

Table 1: Comparing India and South Africa policies related to MPOWER.

MPOWER category	Sub-category	India	South Africa	
Monitoring				
Adult (15+) smoking rates	Overall: 13%		Overall 23%	
	Men: 23%	Women: 3.1%	Men: 35.4%	Women: 10.4%
Youth smoking (10-14yrs) smoking rates	Boys: 2.4%	Girls: 1.5%	Boys: 2.4%	Girls: 1.5%
Adult Smokeless Tobacco	Overall: 21%		Overall: 4%	
% Total death attributable to tobacco	Men: 18.6%	Women: 6.8%	Men: 9.7%	Women: 5%
Lung, trachea, bronchus cancer incidence [mortality] ASR (18)	Men: 8.5 [7.8] (top 5)	Women: 3.2 [2.9]	Men: 27.6 [25.5] (top 5)	Women: 11.2 [10.5] (top 5)
Tobacco Industry Interference index score (16)	58		64	
Protecting population from smoke exposure				
Designated smoke-free areas in restaurants/pubs	Yes		Yes	
Designated smoke-free areas in other public places	No		Yes	
Offer help to quit				
National quit line	Yes		Yes (But, not toll-free)	
NRT and cessation services costs are covered	Some		Some	
Warning of dangers of tobacco use				
Graphic warning (% of pack covered)	Yes (85%)		No	
Text warning only (% covered)	No		Yes (20%)	
Enforcing Advertising, promotion, and sponsorship ban				
Ban direct and indirect promotion almost all avenues	Yes		No	
Ban point of sale displays/ adverts	No		No	
Ban sponsorship or any form of contributions to any event completely	No		No	
Ad compliance	80%		50%	
Raise Taxes				
Overall tax scores (on a scale 0 to 5)	1.75		2.38	

NB: Data source - Tobacco Atlas Fact Sheets India (19) and South Africa (20)