

# Safeguarding alcohol policies from undue interference: **Lesson from Sri Lanka**

Sampath De Seram – Director Finance and Admin  
Alcohol and Drug Information Center Sri Lanka

# The history of the process

**1995**

In 1995 – The Executive President of the country established the Presidential Task Force on alcohol and tobacco.

**1998–2000**

A period of no action

**1997**

In 1997 – The Presidential Task Force submitted the policy proposal to the President

**2000**

In the year 2000 – The bill was presented to the cabinet.

# The history cont...

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In October 2000, the political situation was unstable and consequently another election was held.

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In the middle of 2001, the bill was submitted to the cabinet for approval but again the parliament was dissolved & the UNP (Opposition) government came into power.

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Ratification of the FCTC by Sri Lanka

# The history cont...

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Re-emergence as "private member's bill" & being challenged at the supreme court of Sri Lanka in 2005/ 2006

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Won the case and supreme court decided that the Bill is OK to approve according to the constitution of Sri Lanka

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An amended "BILL" was presented to the parliament by the Hon. Minister of Health

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Effective from December 2006



PARLIAMENT OF THE DEMOCRATIC  
SOCIALIST REPUBLIC OF  
SRI LANKA

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NATIONAL AUTHORITY ON TOBACCO AND  
ALCOHOL ACT, No. 27 OF 2006

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[Certified on 29th August, 2006]

*Printed on the Order of Government*

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Socialist Republic of Sri Lanka** of September 01, 2006

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# National Authority on Tobacco and Alcohol Act

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- Definition of Alcohol products - any product containing 1% or more pure alcohol
- Purchasing age – over 21 years of age and the seller is liable
- Prohibition of vending machines and self-service methods of dispensing alcohol and tobacco products
- Prohibition of alcohol and tobacco advertisements
- Prohibition of sponsorships for any educational, cultural, social or sporting organization, activity or event by the alcohol and tobacco companies
- Prohibition of free distribution of alcohol and tobacco products
- Drinking and Driving- Provision relating to motor traffic act

## BIG ALCOHOL LOBBYING: WORLDWIDE FOOTPRINT OF INTERFERENCE







# 3. Act will ruin the government tax income



## Translation summary of the paper article

Proposed national authority will ruin the government income

Petition to the Supreme Court by Cargills (Ceylon) PLC

# 4. Threatening government that their employees will lose their jobs

## CTC announces closure of two Leaf depots in Rajarata

CEYLON Tobacco Company PLC (CTC) yesterday announced it would be closing its leaf depots situated in Anuradhapura and Sigiriya.

In December 2016 the company announced that it was considering the closure of four leaf depots due to the sharp drop in demand for tobacco leaf as a result of declining volumes.

In the first phase CTC will

wind down operations in Anuradhapura and Sigiriya starting with the closure of the two leaf depots. Shutting down the two depots is estimated to impact the livelihoods of approximately 2,000 persons depending on tobacco farming, who stand to lose close to Rs. 200 million in annual income.

"It is no secret that the excise and VAT hikes in October and

November last year, which led to a staggering 43% price increase in legally-manufactured cigarettes, had an impact on our business and manufacturing operations in Sri Lanka. We have, on several occasions, highlighted that any impact on our business would have a ripple effect on the livelihoods supported across our value chain. It is unfortunate that

policymakers ignored these facts when increasing taxes on the legal tobacco industry and we are now seeing the unintentional results of such actions," CTC Managing Director and CEO Michael Koest said.

The company also underwent a 20% head count reduction at the start of 2017 as a result of reducing one shift at its Colombo factory.

[More Page 2](#)

## CTC to lay off 20% of factory staff due to sales drop

Ceylon Tobacco Company PLC (CTC) yesterday said it is letting go 20 percent of its factory staff on the back of sharp decline in its sales volumes.

"In the backdrop of the sharp decline in sales volumes Ceylon Tobacco Company PLC (CTC) has been compelled to change its manufacturing operation in Colombo from three shifts to two. The reduction in the number of shifts means that CTC will face a 20 percent head count cut in its factory," CTC said in a statement.

CTC Managing Director and Chief Executive Officer Michael Koest said he was forced to take this decision to ensure the future sustainability of the company. This move by the company comes in the wake of the 45 percent reduction in sales during the last quarter of the year as a result of the excise hike on the October 04, 2016, and the imposition of 15 percent VAT on the 1st of November 2016.

"The recent moves by the government to increase taxes on legal cigarettes have directly impacted our operations in Sri Lanka. It places the sustainability of a business that has been legally operating in Sri Lanka for over a century in jeopardy,"

smuggled cigarettes while putting severe pressure on our volumes. So, clearly smokers are substituting legal cigarettes with cheaper and illegal alternatives. As a result, the government has lost over 10 billion in revenue during the last quarter of 2016. This defeats some of the government's major objectives such as improving public health and increasing revenue."

Over the years CTC has been recognized for its productivity standards and one of the few companies in Sri Lanka that boasts of a lean and efficient operation. Koest explained that any further increases in taxes on cigarettes will therefore have far flung consequences that would impact the livelihoods supported across the company's value chain.

"Currently CTC directly and indirectly employs over 46,000 persons and over 300,000 livelihoods are dependent on our industry at various stages of operations from farming to distribution and sales. Tobacco leaf is sourced in Sri Lanka from over 20,000 farmers. Cigarettes are processed in our factories and finished goods are distributed by 16 distributors via over 72,000

# 5. Shut down depots

04 WEDNESDAY, JANUARY 11, 2017 - Daily Mirror (Mirror Business)

## ECONOMIC POLICY – WHAT IS GOVERNMENT SMOKING?

BY PATRICK DE SILVA

In a milieu of heightening tensions and a public fraught with recompensing the economic sins of government, a statement issued by Ceylon Tobacco Company (CTC) on a downturn intimated to further woes. The statement to the media by the company said that it had changed its operations at the Colombo factory from three shifts to two, leading to a 20 percent headcount reduction, on the back of a 45 percent drop in sales during the last three months, following tax increases in October and November last year. On the face of it, one would rightfully point to the merits of such a statement, principal amongst them being the apparent emergence of a healthy society.

However, reality poses much more than what meets the eye. But before we delve deeper and notwithstanding the obvious harms of the product, let us establish that the tobacco trade – represented solely in Sri Lanka by CTC – is a legally operating entity for well over a century, touching the lives of consumers, farmers and traders islandwide at various lengths. Smoking remains an informed adult choice and in no manner is this article notated to promote or condone its consumption. The economic effects stemming from the CTC statement are far from reassuring and are threefold. At ground level, the company reports that it provides for the livelihoods of up to 300,000 Sri Lankans via direct and indirect employment, infusing over Rs.8 billion in value to grassroots economies. Proportionately, that's 600,000 lives impacted with a dip of close to Rs.2 billion in economic value. The company states there are 20,000 farmers and 72,000 traders islandwide

in Sri Lanka offer no real guarantee as witnessed by recent protests and with a myriad of meddling middle men to deal with that transition away from tobacco will not be an easy one. An article published in the Daily Mirror of September last year quotes a farmer in Galewela asserting "tobacco farming is more profitable than other crops producing high returns, whilst the lack of a fixed price for other crops poses a number of serious problems." CTC says four of its leaf depots will be shut down in this process and as per estimates, 4,000 farmer families will now lose close to Rs.500 million in annual income. How policy-makers will make amends for these poor farmers is anybody's guess.

These are outcomes of two sweeping price revisions by the government late last year, which rendered a Sri Lankan the second most expensive in Asia just behind Singapore. Consequent to the excise hike in October last year and the imposition of 15 percent VAT in November, the price of the most popular brand of cigarettes has risen sharply to Rs.50, which translates to a 43 percent hike over the course of one month. With cost-of-living undeniably looking "up" the barrel, a 45 percent drop in tobacco consumption can hardly be a surprise.

### Ill-timed measures

Again, in the context of controlling consumption and improving public health, these measures appear laudable. But for a government besieged with debt-servicing and struggling to provide relief to an increasingly aggrieved public, these measures seem poorly-conceived and undeniably ill-timed. Foreign debt-servicing rose 160 percent to almost US \$ 5 billion in 2015 and is expected to grow further with movements in global interest rates. Globally, investment engines have slowed down with many industries opting to "wait-and-see" particularly in the lead-up to the Trump milieu

goose that lays a golden egg.

In 2015, CTC contributed a staggering Rs.91.6 billion to government revenue. Up until the third quarter of 2016, the company reported Rs.73 billion excise revenue to the government. Following the introduction of the new taxes, revenue from excise in the last quarter dipped from a projected Rs.27 billion to Rs.14 billion a quarter.

**CTC SAYS FOUR OF ITS LEAF DEPOTS WILL BE SHUT DOWN IN THIS PROCESS AND AS PER ESTIMATES, 4,000 FARMER FAMILIES WILL NOW LOSE CLOSE TO RS.500 MILLION IN ANNUAL INCOME**

With volume figures of 2016, the first three quarters and at pre-October prices, it is projected that the government would have earned a mammoth Rs.115 billion from the industry in 2017. Now it will linger well below the Rs.90 billion mark. With an external debt ratio of 54 percent to gross domestic product (GDP) and rising, one wonders if these measures could have received some deeper thought.

Thirdly, as alluded further in the CTC statement, it quotes Koest saying, "The high prices of legal cigarettes have driven smokers to products such as beedi or smuggled cigarettes while putting severe pressure on volumes. Smokers are substituting legal cigarettes with cheaper and illegal alternatives. As a result, the government has lost over Rs.10 billion in revenue during the last quarter of 2016. This defeats some of the government's major objectives such as improving public health and increasing revenue."

Lanka with its extremely high price for tobacco products remains a preferred destination for smugglers worldwide. Just 1,000 cartons (20 boxes) of smuggled product will yield traffickers an estimated Rs.8 million in absolute profit and smugglers know better than to rustle a mere 1,000.

Official estimates point out that more than 100 million sticks valued at over Rs.5 billion are smuggled into the country every year, whilst millions more go undetected. Cheaper and greater in allure, disenchanted smokers will find illicit a cheaper and ready alternative, whilst smugglers would continue to ensure an unlimited supply.

Once again, it is government revenues that take a beating, on top of health impacts from the harsher inferior products that the consumer will now turn on. In addition, with the recent price increase, a cigarette stick is an astronomical Rs.45 higher than a beedi, which are largely unregulated and untaxed – and by no means the cottage industry that some still think it to be.

Koest has urged the government "not to impose further taxes and excise increases as it will lead to far reaching impacts". In addition to the economy, the tobacco tax lends multiple social and agronomy impacts, which a government grappling with economic balance would do well to observe. Smoking is a consumer's informed choice and governments worldwide have learned to 'live and let live' regulating pricing and consumption patterns in a sustainable manner.

Developing a sustainable economic policy has been a cornerstone of the *Yahapalana* pledge and sustainability encompasses the long-term interests of every stakeholder. They must be perceptive, unprejudiced and applicable... and perhaps these will come one day along with a Volkswagen.

(Patrick De Silva is an attorney-at-law and serves as a regulatory affairs

**CTC SAYS FOUR OF ITS LEAF DEPOTS WILL BE SHUT DOWN IN THIS PROCESS AND AS PER ESTIMATES, 4,000 FARMER FAMILIES WILL NOW LOSE CLOSE TO RS.500 MILLION IN ANNUAL INCOME**

# 6. Tourism Industry will be affected

## “Government too burnt by its alcohol policy folly”

- Lion Brewery CEO

The taxes on beer is killing demand and since the 70% tax increase in October and November of 2015 beer industry volumes have decreased 40%. Mr. Suresh. K. Shah, the CEO of Lion Brewery (Ceylon) PLC has said in the company's annual report.

“In the meanwhile arrack - the tax on which was increased by a relatively modest 25% - has seen 12% growth in volumes,” he said. “At first glance this might seem a reduction in overall consumption. However arrack has approximately four times the pure alcohol content of beer. Thus while literage may have declined, the pure alcohol intake in the country has increased.”

Shah has argued that it is well-accepted fact both in Sri Lanka and abroad that mild alcohols are less harmful than spirits. Thus globally on average, spirits are taxed twice as much as beer from the perspective of the pure alcohol content in each beverage.

“In Sri Lanka, the reverse is true and beer is taxed 1.5 times more than spirits. Viewed in this context, the tax changes made in October and November 2015 are not rational and cannot be justified. It then begs the question, why?” he said.

Shah says that if the intention of the steep tax increase on beer was to reduce consumption of legally made alcohols (alcoholic beverages) it has not



Suresh. K. Shah,  
CEO of Lion Brewery  
(Ceylon) PLC

worked because arrack volumes have grown to compensate.

“Had the intention been to reduce consumption, the tax on arrack - a product far more harmful than beer - should also have been increased by or about 70%. Yet this was not the case.

“Had the intention been to increase revenue to government, that too has been a failure. In Sept. 2015 - the month before the tax increase - the beer industry paid excise taxes of Rs. 2,161 million. In the first quarter of 2017, average monthly revenue from the beer industry is down to Rs. 1,156 million.”

He has calculated that if loss in government revenue is annualized, the loss per year would be Rs. 12 billion and said “thus the government too has been burnt by its alcohol policy folly.”

Shah has described the ‘beer can tax’ introduced in November 2016 as a “world first.” This imposes a tax of Rs. 10 and Rs. 15 for cans below and above 350 ml. He has asked why only beer cans. If the intention was to protect the environment, why not tax similar packaging of other products including beverages.

“All these taxes on the beer industry have sent a strong message to consumers: ‘if you must drink,

Continued on page IV

# 7. Illicit market will rise

A6 THURSDAY 13 OCTOBER 2016 **CT** focus/column

## ILLICIT TOBACCO TRADE RAISING ITS UGLY HEAD

BY LANKESH GOONERTNE

The government, recently, announced the price increase of all brands of cigarettes by Rs 7; thereby increasing the price of a cigarette from Rs 35 to Rs 42, with the expectation of discouraging tobacco consumption, while increasing government revenue.

It was also revealed in Parliament that a wholesale dealer had purchased over 300,000 cigarettes, prior to the price hike, and the loss to government



has remarkably decreased all over the world due to health concerns and the social stigma attached to smoking. Even though, increased prices may have had an effect on the decrease, it is strong evidence against tobacco products that eventually paid off," they registered.

Supporting statistics from Malaysia, another country which has high tax rates imposed on cigarettes and tobacco, show that there is an proportionate decrease in consumption. As of now, Malaysia's illicit cigarette trade has increased by 40 per cent according to recent statistics of an Illicit Cigarettes Study (ICS).

"Sri Lanka has a strong and effective identity system to prevent which has over the years succeeded in decreasing cigarette consumption, especially among youth, without in 2010 and the middle class due to social stigma created on smoking



## Illicit liquor problem in Sri Lanka

By TASSIE SENEVIRATNE

THE problem of illicit liquor is not something new to Sri Lanka. It is to the credit of this Government that it has viewed this problem with the seriousness that it deserves.

Latest statistics of the Excise and Police Departments reveal that 97,000 illicit liquor cases have been detected within the year 2015 alone. This means that an average of 270 raids have been conducted per day and it follows that a raid has been conducted every five minutes daily.

Still for all, manufacture and consumption of illicit liquor goes on unabated. Political patronage received by illicit liquor barons coupled with bribery and corruption on the part of Government agencies tasked with prevention and detection of this menace, remain the drawbacks.

Government to provide medical treatment for those suffering from diseases due to consumption of this poisonous liquor is considerable.

In my experience as an Inspector of Police and up to the rank of Senior Superintendent of Police, I have had the opportunity of looking at this problem from a broad perspective - especially having been the Officer in Charge of the Central Vice Squad in the City of Colombo.

I could best illustrate with a case study the extent to which the tentacles of illicit liquor barons spread - Lawson from the Kalattawa murders: Having done a correspondence course as



Illicitly-distilled liquor, especially the smaller scale kasippu that is used and consumed by low income labourers, lacks supervisory fitness for human consumption

With a sense of complacency coupled with his vanity, he became careless, indifferent and contemptuous of the law. Any employee who fell from his grace was tortured and killed and none complained through fear, especially due to his connections with the Army and Police.

A child-minded cultivator however made a formal complaint and Inspector S.S. Navaratnam with a Police party rescued a former employee who had been tortured in a most sadistic manner and was about to be burnt alive. With this arrest the wheels of the law started to roll and many other complaints too started to flow in. Finally, the long arm of the law spread its tentacles strong enough to catch up on him and on 20 July 1972 Alfred de Zoysa was executed.

Another good illustration to show how illicit liquor finds its way from legal sales was way below the amount paid for the lenders. This disclosed how much illicit arrack was being sold at these taverns - not excluding other taverns. It also disclosed the extent to which the sale of Government arrack was undercut and the Government deprived of the revenue due to it. It is a vicious circle.

Arrack business has always been big business and continues to get bigger and bigger. A phenomenon observed in arrack business is the entry of unscrupulous business magnates into this business. Since of late the monster in the Central Bank bond scam has been working great interest in arrack business. Arrack consumption will surely increase with the promotion of this business and so will the attendant evils.

Unscrupulous big timers will

# 8. Alcohol sellers have license, therefore we don't need further laws



Translation summary of the paper article

- Petition from Cargills (Ceylon) PLC to the Supreme Court – mentioning that they only sell alcohol products manufactured according to the standards. They don't need further regulation

# 9. Paid front groups challenged the act



## Translation summary of the paper article

Consideration of 13 petitions supporting and against the NATA Act by a committee in the Supreme Court

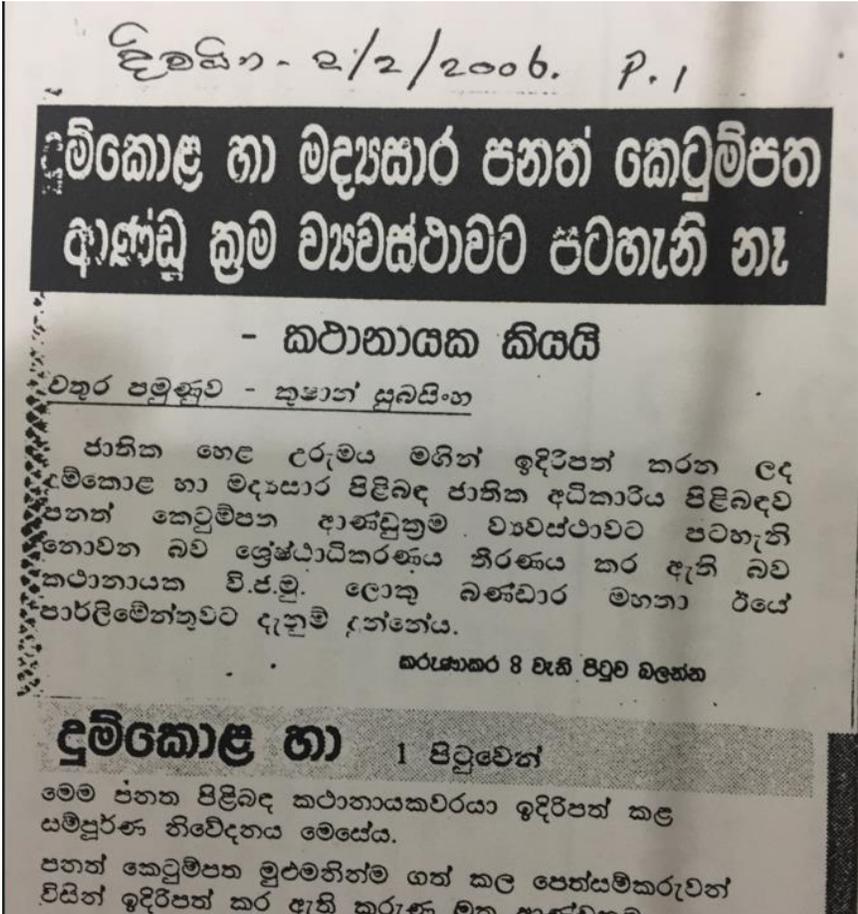
# 10. Paid media mislead the public



## Translation summary of the paper article

The Supreme Court has come to the decision that the NATA act is against the constitution of Sri Lanka

But this is the truth



Translation:  
 The Supreme Court has decided that the NATA act is not against the constitution of Sri Lanka

# 10. Making fun out of the proposed national authority



# Another rare moment of unity among political parties in parliament

## MPs vote to control tobacco and alcohol

By KELUM BANDARA AND YOHAN PERERA.

The much-awaited National Authority on Tobacco and Alcohol Bill was taken up in Parliament yesterday with the political parties displaying unity to support the Bill.

The Bill aims at the establishment of a National Authority on Tobacco and Alcohol (NATA) to identify policies to safeguard public health from tobacco and alcohol-related harm.

Opening the debate, Health Minister Nimal Siripala de Silva said Supreme Court rulings on certain aspects of the Bill had been incorporated.



Minister de Silva

The Minister said that liquor products containing even one per-

cent of alcohol would be considered as alcoholic products under the Bill, in terms of the Supreme Court ruling.

He said there were lengthy discussions at the

said.

According to the Bill, the sale of alcohol and tobacco-related products to persons below 21 years of age, is prohibited.

The minister referred to certain side effects of smoking on public health such as cancer.

He said many diseases are caused by passive smoking

"Smokers harm not only themselves, but also others around them as well through subjecting them to passive smoking," he said.

Mr. de Silva said this legislation was introduced to protect the future generation from this menace.



Ven Sobhitha Thera

JHU MP Omalpe Sobhitha Thera joined the debate after reciting a Bud-

dhist stanza as if to deliver a mon. They would start removing hoardings advertising alcohol and tobacco products from

### Bill passed

The National Authority on Tobacco and Alcohol Bill was unanimously passed in Parliament yesterday with amendments in terms of the Supreme Court rulings.

JVP MP Jayantha Samaraweera said he was sure these companies would come up with alternative promotional activities though advertisements in the print and electronic media were banned under the bill.



Jayantha

He speculated on the possibility of companies planning to set up beer clubs in leading schools, while others could use young girls as professional smokers to promote their brands of cigarettes.

He said beer was sold at the Royal Thomanian cricket encounter this year.

He called on Government to be vigilant and make necessary amendments to con-

Dayaratne pointed out to the fact that despite existing legislation a large number of bars had sprung up in the vicinity of schools. This was despite the law clearly stating that bars should be 200 meters away from schools.

Stating that a large number of people are engaged in brewing kassipu in his district, Mr. Dayaratne stressed the need for an effective legal framework to eliminate these anti-social activities.

TNA MP Nadaraja Raviraj called for amendments to the Bill and said the proposed authority should include members from all ethnic groups as it is supposed a national authority. "National" the TNA MP said, means



Felix Perera

Sinhalese, Tamils, Muslims and other communities. Mr. Raviraj said tobacco farmers and rep-

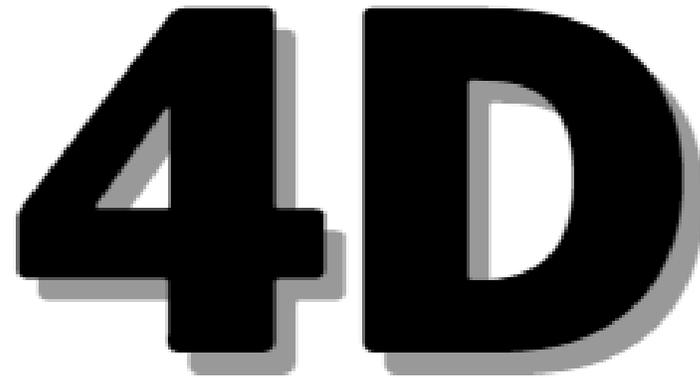
resentatives from the tourism industry should also be included in the authority.

Minister Felix Perera said that legally-approved liquor items should be freely available in the market.

Finally

# The main tactics the alcohol industry uses to interfere in alcohol policy development

- Delay
- Derailed
- Divide
- Destroy



**4D**

The image features the letters '4D' in a large, bold, black font. The characters have a slight 3D effect with a grey shadow cast to the right and slightly downwards. The background is white, with a green curved shape on the right side of the slide.

As a summary,

The industry continuously uses various unethical strategies to stop or delay implementation of alcohol control policies.

- Aggressive lobbying
- Political interference
- Creating false debates
- Fabricated research regarding alcohol.
- Hidden interferences via other front groups
  - ✓ Media,
  - ✓ lawreys,
  - ✓ Film industry,
  - ✓ Tourism industry,
  - ✓ Individual researchers,
  - ✓ Opinion leaders mobilized by the alcohol industry.

# After That

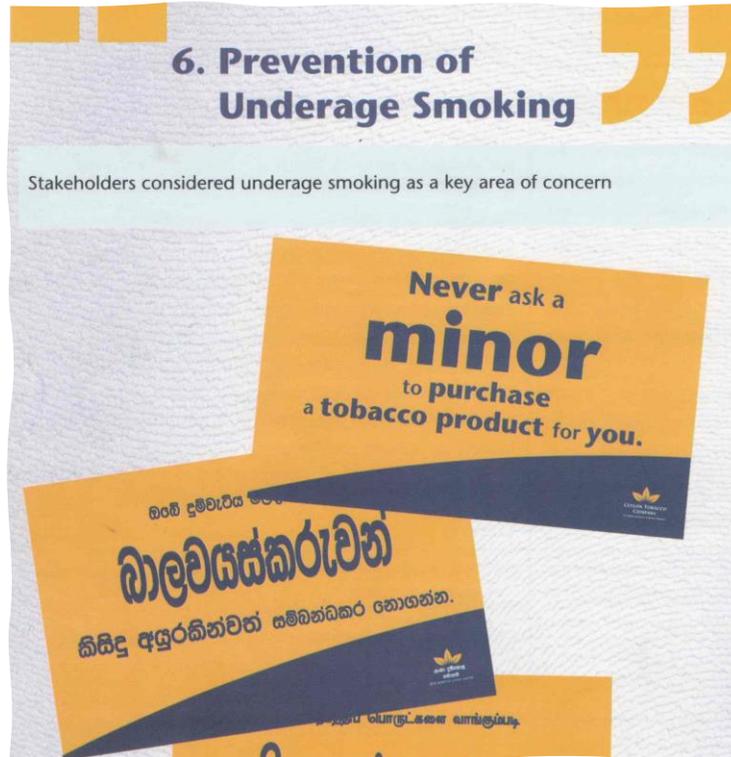
After the policy established what was happened ?

# The Battle is not finished

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- Come-up with self regulation
- Providing legal support
- Giving training for authorized persons
- Funding for politicians and political parties
- Create think-tank's and research groups and false research
- Giving gift for media personals and academics
- Indirect Promotions

# Introduce self regulation



## අවුරුදු 21න් පහළ කිසිවෙකුට

දුම්කොළ නිෂ්පාදන අලෙවි කරනු නොලැබේ



### S.31 (1)

අවුරුදු 21න් පහළ කිසිවෙකුට දුම්කොළ නිෂ්පාදන අලෙවි කළ නොහැක.

### S.31 (2)

මෙම නීතිය කඩකරන්නෙකුට රුපියල් 4,000/- ක උපරිම දඩයකට හෝ වසරක සිර දඬුවමකට නැතහොත් මෙම දඬුවම් දෙකටම යටත් වීමට සිදු වේ.



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# PROBABLY THE BEST DAD

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Win Invitations to Celebrate  
Father's day at  
Cinnamon Lakeside with

Industry comes  
with subtle ways  
to promote  
their products



Social media



Social Media



YouTube

HEADLINE  
**NEWS.lk**  
ආදායම් ප්‍රචාරය First & Fast



මාධ්‍යය මට කැමති නැති බව මම දන්නවා.  
නමුත් මම මෙය කිව යුතුමිනි...

Minister of  
Tourism of  
Sri Lanka

# Finance minister Talk behalf of them

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## BEER HEALTHIER THAN SWEETENED SOFT DRINKS

— MANGALA

BY GAGANI WEERAKOON AND METHMALIE DISSANAYAKE



**W**hile noting that the Government is determined to discourage hard liquor consumption in the country, Minister of Finance and Mass Media Mangala Samaraweera told Parliament yesterday (10) that drinking beer is healthier than drinking sweetened soft drinks.

Responding to a question raised by Janatha Vimukthi Peramuna MP Sunil Handunnetti during the first day of the second reading stage debate on Budget 2018, he said, "In many countries, 80 per cent drink beer. Only a very minor percentage drink hard liquor. But, in our country the situation is the reverse. Around 84 per cent of our people drink hard liquor. I do not see anything wrong with a person drinking a beer or two. The

tax on sugar is wrongly understood. We have not imposed a tax on sugar. The tax is imposed on the sugar content of the sweetened drinks. Each of the 100 millilitre bottles of many brands of sweetened drinks sold in the market contains 100.4 grams of sugar," the Minister said.

Meanwhile, addressing a post-budget media briefing at the Parliament Complex, Samaraweera noted that a recent survey conducted by the University of Colombo had proven that moonshine is one of the gravest problems in Sri Lanka.

"According to the survey, 49 per cent of alcohol consumers are addicted to moonshine. Therefore, we should rescue the general public, especially our youth, from illicit liquor such as moonshine," the Minister added.

2017/11/11 Ceylon Today (P-1,2)

CONTINUED FROM PAGE 1

## BEER HEALTHIER THAN SWEETENED SOFT DRINKS

— MANGALA



Mangala Samaraweera

Samaraweera elaborated that small-scale tourist guesthouses would be allowed to sell soft liquor under a licence.

Explaining further, he added that, "Some fear that after introducing this procedure, everyone will sell liquor even at their homes. But I should remind people that such will not be allowed.

Because if a guesthouse owner wants to get the licence, he will have to register with the Divisional Secretariat of the area. Also, he should produce a tax file as a main requirement. Therefore, no one will be able to sell liquor without obtaining a licence.

"Some will say that we should impose more and more taxes on alcoholic beverages. The question here is whether it is practical. Either we should become a country like Saudi Arabia where alcohol is totally banned and consumers are severely punished, or we should be more practical and guide our people to consume soft liquor step by step," the Minister said.

Embassy  
came with  
women rights

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# What should we do ?

Understand that industry interferences occur on every occasion, especially during policy formulation and implementation.

To identify and counter-attack such undue interferences, communities should be act as watch dogs and vigilant about the alcohol industry activities.

The involvement of academics and professionals engage with policy formulation and implementation is very important.

Continuous lobbying of political parties is crucial in effective formulation and implementation of alcohol control policies

Social media and proper media should be continuously utilized to informed general public regarding the importance of alcohol control policies.

Obtaining active involvement of civil society, academics, professionals, policy makers and politicians involved in different capacities.

Thank you