

Tobacco Industry and Unlawful Corporate Social Responsibility (CSR) Activities During COVID-19 in Nepal



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FACT SHEET - 2022

In Nepal, Tobacco kills **27,137** people annually
14.9% of all deaths

Tobacco Users
Smoked/Smokeless
(28.9%)

Tobacco Users
Male **(48.3%)**
Female **(11.6%)**



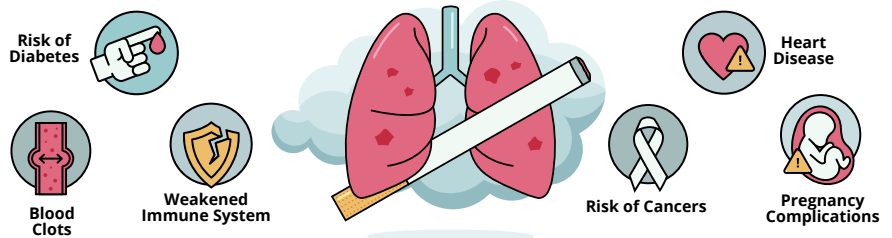
Tobacco costs **47 billion** Nepali rupees each year which accounted for **1.8 % of GDP** (Gross Domestic Product)

22.5% of adults (3.7 million) and **33.5%** of adults (5.5 million) are exposed to Second Hand Smoking (SHS) at workplace and at home respectively.

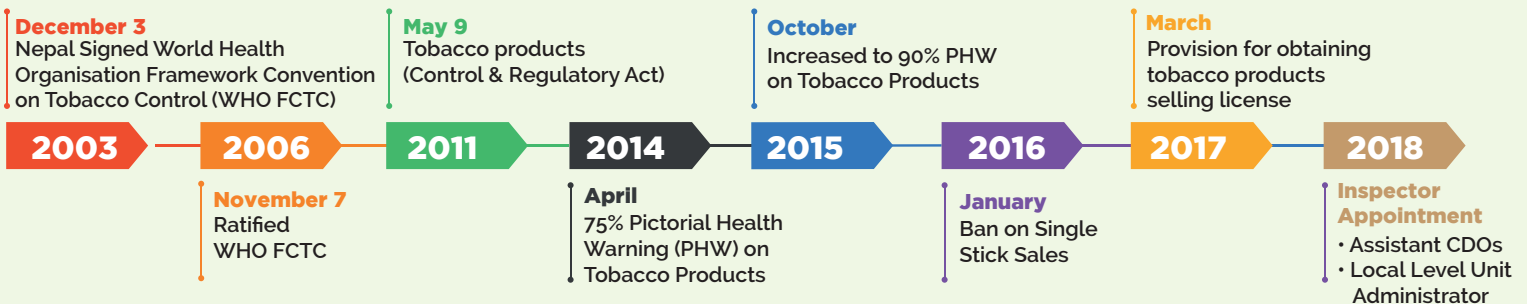
Average age of initiation of Smoking
Male **17.7** years age
Female **18.4** years age

HEALTH EFFECTS OF SMOKING

Tobacco is a major risk factor for Non-communicable Diseases (NCDs), such as Cardiovascular Diseases (CVD), Chronic Non-infectious Respiratory Diseases (like COPD), Cancers and Diabetes.



Nepal: Tobacco Control Journey



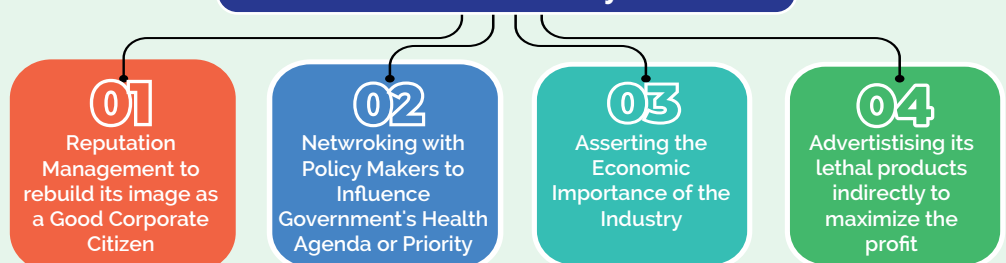
*Nepal has strong Tobacco Control Laws, including Ban on selling tobacco to minors and pregnant women, and comprehensive TAPS and CSR ban.

Tobacco Companies: Profit is the Bottom Line

Tobacco Industry (TI) better understands that the implementation of tobacco control laws would ultimately reduce its sales revenue. Hence, TI strategically conducts CSR activities to influence the government and block and delay the implementation of the laws. Moreover, tobacco companies spend a negligible amount on CSR activities as compared to its revenue, which cannot justify the loss due to tobacco use.

A company selling lethal product that kills up to half of its users cannot be a good corporate citizen or socially responsible company. Hence, CSR by Tobacco Companies is nothing, but marketing and promotional strategy.

Intention of Tobacco Industry Behind CSR



What is in the Law ?

The WHO FCTC Article 5.3 aims to protect tobacco control measures from tobacco industry interferences and Article 13 recommends banning all sorts of tobacco advertisement, promotion, and sponsorship (TAPS) as well as other CSR-related activities of the tobacco industry. Similarly, Article 20.6 and Article 22.1 of Nepal's Tobacco Product Control and Regulatory Directive - 2014 stop government officials from accepting any kind of financial support from TI and prohibit TI from CSR activities.

Surya Nepal's CSR: Myth versus Truth

SNPL ASHA

Myth: TI Ensures Community Empowerment

Truth: Influence Children and Women on tobacco use

SNPL PRAKRITI

Myth: TI works for Environment Preservation

Truth: TI itself is a threat to the Environment

SNPL SUSWASTHYA

Myth: TI supports community Health Care

Truth: Tobacco kills its users

SNPL KHELPARYATAN

Myth: TI helps to foster sports and tourism

Truth: It is simply a longstanding and indirect advertisement of its products.

Surya Nepal's CSR Activities and Sponsorship During COVID-19 Pandemic

- Donated Rs 10 million each province to the "Funds for Treatment and Control of COVID-19".
- Provided medical supplies worth 6.5 million to 3 government hospitals in Kathmandu (Tribhuvan University Teaching Hospital (TUTH), National Trauma Center-Bir Hospital and Civil Hospital)
- Handed over ambulance to Myagde Rural Municipality, Tanahu, Gandaki Province
- Offered financial support of Rs 50 lakh to Suklagandaki Municipality and Myagde Rural Municipality of Tanahu, Gandaki Province
- Collaborated with Nepal Orthopedic Hospital Boudha, Gokarneshwor, Kathmandu for community health programme.
- Provided funds to Teach for Nepal, a movement of university graduates and young professionals.
- Sponsoring Golf Tournaments: During January 2020 to Jun 2022, Surya Nepal sponsored for more than 18 golf tournaments in Kathmandu, Dharan and Pokhara



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