

Conflict of Interest-Declaration

CKB COMMERCE COLLEGE, JORHAT

Accredited 'B++' Grade by NAAC

Tobacco use has an adverse impact on health. It is proclaimed as threat by the public health community worldwide and is the greatest cause of preventable deaths globally. Tobacco uses in all forms negatively affects health, not only of its consumers and their families, but all those who are involved in its supply chain right from cultivation to people involved in its processing. It has a high addiction potential and millions of individuals are affected by it.

Tobacco industry historically employs a multitude of tactics to shape and influence tobacco control policies. The industry uses its lobbying and marketing machinery to discredit scientific research and influence governments so as to propagate the sale and distribution of its fatal product. Furthermore, the industry continues to inject large philanthropic contributions into research and social programs worldwide under the guise of corporate social responsibility.

On July 7, 2020, the Ministry of Health and Family Welfare issued a [Code of conduct](#) for all its employees, institutions, departments, organisations, contractors and agents, to prevent industry interference and conflict of interest as a significant step towards the implementation of WHO's Framework Convention on Tobacco Control (WHO-FCTC) Article 5.3 obligation.

As enshrined in Article 5.3 of the WHO-FCTC, there is a fundamental and irreconcilable conflict between public health interests and tobacco industry interests. As an institution that promotes public health, **CKB Commerce College, Jorhat** does not engage with the tobacco industry and those furthering its interests.

We strive to oppose the use of tobacco and other intoxicant substances in all forms and expose the tobacco industry tactics. The *institution/organization* does not partner with any entity directly or indirectly related to and/or engaged with the tobacco industry. We do not partner, invest in or get funded by organizations with interests in the tobacco industry, or those who further the agenda of tobacco companies. We do not and shall not accept and/or endorse any direct or indirect support from the tobacco industry neither in cash and nor in kind.