Directive for Printing and Labeling of Warning Message and Picture on the Box, Packet, Wrapper, Carton, Parcel and Packaging of Tobacco Product -2014

Government of Nepal

Ministry of Health and Population
Exercising the power conferred by Section 9 (1) of the Tobacco Product (Control and Regulatory) Act, 2011, the Government of Nepal, Ministry of Health and Population has framed the following Directive.

1. **Short title and commencement**: (1) Name of this directive shall be “Directive for Printing and Labeling of Warning Message and Picture in the Box, Packet, Wrapper, Carton, Parcel and Packaging of Tobacco Product -2014.”
   
   (2) This directive shall come into effect from 15 May 2015.

2. **Definition**: Unless otherwise defined by subject and context, in this directive: –
   a. “Act” shall mean the Tobacco Product (Control and Regulatory) Act, 2011.
   b. “Rules” shall mean the Tobacco Product (Control and Regulatory) Rules, 2011.
   c. “Ministry” shall mean the Ministry of Health and Population.
   d. “Tobacco Product” shall mean the Tobacco Products as defined in section 2(a) of the Act.
   e. “Manufacturer” shall mean the manufacturer as stated in section (2) clause (f) of the act and this term shall also refer to Manufacturer’s Association et al.
   f. “Label” shall mean the any types of sign, picture or any other descriptive material written, printed, lithographed, marked, included or shown in any way on packet of tobacco products.
   g. “Fatal Color Picture” shall mean the fatal picture as stated in section 4, 5, 6 and 7 of this directive.
   h. “Warning Message” shall mean the Warning Message as stated in section 4, 5, 6 and 7 of this directive.

3. **Warning Message and Fatal Color Picture to be printed and Marked**: (1) Pursuant to sub-section (1) of section (9) of the Act and sub-rule (1) of rule 9 of Rules, the manufacturer should print or mark clearly understandable and visible warning message including consumption of tobacco product is injurious to health in Nepali Language and fatal color picture caused by harmful effect of tobacco consumption covering at least 90% of total outer portion of the box, wrappers, Packet & Parcel Packaging and label of Tobacco Product.
(2) Fatal color picture and warning message as stated in sub-section (1) should be printed on each box, packet, wrappers, carton, parcel and packaging in outer and inner portion of Cigarette, Bidi, Khaini, raw tobacco, Gutkha et al of tobacco product.

4. **Picture & Warning Message should be printed on box, packet & wrappers of Cigarette:** (1) Pursuant to section 3, the manufacturer shall print and mark fatal color picture and warning message in 90 % area of principal top area of front and back side of box, packet and wrappers of cigarette as illustrated below:

<table>
<thead>
<tr>
<th>Picture No.</th>
<th>Picture</th>
<th>Portion to be assigned for picture</th>
<th>Message</th>
<th>Portion to be assigned for message</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td><img src="image" alt="Picture A" /></td>
<td>In 70% portion out of 90 % area of top of principal area-front and back side of box, packet and wrapper of cigarette.</td>
<td>Smoking and tobacco consumption cause lung cancer</td>
<td>In 20% portion out of 90 % area of top of principal area-front and back side of box, packet and wrapper of cigarette.</td>
</tr>
<tr>
<td>B</td>
<td><img src="image" alt="Picture B" /></td>
<td>In 70% portion out of 90 % area of top of principal area-front and back side of box, packet and wrapper of cigarette.</td>
<td>Smoking and tobacco consumption cause brain haemorrhage</td>
<td>In 20% portion out of 90 % area of top of principal area-front and back side of box, packet and wrapper of cigarette.</td>
</tr>
<tr>
<td>C</td>
<td><img src="image" alt="Picture C" /></td>
<td>In 70% portion out of 90 % area of top of principal area-front and back side of box, packet and wrapper of cigarette.</td>
<td>Smoking and tobacco consumed by you cause low birth weight, disable or still birth baby</td>
<td>In 20% portion out of 90 % area of top of principal area-front and back side of box, packet and wrapper of cigarette.</td>
</tr>
</tbody>
</table>
In 70% portion out of 90% area of top of principal area-front and back side of box, packet and wrapper of cigarette. Consumption of tobacco product causes oral and throat cancer.

In 20% portion out of 90% area of top of principal area-front and back side of box, packet and wrapper of cigarette. Consumption of tobacco product cause oral cancer.

(2) Pursuant to sub-section (1), the manufacturer should print and mark five fatal color pictures and warning message on box, packet and wrapper of cigarette in proportional way in twenty-twenty percent out of grand total number of box, packet and wrappers of cigarettes to be printed in every batch.

(3) Warning message entitled "tobacco product is injurious to health, smoking kills" on side pack-upper part, warning message entitled "smoking contain carcinogenic substance like nitrosamine and benzopyrine, stop smoking" at side pack-right part and warning message entitled “nicotine, tar, carbon monoxide contained in smoking cause heart and lung diseases, stop smoking” at side pack-left part of box, packet and wrappers of cigarette shall be written.

(4) Name of the font for writing message shall be Devnagari Preeti Font.

(5) The size of the message to be written shall be as specified in annexure 1.

(6) The color of the message to be written shall be white.

(7) The color of background for writing message shall be Red.

(8) The quantity of color in the letter shall be blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0%, and the quantity of color in the background, where warning message and fatal color picture are placed shall be blue (C) = 15%, red (M) = 100%, yellow (Y) = 100%, black (K) = 0%.
(9) The design including fatal color picture and warning message of box, packet and wrappers of cigarette shall be as specified in annexure 1.

(10) The resolution quality of the picture shall be as equal to resolution quality of the picture provided to the manufacturer in Compact Disk (CD) from the ministry.

5. **Fatal Picture and Warning Message should be printed on box, packet and Wrappers of Bidi:**

(1) Pursuant to section 3, the manufacturer shall print and mark fatal color picture and warning message in 90% area of principal top area of front and back side of box, packet and wrappers of Bidi as illustrated below:

<table>
<thead>
<tr>
<th>Picture No.</th>
<th>Picture</th>
<th>Message</th>
<th>Portion to be assigned for picture</th>
<th>Portion to be assigned for message</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td><img src="image.png" alt="Picture A" /></td>
<td>In 70% portion out of 90% area of top of principal area-front and back side of box, packet and wrapper of Bidi.</td>
<td>Smoking and tobacco consumption cause lung cancer</td>
<td>In 20% portion out of 90% area of top of principal area-front and back side of box, packet and wrapper of Bidi.</td>
</tr>
<tr>
<td>B</td>
<td><img src="image.png" alt="Picture B" /></td>
<td>In 70% portion out of 90% area of top of principal area-front and back side of box, packet and wrapper of Bidi.</td>
<td>Smoking and tobacco consumed by you cause low birth weight, disable or still birth baby</td>
<td>In 20% portion out of 90% area of top of principal area-front and back side of box, packet and wrapper of Bidi.</td>
</tr>
</tbody>
</table>

(2) Pursuant to sub-section (1), the manufacturer shall print and mark two fatal color pictures and warning message on box, packet and wrapper of Bidi in proportional way in fifty-fifty percent out of grand total number of box, packet and wrappers of Bidi to be printed in every batch.

(3) Warning message entitled "tobacco product is injurious to health, smoking kills" on side pack-upper part, warning message entitled "smoking
contain carcinogenic substance like nitrosamine and benzopyrine, stop smoking” at side pack-right part and warning message entitled “nicotine, tar, carbon monoxide contained in smoking cause heart and lung diseases, stop smoking” at side pack-left part of only rectangular box, packet and wrappers of Bidi shall be written.

(4) Name of the font for writing message shall be Devnagari Preeti Font.

(5) The size of the message to be written shall be as specified in annexure 2.

(6) The color of the message to be written shall be white.

(7) The color of background for writing message shall be Red.

(8) The quantity of color in the letter shall be blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0%, and the quantity of color in the background, where warning message and fatal color picture are placed shall be blue (C) = 15%, red (M) = 100%, yellow (Y) = 100%, black (K) = 0%.

(9) The design including fatal color picture and warning message of box, packet and wrappers of cigarette shall be as specified in annexure 2.

(10) The resolution quality of the picture shall be as equal to resolution quality of the picture provided to the manufacturer in Compact Disk (CD) from the ministry.

6. **Warning message and fatal color picture shall be printed on box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco products:** (1) Pursuant to section 3, the manufacturer shall print and mark fatal color picture and warning message in 90 % area of principal top area of front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product as illustrated below:

<table>
<thead>
<tr>
<th>Picture No.</th>
<th>Picture</th>
<th>Portion to be assigned for picture</th>
<th>Message</th>
<th>Portion to be assigned for message</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td><img src="image" alt="Picture" /></td>
<td>In 50% middle portion out of Tobacco product is injurious to</td>
<td>In 20% upper portion of picture out of 90 % area</td>
<td></td>
</tr>
<tr>
<td>90 % area of top of principal area-front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product.</td>
<td>90 % area of top of principal area-front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product.</td>
<td>Consumption of tobacco product causes oral and throat cancer, stop consuming Khaini-tobacco.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**In 60% middle portion out of 90 % area of top of principal area-front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product.**

| Tobacco product is injurious to health, its consumption kills | Tobacco product is injurious to health, its consumption kills | Consumption of tobacco product causes oral and throat cancer, stop consuming Khaini-tobacco. |

**In 15% upper portion of picture out of 90 % area of top of principal area-front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product.**

| Consumption of tobacco product causes oral and throat cancer, stop consuming Khaini-tobacco. | In 15% upper portion of picture out of 90 % area of top of principal area-front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product. | Consumption of tobacco product causes oral and throat cancer, stop consuming Khaini-tobacco. |

**In 15% upper portion of picture out of 90 % area of top of principal area-front and back side of box, packet and wrappers of khaini, raw tobacco, gutkha like tobacco product.**
(2) Pursuant to sub-section (1), the manufacturer shall print and mark two fatal color pictures and warning message on box, packet and wrappers of khaini, raw tobacco, gutkha *like tobacco product* in proportional way in fifty-fifty percent out of grand total number of box, packet and wrappers of khaini, raw tobacco, gutkha *like tobacco product* to be printed in every batch.

(3) In addition to the fatal color picture and warning message as per sub-section (1), warning message entitled “consumption of khaini, raw tobacco, gutkha *like tobacco product* cause oral cancer, stop consuming khaini-tobacco” on whole side pack-upper part of cap of box of khaini, raw tobacco, gutkha *like tobacco product* to be packaged in round tin-box shall also be printed.

(4) Name of the font for writing message shall be Devnagari Preeti Font.

(5) The size of the message to be written shall be as specified in annexure 3.

(6) The color of the message to be written shall be white.

(7) The color of background for writing message shall be Red.

(8) The quantity of color in the letter shall be blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0%, and the quantity of color in the background, where warning message and fatal color picture are placed shall be blue (C) = 15%, red (M) = 100%, yellow (Y) = 100%, black (K) = 0%.

(9) The design including fatal color picture and warning message of box, packet and wrappers of cigarette shall be as specified in annexure 3.

(10) The resolution quality of the picture shall be as equal to resolution quality of the picture provided to the manufacturer in Compact Disk (CD) from the ministry.

7. **Picture and Message be printed on carton, parcel and packaging of Tobacco Products:** (1) Pursuant to section 3, the manufacturer shall print and mark fatal color picture and warning message in 90% area of principal top area of front and back side of carton, parcel and packaging contained of box, packet and wrappers of cigarette, Bidi, khaini, raw tobacco and Gutkha *like tobacco product* as illustrated below:
<table>
<thead>
<tr>
<th>Picture No.</th>
<th>Picture</th>
<th>Portion to be assigned for picture</th>
<th>Message</th>
<th>Portion to be assigned for message</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td><img src="137x614_to_191x668" alt="Image" /></td>
<td>In 70% portion out of 90 % area of top of principal area-front and back side of carton, parcel and packaging of tobacco product</td>
<td>Smoking and tobacco consumption cause lung cancer</td>
<td>In 20% portion out of 90 % area of top of principal area-front and back side of carton, parcel and packaging of tobacco product</td>
</tr>
<tr>
<td>B</td>
<td><img src="138x480_to_186x523" alt="Image" /></td>
<td>In 70% portion out of 90 % area of top of principal area-front and back side of carton, parcel and packaging of tobacco product</td>
<td>Smoking and tobacco consumption cause brain haemorrhage</td>
<td>In 20% portion out of 90 % area of top of principal area-front and back side of carton, parcel and packaging of tobacco product</td>
</tr>
<tr>
<td>C</td>
<td><img src="138x338_to_186x379" alt="Image" /></td>
<td>In 70% portion out of 90 % area of top of principal area-front and back side of carton, parcel and packaging of tobacco product</td>
<td>Smoking and tobacco consumed by you cause low birth weight, disable or still birth baby</td>
<td>In 20% portion out of 90 % area of top of principal area-front and back side of carton, parcel and packaging of tobacco product</td>
</tr>
<tr>
<td>D</td>
<td><img src="141x193_to_184x235" alt="Image" /></td>
<td>In 70% portion out of 90 % area of top of principal area-front and back side of carton, parcel and packaging of tobacco product</td>
<td>Consumption of tobacco product causes oral and throat cancer</td>
<td>In 20% portion out of 90 % area of top of principal area-front and back side of carton, parcel and packaging of tobacco product</td>
</tr>
</tbody>
</table>
In 70% portion out of 90% area of top of principal area-front and back side of carton, parcel and packaging of tobacco product

Consumption of tobacco product cause oral cancer

In 20% portion out of 90% area of top of principal area-front and back side of carton, parcel and packaging of tobacco product

(2) Pursuant to sub-section (1), the manufacturer should print and mark five fatal color pictures and warning message on carton, parcel and packaging of tobacco product in proportional way in twenty-twenty percent out of grand total number of carton, parcel and packaging of tobacco product to be printed in every batch.

(3) Warning message entitled "tobacco product is injurious to health, smoking kills" on side pack-upper part, warning message entitled "smoking contain carcinogenic substance like nitrosamine and benzopyrine, stop smoking" at side pack-right part and warning message entitled "nicotine, tar, carbon monoxide contained in smoking cause heart and lung diseases, stop smoking" at side pack-left part of carton, parcel and packaging of tobacco product shall be written.

(4) Name of the font for writing message shall be Devnagari Preeti Font.

(5) The size of the message to be written shall be as specified in annexure 4.

(6) The color of the message to be written shall be white.

(7) The color of background for writing message shall be Red.

(8) The quantity of color in the letter shall be blue (C) = 0%, red (M) = 0%, yellow (Y) = 0%, black (K) = 0%, and the quantity of color in the background, where warning message and fatal color picture are placed shall be blue (C) = 15%, red (M) = 100%, yellow (Y) = 100%, black (K) = 0%.

(9) The design including fatal color picture and warning message of box, packet and wrappers of cigarette shall be as specified in annexure 4.
(10) The resolution quality of the picture shall be as equal to resolution quality of the picture provided to the manufacturer in Compact Disk (CD) from the ministry.

**Explanation:** Pursuant to sections 4, 5, 6, and 7 of this directive, C, M, Y, K shall denote to Cyan (Blue), Magenta (Red), Yellow (Yellow) and Key (Black) respectively.

8. **The wider part to be deemed as the principal upper part:** In case of conical-shaped box, packet, wrappers, cartoon, parcel and packaging, the wider portion is to be deemed as the principal upper part and the warning messages and pictures shall be printed and labeled accordingly thereon.

9. **Language of message:** The language of message to be printed on box, packet, wrappers, carton, parcel and packaging of tobacco products shall be in Nepali.

10. **Size of message and pictures to be increased:** While increasing the size of box, packet, wrappers, carton, parcel and packaging of tobacco product, the manufacturer shall also increase the size of warning message and picture accordingly in proportion to increment of packaging and labeling of box, packet, wrappers, carton and parcel of tobacco products.

11. **Packaging and labeling shall be done with clearly visible message and picture:** Manufacturer shall not distort, damage and hide or cover warning message and picture to be printed on box packet, wrappers, carton, parcel and packaging of tobacco while doing packaging and labeling of tobacco products.

12. **Prohibition on packaging or labeling so as to promote tobacco-related product:** No person, including the manufacturer shall be allowed to do packaging and labeling by keeping any message, materials, color, picture etc that might directly or indirectly promote the tobacco product.

13. **Prohibition on packaging or labeling by keeping false description about tobacco products:** No person, including the manufacturer shall be allowed to include any words or picture or sign in the packaging and labeling of tobacco product that mean “mild, very mild, medium, less tar, safe, slim” et al and that might portray false, misleading or deceitful message regarding health, health risk or tobacco product.
14. **Prohibition on sales, distribution and purchase:** Pursuant to sub-section (1) of section 9 of the Act, no person shall engage in production, sales, distribution and purchase of any tobacco product without warning message and fatal color picture from 4th November 2011.

15. **Repeal & Saving:** (1) The Directive for Printing and Labeling of Warning Message and Picture in the Box, Packet, Wrapper, Carton, Parcel and Packaging of Tobacco Product - 2011 has been repealed.

   (2) All functions and actions taken in accordance with the directive stated in sub-section (1) shall be deemed to have been done in accordance with this directive.
Annexure – 1
(Related to section 4)
Design of box, packet & Wrappers of cigarette with Warning Message & Picture related to section 4 sub-section (1) of (A)

Cigarette Box Design

Upper part

Lower part

Colour Percentage

Font

| Picture Color | Side pack-left & right: Preeti font, Size 12pt.

- C=0%, M=0%, Y=0%, K=0%
- C=15%, M=100%, Y=100%, K=0%
Related to section 4 sub-section (1) of (B)

<table>
<thead>
<tr>
<th>Colour Percentage</th>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>C=0%, M=0%, Y=0%, K=0%</td>
<td></td>
</tr>
<tr>
<td><strong>Background Color</strong></td>
<td></td>
</tr>
<tr>
<td>C=15%, M=100%, Y=100%, K=0%</td>
<td></td>
</tr>
<tr>
<td><strong>Picture Color</strong></td>
<td></td>
</tr>
</tbody>
</table>

- **Upper part**:
  - Cigarette Box Design
  - Side pack-left & right: Preeti font, Size 12pt.

- **Lower part**: Side pack-left & right

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**Note**: The table and diagram illustrate the colour percentages and font specifications for different sections of the cigarette box design. The text color and background color specifications are provided in the Colour Percentage section. The Preeti font is used for the principle area, side packs, and left and right parts as specified in the Font section.
Related to section 4 sub-section (1) of (C)
Related to section 4 sub-section (1) of (D)

Cigarette Box Design

Upper part

Lower part

Colour Percentage

| Text Color | C=0%, M=0%, Y=0%, K=0% |
| Background Color | C=15%, M=100%, Y=100%, K=0% |

Font

*Principle area - front & back:* Preeti font, Size 18pt.
*Side pack-upper part:* Preeti font, Size 12pt.
*Side pack-left & right:* Preeti font, Size 12pt.
Related to section 4 sub-section (1) of (E)

Cigarette Box Design

Upper part

Side pack left

Side pack right

Lower part

<table>
<thead>
<tr>
<th>Colour Percentage</th>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Side pack-left &amp; right: Preeti font, Size 12pt.</td>
</tr>
<tr>
<td></td>
<td>Background Color</td>
</tr>
<tr>
<td></td>
<td>C=15%, M=100%, Y=100%, K=0%</td>
</tr>
<tr>
<td></td>
<td>Picture Color</td>
</tr>
</tbody>
</table>
Annexure – 2
(Related to section 5)
Design of box, packet & Wrappers of Bidi with Warning Message & Picture related to section 5 sub-section (1) of (A)

### Colour Percentage

<table>
<thead>
<tr>
<th>Upper part</th>
<th>Lower part</th>
</tr>
</thead>
<tbody>
<tr>
<td>C=0%, M=0%, Y=0%, K=0%</td>
<td>C=15%, M=100%, Y=100%, K=0%</td>
</tr>
</tbody>
</table>

### Font

**Principle area, upper -front & back:** Preeti font, Size 14pt.

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**Bidie Soli Pack Design**

**Front**

**Back**

---

**Front**

**Back**

---

**Text Color**

C=0%, M=0%, Y=0%, K=0%

**Background Color**

C=15%, M=100%, Y=100%, K=0%

**Picture Color**

CMYK
Related to section 5 sub-section (1) of (B)

![Bidie Soli Pack Design](image)

**Colour Percentage**

<table>
<thead>
<tr>
<th>Text Color</th>
<th>C=0%, M=0%, Y=0%, K=0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background Color</td>
<td>C=15%, M=100%, Y=100%, K=0%</td>
</tr>
</tbody>
</table>

**Font**


---

Front

Back

Upper part

Lower part
Related to section 5 sub-section (1) of (A) and section 5 sub-section (3)
Related to section 5 sub-section (1) of (A) and section 5 sub-section (3)

**Bidie Box Design**

Upper part

Side pack - left
Side pack - right

Lower part

**Colour Percentage**

- **Text Color**
  - C=0%, M=0%, Y=0%, K=0%

- **Background Color**
  - C=15%, M=100%, Y=100%, K=0%

**Font**

- **Principle area - front & back**: Preeti font, Size 14pt.
- **Side pack-upper part**: Preeti font, Size 12pt.
- **Side pack-left & right**: Preeti font, Size 12pt.
Annexure – 3
(Related to section 6)
Design of box, packet & Wrappers of Khaini, Raw Tobacco & Gutkha with Warning Message & Picture related to section 6 sub-section (1) of (A)

**Colour Percentage**

<table>
<thead>
<tr>
<th>Front</th>
<th>Upper part</th>
<th>Back</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surti or Khaini Package Design</td>
<td>Surti or Khaini Package Design</td>
<td></td>
</tr>
</tbody>
</table>

**Font**

- **Principle area, upper-front & back**: Preeti font, Size 18pt.
- **Principle area, lower-front & back**: Preeti font, Size 18pt.

**Text Color**

- C=0%, M=0%, Y=0%, K=0%

**Background Color**

- C=15%, M=100%, Y=100%, K=0%

**Picture Color**

- CMYK
Related to section 6 sub-section (1) of (B)

<table>
<thead>
<tr>
<th>Colour Percentage</th>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Text Color</strong></td>
<td><strong>Principle area, upper -front &amp; back:</strong> Preeti font, Size 18pt. <strong>Principle area, lower -front &amp; back:</strong> Preeti font, Size 18pt.</td>
</tr>
<tr>
<td>C=0%, M=0%, Y=0%, K=0%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Background Color</strong></th>
<th><strong>Picture Color</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>C=15%, M=100%, Y=100%, K=0%</td>
<td>CMYK</td>
</tr>
</tbody>
</table>
Related to section 6 of sub-section (1) of (A) and section 6 of sub-section (3)
Related to section 6 of sub-section (1) of (B) and section 6 of sub-section (3)
Annexure – 4  
(Related to section 7) 
Design of box, packet & Wrappers of cartoon, parcel and packaging with Warning Message & Picture Related to section 7 sub-section (1) of (A)
Related to section 7 of sub-section (1) of (B)
Related to section 7 sub-section (1) of (C)
धुमपानमा हुने निकोटिन, टार, कार्बनमोनोक्साइडले मुटु र फोक्सोको रोग लाग्छ, धुमपान गर्न छोडो।