CONSUMPTION BEHAVIOR OF TOBACCO PRODUCTS AMONG THE BUS DRIVERS OF GSRTC IN GUJARAT STATE

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ABSTRACT
Many social, economic and political factors have contributed to the global spread of tobacco consumption. The fast changing social milieus, social sanctions and other factors are mainly contributing to this proliferation and has posed a serious challenge to individuals, families, societies and nations. Over the past four decades, tobacco use has caused an estimated 12 million deaths in the world, including 4.1 million deaths from cancer, 5.5 million deaths from cardiovascular diseases, 2.1 million deaths from respiratory diseases and 94,000 infant deaths related to mothers smoking during pregnancy. According to WHO consumption of tobacco has been growing at the rate of 2% to 5% per annum. It is estimated that the number of deaths due to tobacco will increase from 3 million per year worldwide to 70 million per year by 2025. In India it is estimated that of the 10 million workers employed in the tobacco industry, approximately 60% of them are women and 12% to 15% of them are children mainly young girls. They are involved in a whole range of jobs associated with tobacco like planting, weeding, making and maintaining beds, picking tobacco leaves, tying leaves, and removing leaves after drying, grading of tobacco and rolling of ‘beedis’. The study tries to find the consumption pattern and key reasons of addiction to tobacco products among the bus drivers of GSRTC in the state of Gujarat.

KEYWORDS: Bus drivers; Consumption behavior - pattern; tobacco products.

REFERENCES


