

BUSINESS RECORDEER

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Year 2009 a milestone in history of tobacco control in Pakistan

ISLAMABAD: The Year 2009 can be said a milestone in the history of tobacco control in Pakistan.

On June 11, 2009 President Asif Ali Zardari has ordered to stop purchase of special cigarettes for Aiwan-e-Sadar. The Honorable President has marked history in tobacco control in Pakistan by discouraging the promotional tactics by tobacco industry. Despite the fact that tobacco use is on the decline in most of the countries, but it is on the rise in Pakistan coupled with the marketing strategy of multinational tobacco industry focused on developing countries.

This is a success of The Networks advocacy campaign for effective implementation of National Tobacco Control legislation. The Network in this regard started a letter writing campaign to higher authorities of the Government of Pakistan.

The Network observed that special cigarette packs with monogram of Aiwan-e-Sadr in smart packaging are being supplied to Aiwan-e-Sadr by Pakistan Tobacco Company and were being offered to the distinguished guests at Aiwan-e-Sadar.—PR