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Recommendations for Multisectoral Action

The implementation of the NPTC requires well-coordinated multisectoral action to ensure synchrony of effort and synergy of effect among various stakeholder groups responsible for different activities. There is a need to stimulate, strengthen and sustain a variety of partnerships (public–public; public–private and private–private) as well as to facilitate multiple functions ranging from advocacy to regulation. To enable such coordination, it is recommended that

1. A National Coordinating Body (such as a National Commission for Tobacco Control) be created, through an initiative of the Union Ministry of Health and Family Welfare. This
2. A broad-based platform for periodic consultation among the stakeholder groups may also include an Annual National Consultation on Tobacco Control.

body should have representatives of key stakeholder groups (excluding the tobacco industry and its affiliates). It should help to catalyse policy, create partnerships, facilitate implementation at multiple levels, monitor performance of NPTC-related activities and provide advice to Central and State Governments on the methods and means by which programme implementation can be strengthened. Such a body should ideally have the status of a statutory body but should remain fully autonomous. Its establishment and functioning should be supported by specified financial allocation from the budget of the Health Ministry. This body should also be connected to the Central- and State-level Inter-ministerial Coordination Committees for enabling a regular exchange of information and advice on the functioning of the NPTC.