressive campaign and giving the death stick named cigarette in the hand of potential young generation. Where government is working to make Bangladesh as a 'tobacco-free country', in that situation the crafty tobacco company BATB is busy in making new smokers. And for this, they have chosen the bright students who are very potential for future. Anti-tobacco organizations has urged for immediate stopping of such activities.</p> <p>On October 25, anti-tobacco organizations have taken position for stopping of BATB's 'Battle of Mind' program at Bangladesh University of Engineering and Technology (BUET). A delegation team of anti-tobacco organizations requested to the university authority to stop such activities of crafty tobacco companies in such a renowned institution like BUET. After being sensitized about tobacco companies' propaganda, the university authority decided to cancel the program at their premises.</p> <p>The new version of their deceptive program is "Battle of Mind." As the prevailing tobacco control law prohibits the direct promotion of tobacco products, advertisements, and incentives, tobacco companies are arranging competitions with their motto to provide jobs but this is actually the promotion of these companions in the name of law violation. The British American Tobacco Company is conducting a program called "Battle of Mind" among the students of various universities of the country. Trying to build an image in the face of social responsibility, the tobacco companies are trying their best. Out of thousands of competitors, BATB offers the permanent job opportunity to a few in hand. By capitalizing the lack of employment</p>	<p>[76]</p> <p>[79]</p>
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	<p style="color: lightblue; opacity: 0.5; font-size: 48px; transform: rotate(-30deg); position: absolute; top: 20%; left: 20%;">For peer review only</p>	<p>in the country, BATB officials are working to achieve their business objectives through a program called “Battle of Mind”. Their main purpose is to promote tobacco products although they spend billions to organize programs and provide sponsorship. To engage young people in this work is one of the major strategies and successes of expanding their business. On the other hand, the tobacco company is pushing the young society of the country in the path of darkness by the name of scintillating events but the guardian and the society are not aware of the news.</p> <p>As part of the campaign to promote the use of tobacco products, representatives of the company are carrying out lawless activities like quiz, balloon bursting, free t-shirts, lighters, bags, wallets, batch lights, free cigarette distribution in various areas of the country. Tobacco companies are conducting such activities by employing college or university students in a part-time job. It may be noted that tobacco companies are conducting more such activities in schools, colleges, and universities and in the vicinity of crowded shopping malls so that young people can be easily attracted to smoking. Most of these salesmen are young and young students are studying in different colleges or universities. Basically, companies are utilizing youth to promote their brand in the guise of false jobs.</p> <p>In order to grow as a good citizen and to have a healthy life, young people need to stay away from drugs and they should be active in positive work. But, it’s disappointing to see a university passed youth ferrying cigarettes for sale! Everyone is aware of the country’s employment crisis. However, everyone should be refrained from carrying the death knell by lacking the mortality. This will make profits for the cunning tobacco companies, causing people to die prematurely due to tobacco.</p> <p>It is to be noted due to the demands of the tobacco control workers, the Bangladesh University of Engineering and Technology was</p>	<p>[79]</p>
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		<p>forced to stop the “Battle of Mind” program. That year, Dhaka South City Mayor Saeed Khokon dismissed the invitation as chief guest at the Grand Final of the ‘Battle of Mind 2017’ competition. Recently, Dhaka University authority has shut down the Battle of Mind program. All of these make us hopeful. All other educational institutions and individuals in the country should be excluded from the tobacco company’s immoral activities.</p> <p>7.4% of the retailers reported that tobacco companies had provided scholarship to the poor students. The percentages were very high in Kushtia (32%) and Rangpur (22.7%), the two major tobacco producing areas of the country.</p> <p>The Company also continued its legacy of developing youth talent across the nation with Battle of Minds (BoM), Bangladesh’s pioneering youth talent platform, which stepped into its 16th glorious edition in 2019. Following the massive success of BoM in Bangladesh ever since its inception in 2004 in effectively grooming thousands of young leaders who have left a trail of success stories in the country and all across the globe, BoM saw its inaugural global launch in 2018 becoming BAT Group’s international talent platform involving thousands of young change-makers worldwide. Over 4,000 participants signed up for the local rounds this year, involving a series of complex and innovative exercises around the theme of Digital Bangladesh, the core of this year’s challenge. 180 top participants thereafter participated in the challenge. The finalists of BoM 2019 eventually presented a case to revamp the Union Digital Centers across Bangladesh to amplify rural digital inclusion, a journey which had the participants travelling to all corners of the country to carry out community awareness and education drives, creating a huge buzz nationwide.</p>	<p>[30]</p> <p>[22]</p>
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		<p>The 14th edition of “Battle of Minds” (BoM), the flagship talent acquisition and grooming programme of the company was launched for universities all over Bangladesh. The programme aims to augment and develop the capabilities of fresh graduates to a high degree of proficiency to prepare them as business professionals. Every year Battle of Minds comes up with new ways to be more challenging as was the case this time around giving the participants a glimpse of the day to day problems of Dhaka City. In 2017, BoM alumni, with several BATB employees, visited some of the top universities of the country with roadshows, taking the stage to enlighten the students about the competition and its rounds. With comprehensive online campaigns, BoM reached out to 16 universities within the country with innovative initiatives like facebook live, the online campaign got the reach of over 2 million within the country. Through this, the number participants exceeded 2300 this year as BATB is determined to leave a footprint in the nation-building process with the help of its Battle of Minds and the success stories of its employees.</p> <p>The vigorous assessment tools and techniques that BATB implements help bring in the best talent that add to the sustainable performance of the Company. The 12th edition of “Battle of Minds”, the flagship talent promoting program of the Company was launched for universities all over Bangladesh. Battle of minds provides students with fantastic exposure and a platform to showcase their talent. Every year Battle of Minds comes up with new ways to be more challenging as was the case this time around. Battle of Minds 2015 was bigger than ever before and posed even tougher challenges for the participants. The talent brand that celebrates the endeavours of the employees was launched alongside Battle of Minds. The total number of participants exceeded over 2500 this year as BATB is determined to leave a footprint in the nation-building process with the help of its</p>	<p>[23]</p> <p>[80]</p>
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		<p>Battle of Minds and the success stories of its employees through the talent brand.</p> <p>The remarkable performance of the company has been driven by the calibre of the talent that is coming into the ranks, through our robust assessment tools and techniques. This success has been exemplified by the quality of the management trainees and mid-career recruits injected into the pipeline. The Company's flagship talent promoting platform, "Battle of Minds", continued its journey by launching its 11th edition in universities all over Bangladesh. With renewed 66 vigour in terms of campus engagement and graduate engagement, Battle of Minds 2014 was able to deliver a phenomenal platform to showcase the upcoming talents of the country. Battle of Minds 2014 was bigger, better and more challenging than ever before, as the initiative went beyond the conventional methods in which the business chooses to engage its stakeholders. Our Talent brand was also launched alongside Battle of Minds this year, which celebrates the endeavours of our employees, pillars behind our success. Over 2000 students participated this year, with the Company determined in leaving its footprint in the nation-building process today through its flagship initiative and the success stories of its employees through the talent brand.</p>	[81]
	Corporate social responsibility activities	<p>PROMOTING CORPORATE IMAGE: <input type="checkbox"/> BAT promoted its activity in the media that a potential Covid-19 vaccine, derived from tobacco leaves, is ready for human trials.²⁷</p> <p><input type="checkbox"/> Bidi industries claimed that the multinational tobacco companies (i.e. BATB, JTI) are operating their business well off even during the COVID-19 crisis, because of automated machines for producing cigarettes but the bidi industry, a labor-intensive industry, and its workers are hapless following the closure of bidi factories.²⁸</p>	[55]

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		<p><input type="checkbox"/> Tobacco companies continue to purchase and sell tobacco leaf under the supervision of the Department of Agriculture Marketing (DAM).²⁹</p> <p><input type="checkbox"/> BATB executives appeared in live broadcasts of various Facebook pages where they promoted their corporate image to the fullest.³⁰</p> <p><input type="checkbox"/> Vape shops are offering home delivery of their products to customers under the pretense of following government policy to encourage people to stay home.^{31,32}</p> <p>Examples of the kind of activities the industry were engaged with include: providing health care and financial support as well distribution of oxygen, PPE and sanitizers. They are also donating money in Prime minister’s fund, making hospitals for Covid-19 patients, provide medicine for treatment and food supply for poor people. Print media articles quoted stories about British American Tobacco Bangladesh donating personal protective equipment (PPE) to public hospitals, and also increasing tobacco advertising and making home deliveries of tobacco products during lockdown.</p> <p>Donations: May 12, 2020: Corona treatment: Abul Khair Group started providing free oxygen. Abul Khair Group: 300 specialized oxygen cylinders</p> <p>March 31, 2020: Professional bodies, NGOs donate PPE for public hospitals. British American Tobacco Bangladesh: Personal Protection Equipment’s (PPE)</p> <p>Bangladesh, where BAT Bangladesh provided personal protection equipment (PPE) to public hospitals. The Ministry of Industries wrote to various agencies asking them to cooperate with BAT and Japan Tobacco International (JTI) during the COVID-19 shutdown.</p>	<p>[53]</p> <p>[82]</p> <p>[82]</p> <p>[83]</p>
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		<p>Abul Khayer Group has started supplying oxygen to treat corona patients. The event was officially inaugurated on Tuesday (May 12th) at the Bangladesh Institute of Tropical and Infectious Diseases (BITID) Hospital in Fauzdarhat, Chittagong with the supply of oxygen cylinders. Abul Khair Group has already provided significant grants to the Prime Minister's Relief Fund to confront the Corona situation in the country. They have also provided huge amount of relief, PPE and masks to various sectors of the government including Chittagong Divisional Commissioner, Chittagong Commissioner, Police Commissioner.</p> <p>The multinational cigarette manufacturer (BAT) has announced that the coronavirus vaccine they discovered is ready for testing in humans. According to the BAT it has also been said that the vaccine could be tested in humans by June if approved by the drug regulators. Kentucky BioProcessing (KBP) is working to discover the vaccine. They have said that with the help of qualified manufacturers & Govt. agencies, they will be able to produce 10 to 3 million doses of vaccine per week from next June. Antigens will be made by cloning a part of the genetic sequence of the corona virus. Then the antigen will be inserted into the tobacco plant to reproduce that particular tobacco plant. The corona vaccine made of using tobacco leaves is completely opposite to other products used in the health sector. The World Health Organization (WHO) has already said that cigarettes are harmful to people who are infected with the corona virus. In addition, 8 million people are dying each year for using tobacco products & most of them through cigarettes.</p> <p>Kaus Mia, the owner of a Jorda company, is distributing relief in various places in the hope of establishing a reputation with the government during Corona period and the media is spreading the news fruitfully.</p>	<p>[53]</p> <p>[53]</p> <p>[53]</p>
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		<p>o Distributed masks and bottles of their branded drinking water, Spa, among the police force of Dhaka Range.²³</p> <p>Abul Khair Group, the parent company of Abul Khair Tobacco, started to deliver free of cost oxygen to the hospitals in Chittagong for COVID-19 treatment. The company procured 300 cylinders with the capacity of 1.4 cubic meters each for this purpose.²⁴</p> <p>Vergon Tobacco distributed essential commodities (rice, pulses, oil, and salt) among 200 poor families.²⁵</p> <p>One of the most damning claims made in the report is that the tobacco industry has used the CSR programs of companies as pretence to get closer to policymakers, government officials and administration in order to exploit this connection to extract different benefits and to interfere in tobacco control activities. In addition, the companies have even publicised their CSR activities as much as possible, effectively skirting the ban on tobacco advertising to salvage their corporate image among the public. The study recommended banning all types of CSR activities of tobacco companies through an amendment of the law.</p> <p>Two multinational tobacco companies have managed to get the Ministry of Industries (MoI) to issue letters ordering the local administrative bodies and law enforcement agencies to take steps to ensure that the manufacturing, marketing, supply and leaf purchase of these companies run smoothly despite the countrywide shutdown.</p> <p>Despite the link between smoking and cataracts, a major cause of blindness, BAT Bangladesh extended their support to a blindness relief lottery and made a donation to an eye care society in a high profile ceremony at the BAT factory in Dhaka.</p>	<p>[55]</p> <p>[55]</p> <p>[84]</p> <p>[84]</p> <p>[85]</p>
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		<p>In Bangladesh, BAT collaborated with the Labour Welfare Foundation for a project on labor,⁵⁴</p> <p>In continuation of previous years, on 25 September 2019, BATB donated a hefty sum of money to Bangladesh Labour Welfare Foundation (BLWF). BATB representatives handed over the cheque to State Minister for Labour and Employment.¹⁸ The news and picture- of the donation acceptance event was later publicized by the Ministry of Labour and Employment through its official Facebook page.¹⁹</p> <p>BAT Bangladesh (BATB) deposited BDT 8.82 crore (about USD \$1 million) to the Bangladesh Labour Welfare Foundation (BLWF) fund under the Ministry of Labour and Employment. When BATB representatives handed over the check to the State Minister for Labour and Employment,³² the ministry promoted this news of the donation on its official Facebook page,³³ while BLWF acknowledged BATB as its partner organization.³⁴</p> <p>British American Tobacco Bangladesh has donated about Tk 9 crore 16 lakh to the Bangladesh Workers Welfare Foundation fund under the Ministry of Labor and Employment. In the last 10 years, BAT Bangladesh has contributed a total of Tk 58.1541170 to this fund. So far, BAT Bangladesh has single-handedly provided about 15 percent of the total donations to the fund.</p> <p>BATB has also provided direct donations to the government’s Welfare Fund, administered by the Ministry of Labour and Employment, with the most recent coming in September 2020. These CSR programmes afford BATB access to influential government officials (Image 1).⁶⁴ Between 2014 and 2017, BAT received five</p>	<p>[51]</p> <p>[57]</p> <p>[86]</p> <p>[57]</p> <p>[87]</p>
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		<p>exemptions from the country’s labour law in clear violation of FCTC Article 5.3 Guideline 7.1, which prevents government from giving privileges or benefits to the tobacco industry for running their business.⁶⁵</p> <p>Tobacco industry-related CSR activities: On September 25, 2019, BAT Bangladesh donated a hefty sum of money to the Bangladesh Labour Welfare Foundation. BAT Bangladesh representatives handed the check over to the State Minister for Labour and Employment. The news and picture of the donation acceptance event was later publicized on the Ministry’s official Facebook page</p> <p>BAT started forestation programme with Forest Department in 1980. It distributed 4 million saplings in 2011. The Safe Drinking Water Project of BAT aims to provide rural communities with safe drinking water. Using community-based water filtration technology BAT’s 18 water filtration plants provide approximately 95 000 litres of drinking water every day.</p> <p>BAT has over 34 000 registered farmers. Its sustainable agriculture project has the stated aim of enriching the soil health and fertility. “Dhaincha” is also promoted as an alternate fuel. Moreover, BAT introduced Integrated Pest Management Clubs and Farmer Field Schools in collaboration with the Department of Agriculture Extension.</p> <p>Every year, bidi workers’ group takes initiative in the form of demonstration, media campaigns, meetings with policy-makers, etc., to see that tax on bidi is not increased. The bidi industry also pays “experts” to speak in media and engages consultancy firms to produce reports, especially to protect the industry. The National Board of Revenue (NBR) holds meeting with tobacco industry every year (as part of meetings with various other industries) before formulation of the national budget.</p>	<p>[88]</p> <p>[3]</p>
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		<p>Dhaka North City Corporation Mayor Mohammad Atiqul Islam has inaugurated a program to plant 1 lakh trees in the Dhaka North City Corporation area with the slogan 'Green Decorate Dhaka'. To expedite this program, British American Tobacco Bangladesh (BATB) has assisted Dhaka North City Corporation with 1 lakh saplings. MubinaAsaf, Head of Legal and External Affairs (BATB) said BAT Bangladesh's afforestation project has also completed 40 years in Mujib year. She also added that BATB is working with the Government to achieve the sustainable development goals through afforestation</p> <p>On the occasion of Mujib Year, Hon'ble Prime Minister has announced to plant one crore trees across the country. Following this, the British American Tobacco (BAT) Bangladesh's 'Forestry' project is working with the aim of planting 5 million saplings across the country this year. They are cooperating in greening with a total of one lakh saplings in Dhaka city. As part of which, British American Tobacco recently handed over 5,000 saplings to 14no. ward Councilor Humayun Rashid Johnny in East Shewrapara.</p> <p>In Bangladesh, the government is committed to reduce tobacco use on one hand, but they also endorsed the tobacco industry's expansion of its business. In 2018 the government endorsed JTI to expand its business in Bangladesh through foreign direct investment (FDI) when it acquired local company Akij Group for USD1.47 billion. In August, the executive chairman of Bangladesh Investment Development Authority (BIDA), the government agency responsible for encouraging and facilitating private investment, was present at the deal signing ceremony.⁵²</p>	<p>[57]</p> <p>[57]</p> <p>[86]</p>
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		<p>PROGGA called upon the other recipients of the Foundation’s fund in Bangladesh to follow the same footsteps BRAC has pioneered and return the money.</p> <p>The FSFW boosts its own reputation by partnering with another high profile organization, which works among the poor in Bangladesh. The \$92,620 according to record is for research on “harm reduction amongst slum dwellers”.</p> <p>“It is most unfortunate that this Philip Morris funded Foundation is giving money for research among the poor so that Philip Morris can push its new products in Bangladesh,” Progga said.</p> <p>“Slum-dwellers are struggling to put food on the table. Money spent on tobacco is money that is taken away from food and other more important basic necessities.</p> <p>“We hope this recipient will also reject this harmful partnership with the Foundation and its funder, Philip Morris International.”</p> <p>Anti-tobacco activists have already sent official letters to National Tobacco Control Cell (NTCC) of Health Services Division urging for issuing necessary directives to government and non-government organisations not to take any grant or fund or not to get involved with this Foundation in any way.</p> <p>“We hope the ministry of health/govt. will issue necessary directives to make Bangladesh a tobacco-free country by 2040”.</p> <p>A strong publicity is going on in the name of public awareness. Sales representatives of Akij Bidi, advertise for their bidi to win prizes and by the same time they hang some banners for public awareness like – Send your kids to school, plant trees and save environment etc. with the courtesy of Akij King, Akij Bidi Factory Ltd. They opine that they do not want to publicize the bidi rather want to create public awareness⁷³</p>	<p>[48]</p>
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		<p>Our observation revealed that In Bandarban, Lama and Alikadam upzilla, various types of activities as CSR are being initiated by British American Tobacco, Bangladesh. Along with ‘Dipto’ and ‘Banayan’, Krishok School is running as CSR in these places. In this school, in disguise of teaching improved agricultural technique, tobacco farming is being taught. The local farmers said that those farmers only get training who produces grade 1 tobacco. Influential 20-30 farmers get such trainings. The procedure of producing high quality tobacco is trained in the schools along with per diem. As a result, the farmers are being interested in producing “A” grade tobacco.</p>	[30]
		<p>I’m pleased to say that we have received a number of external recognitions for our diversity efforts globally, including the AON Hewitt Best Employer for Women award in Korea and the Most Female-Friendly Organization award in Bangladesh.</p>	[90]
		<p>Women Empowerment Initiative: One of the top priorities for the Company has been to enhance gender diversity. To ensure this goal, it has designed various platforms and training that supports female development with inclusivity. Not just limited to training, countless conversation platforms are also conducted where leading women within the corporate sphere share and give insight of their journey to inspire the rising young women, instilling confidence and the courage to dream.</p>	[91]
		<p>Two female managers of British American Tobacco Bangladesh (BATB) were awarded on the occasion of International Women's Day by Bangladesh Brand Forum at a programme in Le Meridian Dhaka recently.</p> <p>Farhana Chowdhury, Area Manager of BATB has won 'Aspiring Women Leader' award and Adrita Datta, HR Business Partner,</p>	[92]

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		<p>Marketing was recognised in 'Progressive Women Leader' category, said a statement. Farhana achieved the award for her dynamic and challenging journey in marketing field. She is the only female Area Manager in BATB's area manager pool. She joined BATB as territory officer three and half years back. On the achievement, Farhana said, "This is to every woman who doesn't compromise her career for anything. If you have ambitions and quality as well, you should go for that".</p> <p>Adrita Datta, Business Partner, Marketing who has come back from Japan after one-year international assignment, also talked on her success recipes. She said "To grow in our professional life, we have to balance our priorities very effectively".</p> <p>About the achievement, Rumana Rahman, Head of Human Resource (HR) of BATB said, BATB always focuses on gender diversity and ensures female recruitment in every sector. Women like Farhana and Adrita are contributing to the company successfully and they have set example already. These awards will inspire not only the female but also all the BATB members.</p> <p>As an organization, BATB has bagged 'Most Female Friendly Organization' award under the same organizer in 2015. In the past two years, Rumana Rahman got an award as Inspiring Women Leader, Amun Mustafiz as Progressing Women Leader, Sanjana Zerine as Aspiring Women Leader and Farah Zabeen as Progressing Women Leader, have bagged the award.</p> <p>We were also named in 2016 as the 'Most Female-Friendly Organisation' in Pakistan and Bangladesh, and three senior female managers in Bangladesh won individual Inspiring Women Awards.</p> <p>We know tobacco products pose real and serious health risks and the only way to avoid these risks is not to use them. But many adults choose to smoke, so the Group's top priority continues to be working</p>	<p>[93]</p> <p>[94]</p>
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		<p>towards reducing these risks and making available a range of less risky tobacco and nicotine-based alternatives.</p> <p>What is harm reduction?</p> <p>In the world of public health, harm reduction is about developing policies to try and minimise the negative health impact of a risky activity without stopping it entirely.</p> <p>For example, advocating the use of condoms reduces the spread of sexually transmitted diseases. For tobacco, this means offering less risky alternatives to regular cigarettes for those smokers who cannot, or choose not to, give up.</p> <p>The idea of tobacco harm reduction is not a new one. British American Tobacco has long promoted snus, a type of low toxicant oral tobacco, which is a proven reduced risk product – but it lacks wide consumer appeal and availability globally. So it’s only relatively recently – with the rise in popularity of e-cigarettes – that harm reduction has moved from a concept to a global reality.</p> <p>An increasing number in the scientific and public health community are now advocating harm reduction as the way forward for helping the 1.3 billion people worldwide who continue to smoke despite the known health risks.</p> <p>In practice, this could mean that as well as traditional ‘stop smoking’ health services, smokers who’ve been unable to quit are encouraged to switch to less risky products.</p> <p>However, currently only a few governments actively support this approach. There are some public health experts and organisations with concerns that not enough is known yet about the health risks of e-cigarettes and that they could undermine efforts to denormalise tobacco use. They are also suspicious of the tobacco industry’s involvement in tobacco harm reduction.</p> <p>The approach</p> <p>The Group’s research and development programme is focusing on tobacco harm reduction, working on developing a next generation of</p>	
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		<p>tobacco and nicotine products that offers a less risky alternative to conventional cigarettes. This includes Vype, an electronic cigarette launched in 2013, a nicotine inhalation product being prepared for launch in the UK by subsidiary Nicoventures, as well as innovative tobacco heating devices.</p> <p>British American Tobacco is working with scientists and regulators to promote this next generation of products and advocate a regulatory approach that puts consumer safety and product quality first, while encouraging the growth of new less risky nicotine products that could help smokers cut down or quit.</p> <p>Transparency and world-class science</p> <p>The Group is committed to exemplary corporate conduct and transparency across the whole business – this includes its research and development.</p> <p>Being transparent about the science is central to this approach. Details of the Group’s scientific research programmes are published on a dedicated science website, www.bat-science.com . The results of scientific studies are submitted to peer-reviewed journals, and scientists present widely at leading international conferences and events.</p> <p>We understand that some people are sceptical about research conducted and funded by the tobacco industry, but we know it’s the Group’s responsibility to contribute to the science of tobacco harm reduction.</p> <p>British American Tobacco have state-of-the-art R&D facilities and hundreds of scientists covering many different disciplines, working in collaboration with external researchers around the world, such as in the USA, Canada, Spain, Germany, China and Russia.</p> <p>The Group actively encourages regulators and other scientists to visit its research facilities in the UK.</p> <p>The future</p>	
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		<p>We understand that harm reduction is a contentious topic where opinion is often divided, and that some people are sceptical about the motivations of a tobacco company.</p> <p>We hope that the Group’s actions will demonstrate a continued commitment to harm reduction and that governments will carefully consider the potential benefits it can bring as part of a progressive approach to public health policy.</p> <p>An evolved corporate purpose</p> <p>In an ever-evolving world today, BAT as a Group recognizes the need to have an evolving business model that will ensure a sustainable delivery of excellence, today & tomorrow.</p> <p>Responding to this need, BAT Group has embraced a new vision & purpose. A journey towards A Better Tomorrow for all:</p> <p>Not only in our strategy, BAT has also unveiled a new corporate logo & brand that reflects the new journey ahead. Click here to see our new logo</p> <p>Taking inspiration from BAT Group’s evolved purpose, BAT Bangladesh has also embraced a new vision & commitment.</p> <p>The ambition is to facilitate a transformational journey for all our stakeholders.</p> <p>A Better Tomorrow for:</p> <p>Consumers</p> <p>By responsibly offering enjoyable choices for every mood and every moment, today and tomorrow;</p> <p>Society</p> <p>By reducing our environmental and social impacts;</p> <p>Employees</p> <p>By creating a dynamic, inspiring and purposeful place to work; and</p> <p>Shareholders</p> <p>By delivering sustainable and superior returns.</p>	[95]
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		<p>At the core of this evolved vision is bringing sustainability to the front and center in all our actions and initiatives through environmental, social & governance (ESG) practices that will further help to build a better Bangladesh.</p> <p>Ever since our inception 110 years ago, our ambition has been to facilitate a transformational journey of growing together with the society.</p> <p>Building on our foundation of best practices, we are proud of our history & excited to embark on our transformational journey to build A Better Tomorrow.</p> <p>For the unionized work force, an employee engagement initiative “Shop Talk” was launched with the participation of 100% of Dhaka Factory employees to ensure that the non-management workforce is in synchronization with the business and their voices are heard by our senior managers. In the factory front, ‘Agrojatra’ a value building workshop was launched with an objective to instil the winning BAT culture among the employees, particularly focusing on the new joiners into the system. In our constant effort to ensure that the organisation’s winning values touches our employees’ lives beyond work, we organised events such as Family Day, Kid's Carnival and encouraged them to participate in different sports and games.</p> <p>In order to ensure that the values of the organisation touch the employees’ lives, the Company organizes events such as Family Day; Kid’s Carnival and encourages its people to take part in various sports and games that make up the events. All in all, BATB remained steadfast and ready to face the constant challenges that came in our way in 2015 and at the same time meet the goals of the Company and deliver results for our shareholders.</p>	<p>[81]</p> <p>[80]</p>
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		<p>The people of BATB plays a big role for its success and BATB tries continuously to provide a work environment and culture that motivates people and helps them achieve their full potential. BATB takes on multiple initiatives in order to create a workforce that is highly engaged and strives to bring the people together in achieving the organisational objectives. We work constantly in involving people to make sure that they are aligned with the mission and vision of the company as well as their individual visions.</p>	[96]
		<p>BATB takes on multiple initiatives in order to create a workforce that is highly engaged and strives to bring the people together in achieving the organisational objectives. We work constantly in involving people to make sure that they are aligned with the mission and vision of the company as well as their individual visions.</p>	[23]
		<p>BAT Bangladesh has remained steadfast as a champion of employee wellbeing. Recognising that anxiety and stress are some of the key issues that employees in challenging roles face worldwide, BAT Bangladesh has commenced a partnership with LifeSpring Bangladesh, a leading organisation that specializes in mental wellbeing consultancy services, including round-the-clock online and telephonic counselling, face to face counselling with a team of experts as well as focused, educative sessions on aspects of mental wellbeing and mindfulness. Such initiatives will set in course an important dialogue in sustaining best practices in employee wellbeing, one that is critical for the long-time success of any organisation.</p> <p>At the same time, BATB continues its legacy of hosting a wide variety of employee engagement events for members across the organisation. Not only do these events give an opportunity for our families to enjoy by being part of a collective festive spirit that is a signature of our culture, but it also helps us form deeper, more</p>	[22]

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		<p>meaningful bonds with each other, which enable us to collectively strive and aspire for a better tomorrow.</p> <p>The company continues to invest in driving the learning agenda to ensure the development of leadership capabilities to help our people realise their full potential. This is carried out by providing the right exposure, the opportunity to learn from others and by implementing our globally aligned learning and development portfolio while ensuring they work in an environment that hears their voices. We have trained over 180 managers in programs to help them deliver their best, irrespective of level or role – from growing functional skills linked to our business strategy and ambitions, to leadership skills for now and the future. With the outlook of maintaining our talent agenda, 87 employees were transferred to various roles with another 51 being promoted, while 14 managers were sent on international assignments to various countries such as UK, Hong Kong, Japan, Vietnam, Pakistan and Cambodia. In our unionized front as well, we have trained over 348 employees in 53 skill development sessions.</p> <p>BATB focuses on the learning and growth of its people with the aim of developing leadership abilities to assist the people realize their full potential. This is done by supplying the right opportunities to learn from their leaders and applying BAT’s globally recognized learning and development platforms. The organisation continues to provide the people with an environment that listens to their queries and that nurtures the talent. More than 240 managers have been trained through programs that helped them unleash their full potential. BATB focuses on building functional skills and also provides hands-on experiences to develop individuals as leaders. With the aim of sustaining the present agenda for talent, 101 employees were transferred to other roles and 71 were promoted. International</p>	<p>[81]</p> <p>[80]</p>
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		<p>assignments were given to 18 Bangladeshi managers in countries such as UK, Singapore, Cambodia, Poland, Japan, Korea and Pakistan. On top of that, 450 employees were provided with leadership and functional skills training.</p> <p>The Company has an economic impact both in terms of revenue generation for the Government as well as employment generation, as it employs around 1,426 employees directly, while also supporting indirect employment for as many as 50,000, comprising farmers, distributors and suppliers, and over 1.3 million retailers. Hence, the Company seeks that the Government takes an inclusive and participative approach on tobacco regulations so that regulatory policies reflect the views of all relevant stakeholders and are practical and enforceable.</p> <p>Environmental preservation, together with our focus on embracing ecological initiatives that have a positive impact on climate change, have always been of critical importance for Bangladesh. This is further accentuated, considering that various naturalists' reports indicate that Bangladesh will remain a vulnerable country to the impact of climate change in the decades ahead. In this context, BATB believes that business has a key role to play in helping the society to achieve the necessary sustainable balance of economic growth, environmental protection and social progress in ways that builds sustainable value for all stakeholders.</p> <p>The Company is a pioneer in corporate social investments in Bangladesh and is continuing with its three flagship programs, viz. Bonayan, Probaho and Deepto, to create an enduring positive impact in communities around which we operate and in the extended environment.</p>	<p>[22]</p> <p>[22]</p>
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		<p>Our afforestation program, ‘Bonayan’, took root in 1980 in collaboration with the Forest Department of Bangladesh Government and, since then, the Company has distributed 105 million saplings free of cost in and around our operational areas, including 5 million saplings in 2019. Today, BATB’s afforestation platform is the largest private sector-driven afforestation program of the country which this year will celebrate 40 years of its inception. The Company is committed to continue with this program to support the Government’s national targets to increase forest coverage, as well as to increase the tree covered (green) area. Over the years, the Company has received several national and international awards and accolades, including the prestigious Prime Minister’s Award for five times, for its afforestation drive across the country.</p>	[22]
		<p>Millions of people in Bangladesh face scarcity of safe drinking water due to arsenic contamination. Responding to this pressing need, BATB has taken up a project named ‘Probaho’ in arsenic-prone rural communities, supplying more than 450,000 litres of potable water every day, free of arsenic and other contaminants. This program is aligned with the Government’s targets to support the Sustainable Development Goals (SDGs) of clean water and sanitation. So far, 87 water filtration units have been installed using Government approved water filtration technology in Jhenaidah, Chuadanga, Meherpur, Kushtia, Tangail, Manikganj, Satkhira, Gopalganj, Lalmonirhat, Kurigram, Jamalpur, Madaripur and Natore, ensuring access to pure drinking water for nearly 220,000 people every day.</p>	[22]
		<p>To complement Bangladesh Government’s efforts in the renewable energy sector, BATB has undertaken a project to install solar home systems through the ‘Deepto’ project in villages that are located in remote, off-grid areas of the Chittagong Hill Tracts. Under Deepto, BATB has supplied as many as 2,590 units of solar home systems in</p>	[22]

		<p>remote villages to enhance community lifestyle and empower people in Bandarban, Khagrachari and Rangamati districts, giving more than 13,000 rural people have their first access to electricity at home.</p> <p>Furthering our initiatives in sustainability beyond our flagship projects, BATB has forged an effective partnership with farmers in some parts of Bangladesh through its various sustainability programs aligned with good agricultural practices and other national and global standards. The Company's leaf function commences with the relentless work of around 38,000 registered farmers within rural communities. BATB's contract farming system has been established as a proven model, and the Company proactively sets high standards in best agricultural practices. These initiatives include green manuring with Dhaincha (<i>Sesbania Aculeata</i>), which is an effective approach to enrich soil health and fertility. Dhaincha is also promoted as an alternate fuel in leaf growing areas. Till date, we have distributed 2,985 MT of Dhaincha seeds amongst our registered farmers.</p> <p>In 2005, BATB established the country's first Integrated Pest Management (IPM) Club in collaboration with the Department of Agricultural Extension (DAE) of the Government of Bangladesh to support farmers in their quest for better crop management practices. For the past couple of years, BATB has established a number of IPM clubs across tobacco-growing locations with the aim of driving farmers' education/awareness regarding nonchemical alternatives for pest management, and also safe use of agrochemicals. The primary objective of IPM clubs is to reinforce Governmental initiatives to reduce the use of agrochemicals. As a result of these ongoing education programs, farmers have become more cautious and conscious about the use of chemical pesticides in farming and have adopted the use of sustainable alternatives. The Company has established 75 IPM clubs as a platform for sharing agricultural</p>	[22]
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		<p>knowledge with farm communities. Moreover, to uplift the knowledge and image, the Company is establishing Farmers’ Community Club (Shikor). The Company has been awarded with the Asia Responsible Entrepreneurship Award in the ‘Social Empowerment’ category by Enterprise Asia for its IPM Club initiative.</p> <p>BATB, as a responsible corporate, embraced the opportunity to work for uplifting farmers’ livelihoods for fulfilling the agricultural sustainability agenda, in collaboration with the IFMC project of DAE. BATB availed existing facilities and support from DAE to train Company managers on IFMC since 2016, and around 80 people have been trained in three batches till 2019. Improving soil fertility and water conservation comprises integral elements of good agricultural practices. The Company provides technical know-how to install compost pits in farmer homesteads. It also supports sensible tobacco regulations that balances the interests of consumers with those of the society, and enables the business to continue to compete and prosper. CPA waste disposal program, short duration crop popularisation, biodiversity conservation, alternate fuel for curing, women empowerment, Bondhusheba, Shikor, etc., are some of the programs that ensure environmental and agricultural sustainability as well as farmers’ livelihood enhancement.</p> <p>Through our Probaho programme in Bangladesh, over 200,000 people a day now benefit from better access to over 400,000 litres of safe drinking water, thanks to 87 new water filtration plants we have installed in tobacco-growing communities. An independent impact study¹ found that this has reduced the number of people suffering from waterborne diseases from 32% down to just 0.3%.</p> <p>The huge impact on the lives of the women and girls, who are responsible for collecting the family’s water each day, was also identified by the study. It means that women no longer have to travel</p>	[97]
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		<p>long distances to collect water or have to deal with constant sickness in the family. This gives them more time to help their children with their studies and to take on more work, including as seamstresses for the village, helping to boost the family's income.</p> <p>For example, in Bangladesh, our afforestation programme, in partnership with the government's Forest Department, has been running since 1980. With over 105 million tree saplings distributed, it is recognised as the largest private sector-driven programme in the country. An independent impact study⁴ found that it had resulted in a 50% increase in forest coverage in the area, as well as diversifying the types of trees available. 97% of local residents interviewed also said the ecology of the local habitat had improved. Every year, we work with selected contracted farmers in Bangladesh to establish 'biodiversity corners' on their land to conserve rare and endangered native medicinal species, and to raise awareness of the importance of biodiversity management in the local community.</p> <p>For example, in Bangladesh, we have introduced our farmers to the use of bio-fungicides in seedbeds and pheromone traps for insect control</p> <p>For example, in Bangladesh, we've introduced our farmers to more fuel-efficient designs for curing barns, which not only have environmental benefits, but also save the farmers time and money</p> <p>In addition, the Deepto project has, since 2011, brought free solar power to 25 remote, off-grid villages. More than 2,600 solar home systems have been installed for families that previously had no electricity, ending most activities at sundown. The impact study found that 65% of beneficiaries said they have started new income-generating activities, such as basket weaving and</p>	<p>[97]</p> <p>[97]</p> <p>[97]</p> <p>[97]</p>
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		<p>sewing, since getting solar power in their homes. Before Deepto, over 70% of schoolchildren faced problems keeping up with their schoolwork, due to lack of light to study in the evenings. Around 84% now have more time to study, helping to improve their school performance.</p> <p>Our Bonayan afforestation programme was launched in the 1980s and has distributed over 95 million free saplings to rural communities. Nielsen’s study found that not only has this brought environmental benefits, but it has also helped make farming communities more self-sufficient, offering them a new source of food, fruit and sustainable timber to sell for furniture making. 76% of beneficiaries told Nielsen that they have benefited financially from Bonayan.</p> <p>This extra income means that more parents can now afford to send their children to school, which has had a dramatic impact on literacy rates in the communities. Take Rehana Begum, who featured in Nielsen’s report; she has been growing trees supplied by the project for the last 10 years, earning her enough money to pay for her children’s education.</p> <p>Through our Probaho programme, over 170,000 people a day now benefit from better access to safe drinking water, thanks to 65 new water filtration plants we have installed. The study found that this has reduced the number of people suffering from waterborne diseases, from 32% down to only 0.3%.</p> <p>The huge impact on the lives of the women and girls, who are responsible for collecting the family’s water each day, was also identified by the study. It means that women no longer have to travel long distances to collect water or have to deal with constant sickness in the family. This gives them more time to spend helping their children with their studies and to take on more work, such as seamstresses for the village, helping to boost the family’s income.</p>	<p>[98]</p> <p>[98]</p>
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		<p>A third Bangladeshi project is Deepto, which, since 2011, has brought solar power to 16 remote villages with no electricity. Nielsen found that 65% of beneficiaries reported that they have started new income-generating activities, such as basket weaving and sewing, since getting solar power in their homes. Before Deepto, over 70% of schoolchildren faced problems keeping up with their schoolwork, due to not having sufficient light to study in the evenings. Over 84% now have more time to study, which is helping to improve their school performance. Villagers also feel much safer going outside at night, which is benefiting the community. Maamma Marma, a local businessman, explained to Nielsen: “As there was no permanent solution for light in the past, people used to fall asleep at eight or nine. I couldn’t keep my shop open for long either. But since free solar-powered light became available, my business has been yielding more profit.”</p> <p>BAT Bangladesh initiated its afforestation programme in 1980 when the forest department called on the private sector to support its endeavor to conserve the forests. So far, we have contributed around 110 million saplings to the country’s afforestation initiative over the last 4 decades. It is presumably the largest private sector driven afforestation initiative in Bangladesh.</p> <p>The Project has also won international recognition when BAT Bangladesh was awarded Asia Responsible Entrepreneurship Award in 2014 under Green Leadership by Enterprise Asia, a non-governmental organization striving for the pursuit of entrepreneurship development in Asia Region. As a national recognition for special contribution in tree plantation, BAT Bangladesh has received the prestigious Prime Minister’s National Award for four times in the year 1993, 1999, 2002, 2005 and the Chief Advisor’s Award in 2007.</p>	<p>[98]</p> <p>[99]</p>
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		<p>The programme is designed to focus on the socio-economic needs of the communities as well as the overall environmental perspectives.</p> <p>Having recognized the gravity of clean water and sanitation and in the context of the then Millennium Development Goals, BAT Bangladesh has stepped forward with a safe drinking water project in 2009. As a part of the safe drinking water initiative, BAT Bangladesh has already installed 102 filtration plants to make water free from arsenic and other harmful contents across arsenic prone areas in the country. All the water filtration plants now purify around 530,000 litres of drinking water, meeting the need of around 260,000 people every day. The plants are maintained by local committees consisting of members from local communities. With the installation of the safe drinking water plants, more than hundred communities in rural areas are now living a better life than before and having enriched livelihoods.</p> <p>BAT Bangladesh provides solar home systems free of cost to rural communities of the country which are currently beyond the scope of electricity. So far, the Company has installed around 2,590 units of solar home systems in around 29 villages of Bandarban, Khagrachari and Rangamati districts, illuminating the community and its people in the off-grid areas of the country. Now, more than 13,000 rural people are connected with electricity for the first time. This initiative will continue its journey to kindle hope in remote rural communities by bringing in a completely new dimension to the lives of people, progressing it with the power of renewable energy.</p> <p>These projects complement the work of our leaf extension services which, as in all BAT leaf operations, provide advice and support for all our farmers. Our local leaf technicians work in the field with farmers, covering everything from agreeing contracts and supplying</p>	<p>[99]</p> <p>[99]</p> <p>[100]</p>
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		<p>seeds, to best practice approaches to soil and water management, or how to get the most from their land by growing other crops alongside tobacco.</p> <p>In Bangladesh, we support this through our farmers' field schools, which we run with the Government's Department for Agriculture. They are great ways of teaching farmers more sustainable techniques, and bringing them together to create a support network so they can help each other.</p> <p>We've also provided over 1,600 solar panels for 16 villages, benefiting around 10,000 people.</p> <p>Importantly, we include a package of support and training on management and maintenance of the filtration units and solar panels. This helps ensure community ownership and longevity of the projects.</p> <p>Take the farmers in particular. Many of them live in remote rural communities where there's limited access to electricity or clean drinking water and sanitation. Developing and running community investment projects is one of the ways I'm working to help address this.</p> <p>For example, we're installing water filtration units in villages which, so far, are providing clean water to over 170,000 people every day.</p> <p>The company also runs a project which has, so far, installed 53 water filtration plants that purify up to 270,000 litres a day, providing much needed clean drinking water in 14 districts.</p> <p>Since 2011, BAT Bangladesh has provided over 1,300 solar energy panels that generate electricity for 15 remote villages in tobacco growing areas.</p>	<p>[100]</p> <p>[100]</p> <p>[101]</p> <p>[101]</p>
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		<p>For example, our company in Bangladesh has established over 50 farmer clubs in collaboration with the Government’s Department of Agricultural Extension. The clubs are led by committees made up of local community members and company representatives. They include a combination of classroom training and field work, on areas such as alternative fuels, pesticide management, irrigation techniques, green manuring and composting. The training provided covers other crops such as rice and vegetables, not just tobacco.</p>	[101]
		<p>For example, in 2014, our company in Bangladesh continued its collaboration with the Government’s Department of Agricultural Extension to establish farmer clubs to provide training in agricultural skills. More than 50 farmer clubs have so far been established</p>	[102]
		<p>In Bangladesh, our Probaho programme was launched in 2009 and provides over 250,000 people a day with access to clean drinking water, thanks to the 88 water filtration plants we have installed. An independent impact study found that this programme has reduced the number of people suffering from waterborne diseases from 32% to just 0.3%, while removing the water collection burden on women and girls.</p>	[103]
		<p>In Bangladesh, BAT participates in annual reforestation programs, donating saplings to be planted and touting its responsible agriculture.³¹ However, cutting down trees, making for fuel during the tobacco curing process accounts for 30% of annual deforestation in Bangladesh³² BAT’s contribution of saplings a superficial attempt to draw attention away from the environmental problems it is causing.</p>	[104]
	Other practices	<p>These companies distributing free cigarettes, T-shirts, mobile phones, rice cookers, ceiling fans, magic burner etc in many places for tempting the consumers. They are also distributing large umbrella with their logo at points of sale with many tong shops to the local</p>	[105]

		<p>vendors with their logo and misleading phrases of Wilson brand which is contrary to tobacco control law.</p> <p>Ambala Foundation conducted two studies on TV drama published on leading channels of Bangladesh. The objectives of the studies were to observe tobacco and smoking scene in different TV channels. The study also scrutinized how strategically tobacco and smoking scene are broadcasted in drama. Methods: Total 14 national TV Channels were selected for both of studies. A total 244 dramas for study-1 and a total number of 187 drama for study-2 were observed during this study. Results: About 23 dramas out of 431 contained smoking scenes. In total 65 times smoking scenes is screened. Among them 11 times in one drama and 7 in another drama. The studies found that the length of smoking scene is total 40 minutes 26 Seconds. The report was submitted to Bloomberg Philanthropies and Government authorities taking step immediately. Conclusions: This report can be a valuable documentation in advocating for strengthening enforcement of ban on all types of advertisement and promotional activities in electronic media through policy advocacy at country level.</p> <p>Tobacco control law prohibits the promotion of tobacco companies in the name of any kind of direct, indirect advertising, publicity, and sponsorship to promote the marketing of this product or to attract people to use tobacco products. Even then, in 2015, British American Tobacco has spent more than 193 crores on promoting only cigarette brands in Bangladesh! However, to carry the expense of these types of programs and to give awards using the tobacco company's name, sign, a trademark is prohibited in section 5 (c) of the Smoking and Tobacco Use (Control) Act, 2005 (Amendment 2013). Even in violation of this section of the law, there is a fine of one lakh taka or imprisonment up to three months otherwise both of these punishments.</p>	<p>[106]</p> <p>[79]</p>
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		<p>An online magazine named eisomoy24.com has cleverly published various unpleasant news in favour of tobacco, including the use of the logo of BAT & the National Board of Revenue, as well as the misconduct of domestic tobacco companies by using women's smoking scenes. It's an online magazine created by the tobacco company. When Abul Maal Abdul Muhit was in charge of the finance ministry, his daughter-in-law Mantasha Ahmed had absolute control over the National Board of Revenue (NBR). Through him, the then Ghaiz officials came to an agreement with British American Tobacco to provide business facilities. Their joint decision brought all domestic and foreign cigarette companies under the same amount of revenue structure, which is about 4-5 times more than other companies in case of other products. According to Mantasha Ahmed's plan, Mosharraf Hossain Bhuiyan became the chairman of the National Board of Revenue (NBR), who was himself a director of British American Tobacco. Even his brother Kamrul Hossain Bhuiyan was working as a senior member of BAT at that time.</p> <p>Tobacco companies are also conducting their advertisements on hospital websites and the allegation was proved as the evidence was found on the website of Ayesha Memorial Specialized Hospital, in Mokhali, Dhaka. This private hospital used the logo of BATB which was published on mass media and social networking sites⁶⁸. Experiencing negative remarks, the hospital authority finally removed the advertisement from its website.</p> <p>Drama, cinema and documentaries on electronic media frequently show the smoking scenes which is inspiring the youths of the country to smoke. An actor is playing his role on a television drama wearing a jacket titled Marlboro which is an advertisement for the brand. A study on smoking scenes on television shows that 10 of 76 dramas,</p>	<p>[57]</p> <p>[48]</p> <p>[48]</p>
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		<p>aired in a week (17-23 July, 2015) has shown smoking scenes on leading six private television channels based on Television Rating Point (TRP). The 10 dramas have 52 scenes with smoking and among them, only a single drama shown such scene for 30 times⁶⁵. After the Section 5, Sub-section 1 (e) of the tobacco control law, exhibition of the scenes of using tobacco products on drama, cinema or documentary on television, radio, internet, or stage, either produced or made in Bangladesh or abroad is banned and punishable offence.</p> <p>Abul Khair Tobacco has produced music video with advertisement for promoting its brand - Marise cigarette and Abul Bidi. The advertisement of cigarette and bidi has been inserted in popular local and international songs. The representatives of the company show the videos in different public places like hotel, restaurant, point-of-sales and other places using their laptops and DVD sets, and also distribute cigarettes for free to inspire them in consuming the brand. According to the law, tobacco advertisement and promotion are banned and thus tobacco companies are following the innovative ways to advertise for their products which is punishable offence.</p> <p>Tobacco companies use various communication methods for promoting products. One of those methods is to organize video shows in the locality which contain either insertion of tobacco advertisement with in some popular or they only show the tobacco advertisement. About 14.5% respondents told that video show was organized by tobacco industry at the POS and among them mostly BATB organized the show (87.3%) (Figure 16 & 17). About 10% respondents also told that they are aware of video show organized in other places by tobacco industry (Figure 18). Video shows are mostly organized in Dhaka, Chittagong and Barisal districts.</p>	<p>[48]</p> <p>[30]</p>
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		<p>Another strategy of Tobacco Company is they digitalized their promotional activities in order to make them attractive to the audience. Tobacco Companys’ show attractive video clips, in village and market place where large quantities of people are gathering and in this video clips they give explanation about different brands of Tobacco and their quality.</p> <p>The advertisement of Java Black, a new brand, is going on by the mini billboards set behind the bicycles of the sales representative. Such advertising is found in different parts of the country including Dhaka. Investigations have found that the sales representatives ride on the bicycles to deliver the cigarettes in the selling stores and tobacco advertisement goes on. Following the tobacco control law, conducting any commercial activities aiming to promote tobacco use both in direct and indirect form is completely banned and a punishable offence.</p> <p>Using of computer speakers, radio, music players and other devices resembling tobacco packets have been found in several parts of Dhaka city and other remote areas of the country. The gadgets look like cigarette packets from a distant view. Since tobacco product advertisement is banned after the law, the tobacco companies are trickily advertising for their products.</p>	<p>[30]</p> <p>[48]</p> <p>[48]</p>
	TAPS exposure data	<p>Media and Advertising More than 7 in 10 students (73.5%) had seen a lot of advertisements for cigarettes on billboards within the past month and more than 6 in 10 (64.0%) had seen a lot of advertisements for cigarettes in newspapers or in magazines (Table 5). More than one in 10 (12.8%) students reported having an object (e.g., t-shirt, cap, etc.) with a cigarette or tobacco company logo on it, with no significant difference between boys (15.3%) and girls (10.9%).</p>	<p>[15]</p>

		<p>However, the expected inverse relationship between having laws banning advertising and students in the GYTS reporting having seen pro-tobacco advertising was not found in Bangladesh. Data from the GYTS showed exposure to pro-tobacco advertising on billboards and in magazines was fairly high in the country; regardless of the extent of laws banning the advertising. Students reported seeing pro-tobacco advertising on billboards is 73.5%; and in the magazines is 64.0%. One reason for this may be that the students reported seeing advertising regardless of time reference (i.e., not only during the past month, but sometime past). Also, point of sale advertising is not banned in Bangladesh and students may have seen large posters advertising tobacco at the point of sale tobacco. However, it is important to note here that Bangladesh needs to ban advertising at all possible medias and places and strengthen the effort to enforce them completely.</p> <p>No consistent relationships were found between having a ban on promotional item and the students having an item; and having a ban on offering free cigarettes by cigarette company representatives and students reportedly been offered free cigarettes. While Bangladesh has laws banning free distribution of tobacco products; non-tobacco products identified with tobacco brand names; and events sponsored by tobacco companies with a moderate level (five) of overall enforcement, over 1 in 10 students (12.8%) have reported that they have an object with a cigarette or tobacco logo on it, and 6.4% reported that they have been offered free cigarettes by a cigarette company representative. The lack of relationship is most likely due to the lack of proper enforcement of the laws.</p> <p>Overall, 52.3% students noticed tobacco advertisements or promotions at points of sale, and 77.2% on television, in videos or movies. Overall, 6.3% were offered a free tobacco product from a</p>	<p>[15]</p> <p>[15]</p> <p>[107]</p>
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		<p>tobacco company representative and 9.0% owned something with a tobacco brand logo on it.</p> <p>Exposure to tobacco marketing: The percentage of students who noticed anyone using tobacco on television, in videos, or movies did not change significantly between 2007 and 2013, and remained high. The percentage of students who were ever offered a free tobacco product/cigarette from a tobacco company, and the percentage of students owning something with a tobacco product brand logo on it did not change significantly between 2007 and 2013.</p> <p>Table 8.3 shows the distribution of adults aged 15 years and above who noticed cigarette marketing in public places and media, such as in stores where cigarettes are sold, on television, radio, billboards, posters, newspapers or magazines, Internet and cinemas, as well as cigarette promotion by methods such as free samples, sale price , coupons and free gifts, in last 30 days. The percentage of people aged 15 years or above who noticed some cigarette advertisement, sponsorship and promotion was 48.7%. The most common site for noticing cigarette advertisements was in a store (33.2%). Other sites were posters (14.1%), public transportation (8.4%), public walls (6.5%), billboards (6.1%), television (5.4%), cinemas (3.1), newspapers (1.8%) and radio (1.2%). The most common type of promotion noticed was free gifts/discounts on other products (10.4%). Other promotion activities noticed were free sample (6.9%), coupons (5.7%) and clothing items with a brand name or logo (4.8%). A higher percentage of males (68.0%) noticed some advertisement or promotion compared with females (29.3%). A higher percentage of younger people (55.4%) noticed some advertisement or promotion than the older age group (45.9%). No urban-rural difference or differences among the wealth index categories were observed.</p>	<p>[107]</p> <p>[13]</p>
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		<p>The distribution of current tobacco smokers who noticed cigarette marketing in public places and media in the last 30 days is presented in Table 8.3A. The percentage of current tobacco smokers who noticed some cigarette advertisement, sponsorship or promotion was 66.6%; the most common site was in stores (49.3%). Other sites were posters (23.2%), public transportation (12.1%), billboards (9.0%), public walls (8.7%), television (5.7%), cinemas (4.1), newspapers (1.9%) and radio (1.0%). The most common type of promotion noticed was free gifts/discounts on other products (10.4%). Other promotion activities noticed were free samples (13.5%), coupons (7.9%) and clothing items with a brand name or logo (6.8%). Higher percentages of males (67.6%) noticed some advertisement or promotion than females (36.7%). No gender, urban-rural wealth index category differences were observed.</p> <p>The distribution of current non-smokers aged 15 years or above who noticed cigarette marketing in public places and media in last 30 days by demographic characteristics are presented in Table 8.3B. The percentage of current non-smokers who noticed some cigarette advertisement, sponsorship and promotion was 43.3%. The most common site for noticing cigarette advertisements was in stores (28.4%). Other sites were posters (11.4%), public transportation (7.3%), public walls (5.9%), billboards (5.2%), television (5.3%), cinemas (2.8), newspapers (1.7%) and radio (1.2%). The most common type of promotion noticed was free gifts/discounts on other product (8.8%). Other promotional activities noticed were coupons (5.1%), free sample (4.9%) and clothing items with brand name or logo (4.2%). Higher percentages of males (68.0%) noticed some advertisement or promotion than females (29.1%). A higher percentage of the younger population noticed advertisements or promotions than older populations (53.5% and 38.0%, respectively). No urban-rural difference or differences among the wealth index categories were observed.</p>	
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		<p>Noticing of bidi marketing in various public places. The distribution of adults aged 15 years or above who noticed bidi marketing in public places and media in the last 30 days by demographic characteristics is presented in Table 8.3C. The percentage of people who noticed some bidi advertisement, sponsorship or promotion was 84.0%. The most common site for noticing such advertisements was in stores (23.1%). Other common sites were posters (11.6%), cinemas (6.0%), public transportation (5.9%), billboards (5.9%), television (5.8%), public walls (5.2%), newspapers (3.4%) and radio (2.4%). The most common type of promotion noticed was free gifts/discounts on other products (10.4%). Other promotional activities noticed were clothing items with a brand name or logo (4.0%), free samples (2.9%), free gifts/discounts on other products (2.7%) and coupons (2.2%). Almost similar percentages of males and females noticed some advertisement or promotion of bidi (85.9% and 80.1%). A higher percentage of rural people (86.7%) noticed some advertisement or promotion than urban people (75.5%). A highest percentage of attention to bidi marketing activity was noted in the lowest wealth index category (92.7%) while the lowest was in the highest wealth index category (68.8%) The distribution of current tobacco smokers aged 15 years or above who noticed bidi marketing in public places and media in the last 30 days are presented in Table 8.3D. The percentage of tobacco users who noticed some bidi advertisements, sponsorship or promotion was 87.3%. The most common site for noticing bidi advertisements was in stores (27.2%). Other sites were posters (16.3%), cinemas (8.1%), public transportation (8.0%), billboards (7.6%), public walls (6.6%), television (6.1%), newspapers (3.2%) and radio (2.0%). The most common type of promotion noticed was a clothing item with a brand name or logo (5.9%). Other promotional activities noticed were free samples (5.1%) and free gifts/discounts on other products (3.7%). A higher percentage of rural people (90.5%) had noticed some</p>	[13]
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		<p>advertisement or promotion than urban people (77.1%). The highest percentage of bidi marketing activity noticed was in the lowest wealth index category (94.2%) while the lowest was in the highest wealth index category (67.0%)</p> <p>The distribution of current non-smokers who noticed bidi marketing in public places and media in last 30 days is presented in Table 8.3E. The percentage of non-smokers who noticed some bidi advertisement, sponsorship or promotion was 82.7%. The most common site for noticing bidi advertising was in stores (21.6%). Other sites were posters (9.9%), television (5.8%), cinemas (5.3), public transportation (5.2%), billboards (5.2%), public walls (4.7%), newspapers (3.4%) and radio (2.5%). The most common type of promotion noticed was clothing items with a brand name or logo (3.4%). Other promotional activities noticed were free gifts/discounts on other products (2.4%) and free samples (2.2%). A higher percentage of rural people (85.2%) had noticed some advertisement or promotion than urban people (74.8%). For non-smokers as well, the highest percentage of bidi marketing activity noticed was in the lowest wealth index category (91.8%) while the lowest was in the highest wealth index category (69.2%).</p> <p>Noticing of smokeless tobacco marketing in various public places</p> <p>The distribution of adults aged 15 years or above who noticed marketing of smokeless tobacco products in public places and media in the last 30 days by demographic characteristics is presented in Table 8.3F. The percentage of people who noticed some smokeless tobacco product advertisement, sponsorship or promotion was 70.5%; the most common site was in a store (13.1%). Other common sites were posters (3.1%), public transportation (3.4%), television (3.4%), cinemas (3.1%), billboards (2.6%) and public walls (1.8%). The most common type of promotion noticed was clothing items with a brand name or logo (4.0%). Figures for other promotional activities were</p>	[13]
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		<p>very low. Almost similar percentages of males and females noticed some advertisement or promotion of bidi (70.8.9% and 69.9%). Higher percentages of rural people (74.1%) had noticed some advertisement or promotion than urban people (61.1%). The highest percentage of smokeless tobacco marketing activity noticed was in the lowest wealth index category (84.1%), while the lowest was in the highest wealth index category (51.7%). The distribution of smokeless tobacco users who noticed smokeless tobacco products marketing in public places and media in the last 30 days is presented in Table 8.3G. The percentage of current smokeless tobacco users who noticed some smokeless tobacco product advertisement, sponsorship or promotion was 72.9%. The most common site for noticing smokeless tobacco advertisement was in stores (14.2%). Other common sites were cinemas (3.1%), public transportation (4.7%), posters (4.5%), television (4.3%), billboards (2.6%) and public walls (1.2%). The percentage of smokeless tobacco users noticing promotional activities of smokeless tobacco use was very low and the most common type of promotion noticed was clothing items with a brand name or logo (1.0%) Almost similar percentages of males and females noticed some advertisement or promotion of smokeless tobacco use (73.6% and 71.8%). Higher percentages of rural people (74.0%) had noticed some advertisement or promotion than urban people (69.6%). The highest percentages of smokeless tobacco marketing activity noticed was in the lowest wealth index category (85.1%), while the lowest was in the highest wealth index category (63.7%). The distribution of current non-smokeless tobacco users who noticed smokeless tobacco products marketing in public places and media in the last 30 days is presented in Table 8.3H. The percentage of current non-smokeless tobacco users who noticed some smokeless tobacco product advertisement, sponsorship or promotion was 69.5%; the most common site was in a store (12.7%). Other common sites were public posters (3.7%), transportation (3.0%), television (3.1%), billboards</p>	
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		<p>(2.7%), cinemas (2.3%) and public walls (2.1%). The percentage of smokeless tobacco users noticing promotional activities of smokeless tobacco was very low and the most common type of promotion noticed was clothing items with a brand name or logo (1.0%). A higher percentage of rural people (74.1%) noticed some advertisement or promotion than urban people (50.6%). The highest percentage of smokeless tobacco product marketing activity noticed was in the lowest wealth index category (83.1%), while the lowest was in the highest wealth index category (49.4%). There are differences between current tobacco smokers and non-smokers in noticing some cigarette advertisement, sponsorship or promotional activity. Current tobacco smokers reported a higher percentage (66.6%) compared to non-smokers (43.3%) for noticing tobacco marketing; 53.5% of non-smoking people in the younger age group people were exposed to marketing activity, while 68.9% of tobacco-smoking young people were so exposed. On the other hand, only 38% of non-smoking older people were exposed to tobacco marketing activities. However, for bidi smokers and smokeless tobacco users, no such differences were noted.</p> <p>Pro-tobacco: 53.4% of adults noticed smoking tobacco advertisements in ant media; and 20.3% of adults noticed smokeless tobacco advertisements in any media.</p> <p>Table: Media</p> <p>While the exposure to any cigarette advertisement, promotion or sponsorship in the past 30 days decreased significantly from 48.7% in 2009 to 39.6% in 2017, it increased significantly for bidis (29.8% to 36.5%) and for smokeless tobacco (16.5% to 24.4%)</p>	<p>[108]</p> <p>[108]</p> <p>[109]</p>
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		<p>Tobacco Industries’ advertisement and promotional activities during COVID-19: Respondents have observed advertisement of tobacco products in various means, such as 77.6% have seen advertisement in point of sales, 23.3% in social media, 3.4% via mobile phone and 25% have seen representatives are advertising tobacco products in different strategies (t-shirt, cap, van etc). 9.5% respondents did not observe any kind of advertisement during the research.</p> <p>Strategies and types of advertisement and promotion: Tobacco industries mostly target point of sale for their promotional work. In these points of sale stickers (69.3%), posters (28.9%), brand-colored showcase/cashbox (35.1%) and empty cigarette box (51.8%) were seen for advertising purpose. 31.2% respondents said that they received call from tobacco industries. 41.6% were asked about their regular brands and number of cigarette they daily consume, 18.2% were asked about their previous brand and 14.3% got information about new brands. Interestingly, 26% respondents said that, they got information about price hike of cigarettes post national budget declaration.</p> <p>Tobacco industry and cigarettes/bidi brand with maximum advertise during COVID19 Following are the brands of British American Tobacco companies that had maximum number of advertisements during COVID-19- Goldleaf (47.9%), Benson and Hedges (40.5%), Derby (40.5%) and Star (34.7%). In addition, advertisement of Japan Tobacco’s Sekh Cigarette (18.2%), Dhaka Tobacco’s Navy (28.9%) BATB’s Hollywood (13.2%), Philip Morris Company’s Marlboro (8.3%) were seen. Among bidi, maximum number of advertisement was of Akij Bidi’s (25.6%). Besides, there were advertisement of Ajij bidi (4.6%) and Karigor bidi (0.9%). Hakimpuri Jarda’s (6.6%) advertisement</p>	<p>[54]</p> <p>[54]</p>
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		was the maximum among jardas along with Baba Jarda (4.1%) and Shova Jarda (5%).	
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Theme: Innovative TAPS monitoring and policy enforcement system

Sub-theme	Category	Coded Text	Source
Multi-stakeholder taskforces & mobile courts	Multi-stakeholder approach for TAPS monitoring	<p>The NTCC commenced Tobacco Control Task Force development in May 2007 ‘for effective enforcement of the Tobacco Control Act...The district and sub-district task force committees are the bodies entrusted with the task of tobacco control including enforcement of law under their jurisdiction’ [14] with the ultimate goal of reducing consumption by lowering the demand and supply for tobacco. The national level taskforce focuses primarily on policy activities, developing guidelines, information resources, measures to encourage tobacco crop substitution, and mechanisms for sustainable funding for tobacco control [15].</p> <p>Local level taskforces are accountable to the NTCC and were designated to operate at district (zila) and sub-district (upazila) levels to enforce tobacco control laws within their jurisdiction. The creation of the local taskforces to an extent reflects the country’s governance structure whereby national laws are implemented at local level within 7 administrative divisions, 64 districts and 489 sub-districts. The challenging general context for law enforcement of a large population and a high level of illiteracy (over 50%, 2010 figures) [16] necessitates devolved implementation and underpinning by strategies to create public awareness. The concept is to develop a committee in each administrative area that will collectively plan tobacco control action, co-ordinate the relevant resources, undertake enforcement using mobile courts, and organise public information/awareness-raising activities.</p>	[110]

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		<p>A number of characteristics of the Bangladesh taskforces are seen in the tobacco control implementation approaches of other countries; however, the combination of features of the Bangladesh taskforce model, described in Figure 1 below, appears to be unique. For example, Indonesia has mobile courts that conduct random inspections, but these do not operate within the context of a national or subnational body. In Pakistan, there are Provincial and District Implementation Committees that include a wide range of stakeholders, yet these committees do not use mobile courts as a key enforcement tool. And in Russia, the national tobacco law (2013) empowers sub-national administrations and community-based organisations but there are no dedicated multi-stakeholder committees for implementation or mobile courts for on-the-spot enforcement.</p>	[110]
		<p>Bangladesh's distinctive approach to tobacco control policy enforcement may offer a sustainable and flexible model for other countries, new Union research suggests. Taskforces working at district levels to implement tobacco control laws are indicated to be both uniquely structured and effective once well-established. The model requires key public authorities, including health and police departments, to work with civil society to enforce smokefree areas, advertising bans and prohibition of sales to minors, in their local community. Violators are brought to justice on-the-spot by mobile courts, which have the power to conduct random inspections, issue fines and destroy illegal material. Although other countries use tobacco control taskforces, the combination of features within the Bangladeshi version appear to be unique. These multi-stakeholder taskforces operate within existing administrative structures, are low-cost, tailored to local needs, and can effectively address violations in a timely and public manner.</p>	[111]

		<p>Local taskforces were designed to have broad membership including representatives from the various enforcement authorities (including administrative, police and health departments) and civil society organisations engaged in tobacco control or with an interest in addressing tobacco on behalf of a segment of the population, who are nominated by the local government administration and invited to participate [17]. Besides serving the practical purpose of facilitating co-ordination and collaboration among stakeholders, this feature is also a function of wider governance reforms in Bangladesh introducing mandatory mechanisms for citizen participation [18]. Data on the total number of taskforces were not available at the time of this study, although the NTCC was developing a data collection system to commence in late 2014. Data are available on districts that have held taskforce meetings. In quarter two of 2014, this included 43 out of 64 districts (67%) [19]. These figures, however, are merely an approximation as it is not known if other areas have taskforces who did not meet in the recorded quarter and there is no indication whether the taskforces are fully operational or just being established.</p> <p>Figure 1. Key feature of local Tobacco Control Taskforces</p> <p>Taskforces were universally perceived to be a crucial tool for tobacco control in Bangladesh. This view was consistent across all ten districts and across the range of members and non-members. There was, however, a marked and fundamental difference relating to the taskforces' different stages of development and levels of functioning. In five districts, taskforces were described as relatively well-established and fully functioning. They were meeting regularly, involving a range of stakeholders and undertaking key activities relating to enforcement of smokefree and advertising regulations and public awareness campaigns. Members</p>	<p>[110]</p> <p>[110]</p> <p>[110]</p>
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		<p>and non-members alike described their taskforce as undertaking an important role and contributing valuably to local tobacco control outcomes.</p> <p>‘Taskforces are playing [a] vital role to implement the TC law. It creates public awareness about the harmful effect of tobacco. Committee members meet regularly and jointly take the decision to enforce the law.’ (Member, District 8) ‘Undoubtedly taskforces can play a dynamic role to implement the tobacco control law.’ (Non-member, District 9)</p> <p>In five districts taskforces were described as not yet well-established and/or not functioning properly.</p> <p>Interviewees indicated that these taskforces were not meeting regularly and were perceived to undertake few implementation/enforcement activities. Some members and non-members expressed frustration that this was the case, yet notably all interviewees in these districts still viewed the taskforce concept positively. Their positive perceptions were primarily about the potential role of taskforces and the issues they believed they would address rather than a reflection of their local taskforce in its present state. ‘Taskforce committee [is a] good strategy to implement the law, but this committee does not work properly.’ (Member, District 1) ‘If the taskforce is properly activated, certainly it will bring changes in tobacco control.’ (Non-member, District 5)</p> <p>In the five districts where taskforces were described as established and functioning, members and non-members consistently highlighted positive impacts of their taskforce’s work. Some interviewees acknowledged that the taskforce was not solely responsible for these outcomes, as various agencies and organisations undertook activities individually as well as contributing to efforts as part of the taskforce. Nonetheless, interviewees felt strongly that the taskforce was an important part of the results they observed.</p>	<p>[110]</p>
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		<p>In these districts, members and non-members perceived that the taskforce activities had contributed to better enforcement of the law. All interviewees believed that smoking in public places and public transport had been reduced due to taskforce activities, particularly the mobile courts and public information. Reduced local tobacco advertising was also commonly reported as an important result of taskforce efforts, although to a slightly lesser extent than the perceived reduction in smoking in public places/transport. This was explained as being a more recent addition to taskforce enforcement after the law amendment in 2013 banned advertising. ‘Through mobile courts, law implementation is ensured and smoking in public places and public transport has been reduced.’ (Member, District 5) ‘Non-smokers are aware of their rights against smokers.’ (Non-member, District 7) ‘Tobacco advertisement has been totally banned [in] our district.’ (Member, District 8)</p> <p>Increased public awareness about the harms of tobacco use and the national tobacco control law was commonly reported by interviewees in these districts. They linked this directly to the taskforce’s contribution to increasing public awareness and information activities.</p> <p>‘People know about the harmful effect of using tobacco products.’ (Member, District 2) ‘Public awareness has increased through [the taskforce] installing billboards and signage regarding the tobacco control law.’ (Non-member, District 1) Interviewees believed the taskforces have produced a valuable additional benefit, focusing attention on tobacco control as an issue of public importance and requiring the attention of the authorities.</p> <p>‘Before, the district administration didn’t take [tobacco control] seriously. They were not interested to conduct mobile courts.’ (Member, District 8) In the districts where the taskforces were not yet well established, a number of member interviewees believed that</p>	[110]
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		<p>the limited activities that were starting to be undertaken—mainly the mobile courts—were contributing to reducing smoking in public places and increasing public awareness. Nonetheless, most members and non-members in these districts did not yet observe tangible benefits. The perceived potential benefits were highly similar to those cited in districts where taskforces were functioning better. Improved smokefree compliance, reduced smoking, removal of tobacco advertising, and improved public awareness of harms and the law were considered realistic expectations. Members and nonmembers emphasised the key proviso of the need to address the existing limitations in order for the taskforce to deliver the impacts they believed were possible.</p> <p>‘[The] taskforce may involve more members including District Information Officer, public representatives...’ (Member, District 7) Once these basics were addressed, the priority for all interviewees was to augment the taskforces’ local tobacco control efforts overall by planning and co-ordinating the efforts of various stakeholders. Specifically, respondents wanted intensive mobile court programmes and public awareness initiatives. ‘I would work to increase awareness about the harmful effect of tobacco and ensure huge publicity on it...installing billboards...schools programmes, meetings...’ (Member, District 1) ‘I would arrange more frequent mobile court operation.’ (Non-member, District 6)</p> <p>The findings suggest that when district tobacco control taskforces function properly, they can make an important contribution to tobacco control outcomes at the local level. Taskforce activities to promote and enforce the tobacco control law were seen by both members and non-members in half of the study districts (five) as making a valuable contribution to reducing smoking in public places</p>	<p>[110]</p> <p>[110]</p>
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		<p>and reducing tobacco advertisements. The difference in the way tobacco control impacts were discussed—as ‘actual’ impacts in districts where taskforces were working quite well, to impact being largely ‘potential’ in districts where the taskforce was not yet working well, lends credence to the indication that district taskforces are contributing to the effective implementation of key ‘MPOWER’ strategies, particularly ‘Protect’, ‘Warn’ and ‘Enforce’. Half of the district taskforces in the sample, however, were described as not yet functioning well enough to be able to achieve notable results. These taskforces were considered a “work in progress” requiring further local commitment and additional management and support to achieve their potential. The variation in stages of development and functioning of local taskforces has been recognised at national level. In autumn 2014, the NTCC was developing plans to address these issues with activated taskforces, and to introduce mandatory reporting and reiterate local authorities’ responsibility to ensure that taskforces function well. Additionally, and supporting this study’s finding of a strong perceived contribution of well-established district taskforces to local tobacco control outcomes, the NTCC also has plans to expand taskforce establishment to all districts and sub-districts across the country [19]. National meetings for taskforce representatives have been organised by NTCC since 2008. In the activated districts, tobacco control taskforces are seen to be delivering impacts and viewed as an important implementation tool; it is possible that representation of these views and examples at national meetings may partly explain the positive expectations in the districts where the taskforces were not yet fully functioning. Certainly, sharing good practice nationally would seem an excellent way to assist districts requiring development. The ‘package’ of notable features of Bangladeshi local tobacco control taskforces appears to constitute a distinctive yet flexible model of tobacco control implementation. The breadth of stakeholder representation</p>	
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		<p>and combination of a co-ordination function with active law enforcement via mobile courts and public awareness development is apparently a unique tobacco control structure. Where taskforces were considered to be functioning well, the membership tended to comprise a more diverse range of stakeholders, including civil society representatives from, for example, NGOs and business/commerce organizations. This broader profile may have resulted from the better functioning taskforces having made greater efforts to develop this profile. Yet it is equally possible that the act of involving a more diverse profile of stakeholders from the outset may itself have contributed to the better functioning of these taskforces, for example by civil society members holding the local authority representatives to account. To capitalise on this successful element during the further expansion of local taskforces it is suggested that all taskforces should institute a formal code among their members to apply FCTC Article 5.3 [24]—to protect public policy from tobacco industry interference.</p> <p>Vigilance (watchdog) system with timely and appropriate action: Groups of experts, like health personnel, lawyers, media, etc. should be constituted for this purpose. The group should establish a wide network and should be very active in taking immediate action. Public should be widely informed about this in order to generate support for the group for better effective vigilance. All individuals must have the right to place a formal complaint in the case of violation of the ban on advertising or any other violation of the tobacco control law, and a formal system must be established to ensure that the complaints lead to prompt legal action against those breaking the law.</p> <p>There is a vigilant civil society and a vibrant media exposing tobacco industry tactics and acting as a watchdog.</p>	<p>[6]</p> <p>[3]</p>
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		<p>A number of characteristics of the Bangladesh taskforces are seen in the tobacco control implementation approaches of other countries; however, the combination of features of the Bangladesh taskforce model, described in Figure 1 below, appears to be unique. For example, Indonesia has mobile courts that conduct random inspections, but these do not operate within the context of a national or subnational body. In Pakistan, there are Provincial and District Implementation Committees that include a wide range of stakeholders, yet these committees do not use mobile courts as a key enforcement tool. And in Russia, the national tobacco law (2013) empowers sub-national administrations and community based organisations but there are no dedicated multi-stakeholder committees for implementation or mobile courts for on-the-spot enforcement.</p> <p>The NTCC commenced Tobacco Control Task Force development in May 2007 ‘for effective enforcement of the Tobacco Control Act...The district and sub-district task force committees are the bodies entrusted with the task of tobacco control including enforcement of law under their jurisdiction’ [14] with the ultimate goal of reducing consumption by lowering the demand and supply for tobacco. The national level taskforce focuses primarily on policy activities, developing guidelines, information resources, measures to encourage tobacco crop substitution, and mechanisms for sustainable funding for tobacco control [15].</p> <p>Local level taskforces are accountable to the NTCC and were designated to operate at district (zila) and sub-district (upazila) levels to enforce tobacco control laws within their jurisdiction. The creation of the local taskforces to an extent reflects the country’s governance structure whereby national laws are implemented at local level within 7 administrative divisions, 64 districts and 489 sub-districts. The challenging general context for law enforcement of a large</p>	<p>[110]</p> <p>[110]</p>
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		<p>population and a high level of illiteracy (over 50%, 2010 figures) [16] necessitates devolved implementation and underpinning by strategies to create public awareness. The concept is to develop a committee in each administrative area that will collectively plan tobacco control action, co-ordinate the relevant resources, undertake enforcement using mobile courts, and organise public information/awareness-raising activities.</p> <p>Bangladesh's distinctive approach to tobacco control policy enforcement may offer a sustainable and flexible model for other countries, new Union research suggests. Taskforces working at district levels to implement tobacco control laws are indicated to be both uniquely structured and effective once well-established. The model requires key public authorities, including health and police departments, to work with civil society to enforce smokefree areas, advertising bans and prohibition of sales to minors, in their local community. Violators are brought to justice on-the-spot by mobile courts, which have the power to conduct random inspections, issue fines and destroy illegal material. Although other countries use tobacco control taskforces, the combination of features within the Bangladeshi version appear to be unique. These multi-stakeholder taskforces operate within existing administrative structures, are low-cost, tailored to local needs, and can effectively address violations in a timely and public manner.</p> <p>A National Task Force Committee has been established. The National Tobacco Control Cell is an apex body with the vision, trained manpower, and power to establish the code of conduct and enforcement of law, and to coordinate between the government and NGOs.</p>	<p>[111]</p> <p>[3]</p>
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		<p>The monitoring of the tobacco control activities will be carried out at all levels of administration by divisions, districts, and upazila.²⁷ Support will be sought from mayors/chairmen of city corporations/municipalities. Reports of activities conducted will be prepared by organizations/committees concerned and sent to the National Committee for Tobacco Control. This committee will meet every month to monitor the progress of the programme. Surveys and research activities will also be monitored by the National Committee and health personnel at various levels. Monitoring visits to different parts of the country will be made regularly by the National Committee personnel to supervise education activities, advocacy campaigns and other activities. Progress on legislation and activities of other Ministries will also be monitored.</p> <p>The National Tobacco Control Cell's training of local authorities in law enforcement and regular advocacy from non-governmental organizations have given impetus to the implementation of tobacco control laws in the surveyed areas. Meetings of the Tobacco Control Task Force Committee were held regularly in 3 districts/upazilas during the survey period. However, many important members of the committee were absent from the meeting. Lack of coordination has also been noticed in the implementation of the decisions taken at the meeting, which in many cases has not given importance to tobacco control among other tasks.</p>	<p>[112]</p> <p>[113]</p>
	<p>Mobile courts for legislation enforcement</p>	<p>Mobile courts are a notable feature of the Bangladesh legal system; these courts are dispatched when authorities receive report of a violation and can try a case immediately at the location. Members of the public, organisations and officials can report any violation to the authorities for a mobile court then to pursue. This mechanism is used to enforce a range of laws, for example on food hygiene and trading standards. As regards tobacco law enforcement, these courts</p>	<p>[110]</p>

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		<p>prosecute violations such as smoking or allowing smoking in public places and displaying tobacco advertising. The courts administer fines and remove illegal tobacco advertising [14]. The public trying of cases attracts public interest and consequently serves an important public education function, for example increasing awareness about the law and its rationale, such as the harm caused by tobacco [17].</p> <p>The National Tobacco Control Cell (NTCC) was established in 2007. NTCC is the functional arm of the Ministry of Health and Family Welfare for tobacco control activities in Bangladesh. It has become the hub of national coordination, referral and support centre for all tobacco control stakeholders, including NGOs in Bangladesh. It is headed by the Additional Secretary (Public Health and WHO) of the Ministry of Health and Family Welfare, and day-to-day supervision is conducted by the Coordinator, NTCC.</p> <p>Its objectives are to coordinate tobacco control activities in Bangladesh on behalf of the Ministry of Health, facilitate implementation and enforcement of law to reduce tobacco use through capacity-building of the tobacco control stakeholders, partnership-building for tobacco control and mobilization of resources, reduce tobacco cultivation and production, monitor tobacco control law implementation, monitor progress on implementation of the WHO FCTC and MPOWER policy, and conduct research and surveys on tobacco and its effects [7].</p> <p>In Bangladesh, mobile courts are created to enforce laws for certain violations such as smoking in public places, displaying tobacco ads or selling tainted foods. Power under the court is limited to a relatively small fine (50 taka or \$US0.72 for public smoking and 1,000 taka or \$US 14.40 for illegal advertising) and a short jail sentence.</p>	<p>[114]</p> <p>[115]</p>
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		<p>Since 2005 district and sub district officials in Bangladesh have created more than 1,000 mobile courts.</p> <p>According to Mir Abdur Razak, when Bangladesh passed its tobacco control law in 2005 it banned smoking in public places, including public transport and direct ads (billboards, signboards, posters, TV and newspaper ads). As a result, the tobacco industry removed most of its billboards and stopped advertising in newspapers and TV, but it began distributing large numbers of signboards to retail shops around the country.</p> <p>As a result, NGOs began meeting with district or sub district authorities to inform them that tobacco companies' signboards also were illegal, and convinced them to use mobile courts to enforce the tobacco control law. Soon, NGOs throughout the country began contacting their local authorities to report violations. Tobacco industry signboards, which had been displayed widely throughout Bangladesh, virtually disappeared within a few months.</p> <p>A mobile court in Dhaka fined recently superstores Swapna and Big-Bazar for advertisement of cigarettes at the point of sale violating the Smoking and Tobacco Products Usage (Control) Bill (Amendment) 2013.</p> <p>Zahid Malik, State Minister for Health and Family Welfare on Thursday said mobile court drive will be launched to stop display of tobacco advertisements at the selling points of the country. The minister came up with this remark while talking to reporters at the ministry ahead of 'World no Tobacco Day'. He said the display of any type of advertisements on tobacco products at the selling points are strictly prohibited according to the relevant law. Zahid Malik urged the tobacco companies to print health cautionary images on the packets of tobacco products from March 16 of 2016. He said the</p>	<p>[115]</p> <p>[116]</p> <p>[117]</p>
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		<p>availability of tobacco products will be reduced by raising its price, stopping tobacco smuggling, imposing ban on retail sale of cigarettes and other tobacco products, bringing cigarette and 'Jarda' factories in local areas under taxation. He urged the customs officials, police and BGB members to become more active to check tobacco smuggling and take rigorous actions against the smugglers. Zahid also said the Deputy Commissioners (DC) of all districts will be ordered through the Ministry of Public Administration to conduct mobile court drive to wipe out foreign cigarettes from the market, according to a news agency.</p>	
	<p>Indicators for TAP ban implementation</p>	<p>In Bangladesh, programme implementers at different levels of administration are required to submit reports of activities to the National Committee for Tobacco Control, which meets monthly to monitor progress. Bangladesh’s National Committee for Tobacco Control also conducts regular monitoring visits, a good practice to include in the M&E plan. Further, Bangladesh’s overall M&E plan for the NTCS prescribes a number of indicators for annual, more aggregate evaluations (Box 6).</p> <p>The monitoring of the tobacco control activities will be carried out at all levels of administration by divisions, districts, and upazila.²⁷ Support will be sought from mayors/chairmen of city corporations/municipalities. Reports of activities conducted will be prepared by organizations/committees concerned and sent to the National Committee for Tobacco Control. This committee will meet every month to monitor the progress of the programme. Surveys and research activities will also be monitored by the National Committee and health personnel at various levels. Monitoring visits to different parts of the country will be made regularly by the National Committee personnel to supervise education activities, advocacy campaigns and other activities.</p>	<p>[112]</p> <p>[112]</p>

		<p>Progress on legislation and activities of other Ministries will also be monitored.</p> <p>Evaluation Process evaluation Activities mentioned will be monitored whether they are implemented according to the schedule. Programme review meeting will be conducted at mid-term and end of the year to evaluate the strengths and weaknesses of the programme and to analyze the lessons learnt from the past to take action for the future [emphasis added]. The following indicators will be used at yearly evaluations.</p> <p>Output indicators²⁸</p> <ul style="list-style-type: none"> • Number of advocacy campaigns conducted during the year and the number of people reached. • Number and scope of health education programmes implemented during the year. • Number of schools declared “tobacco free”. • Public places designated as “tobacco free”. • Actions taken against tobacco advertisement. • Actions taken to reduce tobacco production and sale. • Number of tobacco shops licensed. • Amount of cigarettes produced during the year. • Amount of tobacco tax increased. • Training given to health care providers and school teachers. • Surveys and research conducted. • Number of tobacco cessation sites/clinics and number of people served. <p>Monitoring The monitoring of the tobacco control activities will be carried out at all levels of administration by divisions, districts, and upazila. Support will be sought from mayors/chairmen of city corporations/municipalities. Reports of activities conducted will be prepared by organizations/committees concerned and sent to the National Committee for Tobacco Control. This committee will meet every month to monitor the progress of the programme.</p>	<p>[112]</p> <p>[112]</p> <p>[6]</p>
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		<p>Surveys and research activities will also be monitored by the National Committee and health personnel at various levels. Monitoring visits to different parts of the country will be made regularly by the National Committee personnel to supervise education activities, advocacy campaigns and other activities. Progress on legislation and activities of other Ministries will also be monitored.</p> <p>8.2 Evaluation</p> <p>Process evaluation Activities mentioned will be monitored whether they are implemented according to the schedule. Programme review meeting will be conducted at mid-term and end of the year to evaluate the strengths and weaknesses of the programme and to analyse the lessons learnt form the past to take action for the future. The following indicators will be used at yearly evaluations.</p> <p>Output indicators ● Number of advocacy campaigns conducted during the year. ● Number of health education programmes implemented during the year. ● Number of schools declared " tobacco free". ● Public places designated as "tobacco free". ● Actions taken against tobacco advertisement. ● Actions taken to reduce tobacco production and sale. ● Number of tobacco shops licensed. ● Amount of cigarettes produced during the year. ● Amount of tobacco tax increased. ● Training given to health care providers and school teachers. ● Surveys and research conducted. ● Number of tobacco cessation sites/clinics.</p> <p>Activities related to conduction of Mobile Court in different time</p> <p>On January 2016, forty nine mobile courts were operated by the Executive Magistrates at district and national level. Total BDT Tk.47, 900/= was fined from 48 persons.</p> <p>On February 2016, twenty six mobile courts had been operated by the Executive Magistrates at district and national level. Total BDT Tk.29, 900/= was fined from 42 persons.</p>	<p>[5]</p>
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		<p>On March 2016, sixty three mobile courts had been operated by the Executive Magistrates at district and national level. Total BDT Tk. 2, 37, 500/= was fined from 158 persons and 11 shops.</p> <p>A letter was issued to all Civil Surgeon and Deputy Commissioners of sixty four districts to operate mobile court at district level to ensure the printing of graphical health warnings on all types of tobacco packs from 19th March 2016.</p> <p>Reports on WNTD and mobile court were collected from 36 districts. For collection of rest of the reports all program officers of NTCC pursued it.</p> <p>NTCC has received 47 reports of district taskforce committee and mobile court from Civil Surgeons (CS) of 64 districts in the second quarter of 2015.</p> <p>On September 2015, sixty six mobile court had been operated by the executive magistrate at district and national level. Total Tk.16, 783/= was fined from 97 persons.</p> <p>With the support from WHO Bangladesh, NTCC taken the initiative to conduct mobile courts in all 64 districts in Bangladesh during October 2017. By these mobile courts, BDT 7,94,134/- was collected as fine from Tobacco Industries/shop owners and smokers for violation of law. They destroyed many tobacco products for not following the proper graphic health warnings in the tobacco products packets. One owner of tobacco industry were sent to prison for five months for violating law. So NTCC has communicated all civil surgeon offices of Bangladesh to ensure mobile court operation and guided them to sent report on time.</p> <p>Evaluation Process evaluation: Activities mentioned will be monitored whether they are implemented according to the schedule. Programme review meeting will be conducted at mid-term and end of the year to evaluate the strengths and weaknesses of the programme and to analyze the lessons learnt from the past to take</p>	<p>[112]</p>
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		<p>action for the future [emphasis added]. The following indicators will be used at yearly evaluations.</p> <p>Output indicators²⁸:</p> <ul style="list-style-type: none"> • Number of advocacy campaigns conducted during the year and the number of people reached. • Number and scope of health education programmes implemented during the year. • Number of schools declared “tobacco free”. • Public places designated as “tobacco free”. • Actions taken against tobacco advertisement. • Actions taken to reduce tobacco production and sale. • Number of tobacco shops licensed. • Amount of cigarettes produced during the year. • Amount of tobacco tax increased. • Training given to health care providers and school teachers. • Surveys and research conducted. • Number of tobacco cessation sites/clinics and number of people served. 	
	International recognition	<p>Enforcement: Interesting initiatives have emerged in strengthening enforcement of national legislation, which in general remains a challenging issue for a large number of Parties. One innovative approach in this area has been employed by Bangladesh, with the establishment of mobile courts to enforce national legislation, particularly advertising bans and smoke-free provisions.</p> <p>Mobile courts are a unique feature of the judicial system in Bangladesh that operate to quicken the process of dispensation of justice in non-criminal cases. Violation of tobacco control laws is one of the offences that can be tried by a mobile court.</p> <p>Enforcement drives through the mobile courts and strict punishment for the offenders shall prove detrimental to offenders and ensure implementation of the provisions under the Act.</p>	<p>[118]</p> <p>[119]</p> <p>[120]</p>
	Challenges and recommendations	<p>85 % staff know about TC law among the visited office and still now people smoke into the office area in 25 % offices. But 83 % office display No Smoking Signage. In terms of Task Force (TF) committee meeting, 67% TF members said that district TF meeting</p>	[121]

		<p>hold regularly. In terms of enforcement of tobacco control law, 85% respondents argue that mobile court conduct regularly but 57% said that they have lack of logistic support for conducting mobile court. Very interesting is that 59% TF members do not know about FCTC article 5.3, which is known as safeguard for tobacco control. Conclusions: It can be said that a noticeable change have been seen on tobacco control issues. But tobacco companies are still trying to increase their sales among the young as potential customer by different illegal promotional campaign. So that awareness building programs should be conducted, logistic support should be delivered and social pressure should be created as people can be aware of their strategy and can able to protect it. So, government should take initiative immediately to implement the graphic health warning on all tobacco products to protect people as well as society.</p> <p>Knowledge regarding NTCL Majority (89.6%) of the respondents were aware of existing National Tobacco Control Law. But one third (33.0%) of the respondents did not have any details idea on NTCL. Those having idea on NTCL, half of them knew by personal efforts, the rest (46.1%) by departmental training (46.1%). A highest majority of the respondents (97.5%) could not state correctly the year of passing NTCL. Finally, it was observed that there was lack of knowledge among police personnel regarding various rules and clauses of NTCL.</p> <p>Attitude towards NTCL Most of the respondents (98.6%) showed positive attitude regarding rationality of prohibition of smoking in public places and public transports. Again most of the respondents (95.0%) agreed that there should not be any advertisement of tobacco products in cinema hall, radio and television channel.</p>	<p>[122]</p> <p>[122]</p> <p>[122]</p>
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		<p>Most of the respondents (97.1%) think that orientation or training program on tobacco control law should be arranged for police personnel.</p> <p>This study revealed that maximum (394, 89.6%) respondents were aware of existing NTCL, while one third (145, 33.0%) of the respondents did not have any idea about NTCL. More than half of the respondents (155, 52.5%) knew about NTCL by personal efforts, 136(46.1%) from departmental training and 4(1.4%) knew from print and electronic media. Majority of the respondents (429, 97.5%) could not state the year of passing NTCL correctly.</p> <p>In terms of knowledge regarding advertisement of tobacco products, it was observed that more than half of the respondents (245, 55.7%) did not know whether advertisement of tobacco products was prohibited or not. Only 3(0.7%) respondents stated correctly the fine for advertisement of tobacco products and 2(0.5%) respondents stated correctly the duration of imprisonment for advertisement of tobacco products.</p> <p>In this study more than two third (303, 68.9%) respondents knew that not using warnings on the packet of tobacco products is punishable and almost half (217, 49.3%) of the respondents did not know the punishment for this. Nobody stated correctly the amount of fine for not using warning sign in the packet of tobacco products. Only 2 (0.5%) respondents sated correctly the duration of imprisonment for not using warnings on the packet of tobacco products.</p> <p>Nearly three fourth of the respondents (317, 72.1%) were not aware of amendment of NTCL. More than one fifth (98, 22.3%) knew regarding the amendment of NTCL. Some (25, 5.7%) respondents stated wrongly that there was no amendment of the NTCL.</p>	<p>[122]</p> <p>[122]</p> <p>[122]</p> <p>[122]</p>
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		<p>Most of the respondents (418, 95.0%) agreed that there should not be any advertisement of tobacco products in cinema hall, radio and television channel. Most of the respondents (414, 94.1%) disagreed on the un-necessity of health warnings on the body of the packet of cigarette. They were also against the removal of pictorial warnings on the packet of cigarette.</p> <p>All of the respondents were asked whether the orientation or training program on tobacco control law was necessary for the police personnel or not. Regarding this most of the respondents (427, 97.1%) thought that orientation or training program on tobacco control law should be arranged for police personnel.</p> <p>Regarding designation of authorized officers 65(41.4%) respondents mentioned drug control officer as authorized officer, 61(38.9%) as magistrate, 18(11.5%) as administrator, 12(7.7%) as tobacco control officer and only 1(0.6%) mentioned Upazila Health Family Planning Officer (UHFPO) as authorized officer. In the national tobacco control law “Authorized officer” means Upazila Nirbahi Officer or UHFPO or any equivalent or superior officer of the Directorate of Health and shall include any or all officers empowered by different laws, or empowered by the Government, by notification in the Official Gazette to carry out the concern duties.</p> <p>A particularly attractive feature of this model for LMICs is the low operational cost of taskforce functioning. This relates partly to the fact that taskforces operate within the existing administrative system, simply drawing together stakeholders to co-ordinate and enhance their collective output.</p> <p>This can thereby provide a sustainable mechanism for local tobacco control. On the issue of sustainability, the low operational costs are</p>	<p>[122]</p> <p>[122]</p> <p>[122]</p> <p>[110]</p>
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		<p>important, although interviewees did suggest that additional resources would be necessary in order to intensify activities, particularly public awareness-raising. This need could potentially be met if the NTCC is successful in establishing a mechanism for sustainable tobacco control funding, for example The National Board of Revenue introduced 1% health tax on cigarettes in the national budget of 2014—2015. A percentage of this fund could be allocated to the strengthening of the capacity of taskforces [25]. Granting district taskforces the power to use revenues from local tobacco law violation fines is another option</p> <p>A strong and unifying theme across all ten districts was the need for taskforces to develop and improve, even those that were relatively longer established and functioning. In districts where taskforces were functioning relatively well, interviewees wanted them to augment their co-ordination functions and expand activities already underway. ‘Co-ordination among the committee members should be increased.’ (Member, District 4).</p> <p>‘More mobile courts should be conducted and exemplary punishment should be given to the violators.’ (Non-member, District 9) In districts where taskforces were said to be weak, interviewees emphasised the need to establish basic operations: meeting regularly, ensuring member attendance and planning more co-ordinated core activities such as mobile courts and awareness campaigns.</p> <p>‘[Taskforces are] indeed a very effective step to reduce the tobacco burden but taskforce needs to implement the activities efficiently as directed in the notification.’ (Member, District 1) A frequently cited recommendation was for the national authorities to monitor the taskforces. It was believed that this would address current deficiencies and develop stronger local delivery in districts that were not yet functioning well.</p>	<p>[110]</p>
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		<p>‘A reporting system can be established to ensure regular meeting.’ (Member, District 6) ‘Ensure taskforce accountability to NTCC.’ (Member, District 2)</p> <p>In the less developed taskforce districts, interviewees also highlighted a need to increase and diversify taskforce membership to enable effective functioning.</p>	
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