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# Tobacco Burden in India, ‘Madman Theory’ in Global Politics, and Marine Spatial Planning in Odisha

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Recent developments highlight three important themes: India continues to face a high burden of tobacco consumption, impacting both health and poverty; the concept of the Madman Theory is being discussed in the context of global politics and leadership strategies; and India is advancing sustainable ocean governance through the implementation of Marine Spatial Planning (MSP) in Odisha.

## **Tobacco Consumption in India**

India has one of the highest tobacco burdens globally, with over 267 million users (about one-fourth of adults). Tobacco is the leading preventable cause of death, responsible for more than 1 million deaths annually.

A recent study shows that poorer households spend a higher share of income (around 6.4%) on tobacco, making it not just a health issue but also a poverty trap.

### **Key Insight:**

Tobacco cessation can act as a poverty alleviation tool, as millions of households could move to higher income categories by quitting.

## **Madman Theory (International Relations)**

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The Madman Theory is a foreign policy strategy where a leader appears irrational or unpredictable to intimidate adversaries and force concessions.

Origin: Cold War era (associated with Richard Nixon)

Core idea: Create fear of extreme actions to influence opponent behavior

### **Modern Context:**

The theory is being discussed in relation to leadership styles like that of Donald Trump, where unpredictability and extreme rhetoric may alter global strategic calculations.

### **Limitations:**

May reduce credibility of a country

Can harm long-term diplomatic trust

### **Marine Spatial Planning (MSP) in India**

Odisha has become the first Indian state to implement Marine Spatial Planning (MSP) under collaboration with the National Centre for Coastal Research (NCCR).

### **What is MSP?**

**A tool for scientific and sustainable management of ocean resources, involving zoning of marine areas for different uses such as:**

Fisheries

Ports and shipping

Tourism

Conservation

### **Significance:**

Promotes Blue Economy

Ensures ecological balance

Enhances climate resilience

### **Background Initiative:**

Part of India–Norway Integrated Ocean Initiative (2019)

Earlier implemented in Puducherry and Lakshadweep

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### **Additional Key Facts:**

#### **Tobacco (India):**

India is the 2nd largest producer and consumer of tobacco globally

Accounts for 70% of global smokeless tobacco use

Linked to cancers, heart disease, and stroke

#### **Government Measures:**

COTPA Act, 2003 (regulation of tobacco)

National Tobacco Control Programme (NTCP)

GST and sin taxes on tobacco products

#### **Madman Theory**

Related to deterrence theory in international relations

Used as a crisis bargaining strategy

Can increase short-term gains but risks long-term instability

#### **Marine Spatial Planning (MSP)**

Implemented by National Centre for Coastal Research (NCCR) under Ministry of Earth Sciences

Aligns with India's Blue Economy Policy

Supports Sustainable Development Goal (SDG) 14 – Life Below Water