

# Daily Times

## Tobacco industry's aid work ad a danger

**ISLAMABAD:** The tobacco industry is promoting itself in tragedy of monsoon flooding, while there exists a ban on its promotion under FCCI guidelines. The Network for Consumer Protection is deeply concerned at promotional activities of the tobacco industry in flood-hit areas.

Network for Consumer Protection Executive Coordinator Dr Arif Azad said tobacco companies were known to get around advertising by undertaking promotional activities under the guise of corporate social responsibility. He said the Lakson Tobacco Company Limited's advertising

appeared in a local newspaper, parading its corporate social responsibility.

In the supplement of a leading newspaper on Thursday (23rd of September), the tobacco company has highlighted its relief activities in the tobacco growing areas of Charsadda, Mardan, Swabi and Buner to promote its interests.

"Under the guidelines of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance and the WHO Framework Convention on Tobacco Control, sponsorship and promotion of tobacco companies is strictly prohibited," Azad added. **STAFF REPORT**