



CONSUMPTION OF TOBACCO IN INDIA AND RISK FACTORS ASSOCIATED WITH IT

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ABSTRACT

The plant of tobacco is grown worldwide commercially for its leaves and stems. The dried leaves of tobacco are mainly used for smoking in cigars, cigarettes. Tobacco is also consumed in the form of chewing tobacco as well as snuff. The tobacco products demanded by the guest are cigars and cigarettes. The person who is responsible to serve cigars and cigarettes in Hotels is known as Sommelier. The use of tobacco creates risk factors for many diseases like it affects the heart, liver and lungs. The countries where tobacco is grown are China, India, Japan, South Africa and many other countries. Cigars are available in various sizes and shapes like Parejo, Pyramid, torpedo etc.

The cigar is having three parts i.e. filler, binder and wrapper while cigarettes are machine rolled. Due to the coming of International hotel chains to India like Hyatt, Marriot the ratio of people taking cigars has been increased because when the ratio of International hotels increased, the traffic movement of International guest also increased. As we know the use of cigar is more in other countries so they have inculcated the habit of smoking cigars in India as well. Due to this the domestic hotels have also started keeping the cigars in order to survive in the market.

Tobacco has its usage from last many years and is considered as the most highly addictive increasingly popular with the arrival of countries like Spain to America. The moment Industrial Revolution came Cigarettes were becoming popular in the Region of Europe as well as in the New World.

The discovery of Tobacco was done by the native people Mesoamerica as well as by South America and later on they introduced it to the rest of the World. Objectives

- To find out the consumption of Tobacco in India.
- To know the risk factors associated with the consumption of tobacco.
- To know the factors which have speeded up the consumption of Tobacco in India.
- To know the measures taken in order to reduce the ratio of people consuming Tobacco.

KEYWORDS :

Consumption of Cigars

Cigar is consumed worldwide and is having tobacco in it. Women in today's world have also started smoking cigars. Despite the new antismoking laws there is an increase in the consumption of the hand-rolled cigar. Cuban cigar is one of the famous cigars which has taken its place in both International as well as Hotels of India. They range from small Coronas to largest Lansdale. There is a certain procedure followed while serving cigar like preparing the necessary equipments, approach the table, arrangement of cigar, presenting the cigar box and finally lighting of the cigar. In India, the website which provides Cuban cigars is cigarsindia.in. Kastros is one of India's leading merchants for premium cigars located in the heart of New Delhi. Tobacco smoking has been with the humanity for millennia but the practice of smoking cigar is arguably the most stylish version of the habit. A283 cigar member club is there in Bangalore which has both men and women. The Lodhi Hotel New Delhi is one of the hotels in India which has brought the culture of smoking Cuban cigars in India. They have also a cigar lounge in their premises. Hotel Sofitel Mumbai headed the grand opening of Gurkha cigars at Mumbai. It has opened due to the increase in sale of Indian markets.

Tobacco consumption in India

In India tobacco has been used from centuries. In India almost 30% of the population who are older than the age 15 use tobacco in some form. Men use more of smoked tobacco than that of smokeless tobacco. Women's are more likely to use smokeless (chewed) tobacco. Beedis are smoked more than cigarettes.

Smoked tobacco in India

Beedis

Dried and crushed leaves of tobacco are wrapped in leaves of tendu and are rolled into a beedi. Beedis are smaller in size than the cigarettes which are regular company made.

Cigarettes and Cigars

Smoking of cigarettes is more in the urban areas of India and cigar use is seen in the big cities. There is a rise in cigarette smoking and it is also now seen among the teenage girls and young women.

Chillum

The smoking tobacco involves pipe made up of clay. Due to chillum smoking the chances of oral and lung cancer increase. It is shared by a group of individuals therefore it increases the risk of cancer also spreading flu, colds and other lung illnesses.

Hookah

In hookah smoking there is involvement of a device that heats up the tobacco and is passed through water before it is haled.

Smokeless Tobacco

These products are chewed, sucked or applied to gums.

Khaini

Most common method of chewing tobacco is through this method. The tobacco leaves which are dried are crushed and mixed with slaked lime and chewed as quid. This is the most common reason for mouth cancer in India.

Gutkha

This tobacco is popular amongst children and teenagers because it is expensive. It involves an additional ingredient which increases its potential. It increases the risk of oral cancers.

Paan with Tobacco

Ingredients of paan are betel leaf, areca nut (supari), slaked lime (chuna) and catechu (katha). Paan name can be derived by the ingredient added into it. IARC (International Agency for Research on Cancer) has told that people who consume paan have a high risk of damaging their gums.

Paan Masala

It is prepared from areca nut, slaked lime, catechu and condiments with or without powdered tobacco. They all come in various sachets and tins and are easily available in market.

Factors which promote the use of Tobacco

There are various factors which promote the use of Tobacco products some of them are listed below:

- High availability and accessibility of Tobacco products.
- The adolescent have perception that the use of Tobacco is normative or in other words acceptable behavior.
- They are lacking support from their parents.
- Their academic achievement is not up to the mark.
- Due to their belief that Tobacco use serves the purpose.

The two groups i.e. adolescents (girls and boys 12-17 yrs) and young adults (women and men aged 18-25 yrs) are the predictors of initiation and progression of Tobacco. It is a dynamic process among youth in which smoking progress from early cigarette trials, to regular use and Dependence. The factors which are more influential in early Tobacco use are the Social and Environmental factors.

The people who may either promote or restrict the use of Tobacco in one's individual life is the Social and physical environment which includes Family and immediate Peer group.

In 2010, WHO estimates that about 13% of India's population smoked (Approx 111,856,400 persons). If Tobacco control efforts continue at the same intensity, WHO projects that in 2025 around 8% (Approx 83,514,000 persons) will be smokers.

In 2010 the highest rate of smoking among men was seen in the age group of 40-54 and among children women in the age group of 70+.

Measures for reducing Tobacco Consumption

The Indian Government has now banned all Tobacco Advertising and invested heavily in order to provide cessation services for the smokers who are interested to quit smoking.

According to the new surveys the proportion of people has begun to fall again which is a positive feedback. The another way to reduce the Tobacco consumption is to increase the price of Tobacco because if the price will increase than automatically the people who don't have that much money will avoid having Tobacco.

There should also be restrictions on smoking so that it cannot be done easily and adhere the people from doing smoking. The first anti smoking Campaign was seen by Nazi Germany The National Socialist Government condemning Tobacco use. Regulatory measures were followed in the Developed World which include Banning of the Advertisement, minimum age required for the sale of Tobacco and basic health warning on the Tobacco Packaging.

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