

Citizen Health

In Indian business, English is used for sharing details in majority of products. Usually in rural market citizens are still not very educated & not able to read English language because of this gap there are companies who make duplicate products and supply them in rural areas, due to lack of knowledge & awareness less educated citizens purchase low quality duplicate products or products with content usually not up to the mark. For example it is seen that in some parts of the country edible oil is sold openly & some factory owners produce duplicate products with contents not up to the mark/bad low quality & supply them in market, less informed consumers, buyers end-up purchasing products just because they cannot read English. In several states, responsible government organisations are working hard to completely stop such illegal practices & promoting supply of original products directly from the factories. Giant companies also observed similar issue and now many companies filed complaint for same, government is taking all necessary steps to see market must have products which are good for citizens. In similar line usually products like tobacco & liquor do have statutory warning mentioned on their products – here language is not causing any harm but the content of the product completely destroys the life of consumer slowly slowly sometimes quickly too. Mosquito repellent, rat poison, rat cakes are usually sold with warning that its consumption can cause death, similarly tobacco, liquor fall in the category of slow poison/quick poison which is causing irreversible damage inside the body of consumers. Tobacco & Liquor producing companies need to ask themselves if they are doing welfare of society and country? Central and State government organisations see tobacco and liquor being a threat and working on policy reform to completely cut down production of slow poison (Enabling citizens to be more educated, create jobs, create business, create new revenue models, avoiding health issues, avoiding abuse, avoiding accident, avoiding murder under the influence of liquor). Many individuals, political parties, national leaders, scholars, international government policy organisations have clear opinion that Delhi Government blindly distributed license for selling liquor products and it was not a good decision for society, one side ideal Delhi school policy, one side ideal mohalla health clinics, one side ideal liquor store, scholars also have opinion that because of such bad decisions many Delhi government ministers were jailed who were causing harm to the citizens of Delhi just for individual benefit & bribe – such ministers who are promoting tobacco & liquor production, consumption in different states across India must ask themselves – Is killing people good? Students in many ideal Adarsh Delhi government schools regularly consume tobacco and liquor after school hours. Soon Delhi will witness change in policy which will be good for citizens. Several Indian scholars shared views that state, central government must initiate strict action, reduce such work & promote only education hub, industry zone along with green sports centre for sustainable development. Mind works on science, whatever products an individual see in the market creates an experience learning curve, gradually usage develops the consumer preference & buying decision. Government organisations working on detailed national policy upgradation for products available in market for citizens, based on necessity, their effect on human health and environmental health content of products will be allowed to sell. Ultimately consumer science play important role usually government organisations work on an idea that tobacco and liquor brings great revenue but what about deaths, expenditure of setting up hospitals, domestic violence – specialised healthcare units, disease due to tobacco, liquor in every state of India – apart from this some government officials in different states demand liquor bribe for doing work of another government official or common public. Such activities must be stopped permanently to see change in society and promoting sustainable development. Hindi must be used to share complete product details in Indian market.

Detailed version of this white paper is available for industry organisations, government departments & ministries. It is created by the joint efforts of Government of Kerala, Government of Odisha, Government of Himachal Pradesh, Head News Editor Patrika, Dainik Jagran, Dainik Bhaskar.