

A. SRIJA, IES

Economic Adviser

Tel : 011-23383202

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भारत सरकार
शिक्षा मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
107, डी विंग, शास्त्री भवन
नई दिल्ली-110015

GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF SCHOOL EDUCATION & LITERACY
107, 'D' WING, SHASTRI BHAVAN
NEW DELHI-110015

D.O.No. 8-2/2024-KT-Part(1)

Dated: 22nd October, 2025

Dear Sir & Madam,

Kind attention is drawn to the fact that Tobacco use continues to be a major public health challenge, claiming over 13 lakh lives annually in India. The Global Youth Tobacco Survey (GYTS-2019) has reported that 8.4% of students aged 13-15 years currently use tobacco products, with the average age of initiation being around 10 years.

2. Particularly alarming are the findings from the Global School-based Student Health Survey, 2022 (copy enclosed) which reveal wide-spread physical inactivity, dominance of sedentary lifestyles, mental distress and sleep deprivation among students aged 13-17 years. While based on a small sample, the Survey provides eye-opening insights into critical areas of student well-being which require immediate attention.

3. The survey flags that a vast majority (**80.8%**) of students were **not physically active for at least 60 minutes per day** in the week before the survey. **9.2% of students were not participating in weekly physical education classes**, whereas **one quarter (25.5%)** reported excessive sedentary time outside of school, homework, and sleep. This was compounded by widespread sleep deprivation, with **74.1% of students getting less than eight hours of sleep** on an average school night, loneliness and suicidal ideation, with ~11% of students reporting no close friends or seriously considering attempting suicide (during the 12 months before the survey). (Survey results enclosed)

4. These statistics underscore the deep vulnerability of adolescence and young adults, as also a pressing need to implement targeted health and fitness promotion strategies to address low physical activity, poor mental well-being, peer bonding and sleep hygiene among our student population.

5. To this end, the Ministry of Education, in collaboration with the Ministry of Health & Family Welfare, is implementing the Tobacco-Free Youth Campaign (TFYC 3.0) with the objective of strengthening tobacco control measures through school and community-based awareness initiatives and leveraging the agency and leadership of youth in bringing about positive societal change. In this regard, a joint advisory (copy enclosed) has already been issued by both the Ministries to all States and Union Territories to ensure effective convergence of activities.

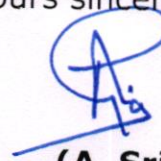
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6. The Tobacco Free Youth campaign seeks to protect our students and youth from the harmful grip of tobacco and substance abuse by inspiring them to adopt positive lifestyle choices rooted in fitness and well-being. As such, sports being a strong force for positive change plays a pivotal role in the campaign.
7. A study published in the *Tobacco Induced Diseases* journal in 2018 found that those who engaged in higher levels of physical activity among students aged 18-24 years were less likely to use tobacco, thus suggesting that physical activity can serve as an effective strategy in reducing tobacco use. Encouraging school and college students to engage in sports and physical fitness activities will not only channelise their energy in constructive ways but also serve as a natural stress reliever helping them build confidence, discipline, and resilience while steering them away from unhealthy habits.
8. We would, therefore, be grateful if the Ministry of Youth Affairs & Sports could consider organizing sports meets, inter-school and inter-college tournaments, and fitness drives across the country during the ongoing campaign period, in close coordination with the Education Departments of States and Union Territories/ NSS and Youth Volunteers. These events could be held under the umbrella of TFYC 3.0 to amplify outreach and strengthen the message of a tobacco-free, healthy lifestyle, with the larger objective of sensitizing our children and youth of leading a physically active life even beyond the TFYC 3.0 period.
9. Further, structured arrangements can also be made by integrating various thematic activities including training/sensitization of Teachers/Physical Instructors on identifying early signs of tobacco and substance abuse or mental distress among children and strategies to serve as first line of defence, in the Fit India Movement Calendar. This can be done by engaging sports counsellors, psychologists and agencies such as NADA which fall under the purview of your Ministry.
10. We also propose that the services of **MY Bharat volunteers** and youth networks be mobilized for engagement as master trainers and peer motivators to spread the message at the grassroots level. Their engagement would not only inspire other young people but also help create a strong community-driven movement for a tobacco-free generation.
11. I believe our collaboration in this joint effort will go a long way in nurturing a generation that is not only physically active and healthy but also free from the menace of tobacco and substance abuse. Looking forward to hearing from the Department of Youth Affairs and Department of Sports on the further course of engagement.

12. This issues with the approval of Secretary, DoSEL.

With warm regards,

Yours sincerely,



(A. Srija)

Encl: Joint communique

To,

1. **Shri Hari Ranjan Rao,
Secretary, Department of Sports
Ministry of Youth & Sports Affairs**
2. **Dr. Pallavi Jain Govil,
Secretary, Department of Youth Affairs
Ministry of Youth & Sports Affairs**

Copy to:

1. The ACS/Principal Secretary/ Secretary, School/Higher Education, All States/UTs
2. The Chairperson, CBSE
3. The State Project Director, Samagra Shiksha all States & UTs

A. SRIJA, IES

Economic Adviser

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भारत सरकार
शिक्षा मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
107, डी विंग, शास्त्री भवन
नई दिल्ली-110015

GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF SCHOOL EDUCATION & LITERACY
107, 'D' WING, SHASTRI BHAVAN
NEW DELHI-110015

D.O.No. 8-2/2024-KT-Part(1)

Dated: 22nd October, 2025

Dear Mam,

As you are aware, a Joint Advisory was recently issued by the Ministry of Education and the Ministry of Health & Family Welfare in the run up to the launch of the Tobacco Free Youth Campaign (TFYC)3.0, to signal our shared intent for strengthening tobacco control measures through school and community-based awareness and effective convergence of activities on ground.

2. In furtherance of our commitment towards achieving a tobacco-free generation, and based on the feedback received from our State/UT Coordinators of ToFEI, we are placing the following suggestions for consideration before MoHFW, to ensure a smooth and effective implementation of **TFYC 3.0** at the grassroots level:

- I. MoHFW may please issue necessary directions to all State Tobacco Control Cells (STCCs) to conduct sensitization programs for School and College Heads, NSS and NCC volunteers. These Sessions may aim at developing a cadre of Master Trainers, who can further undertake sensitization drives across schools and colleges.
- II. The National Tobacco Control Programme (NTCP) is requested to **share** details of the sensitization activities proposed in collaboration with educational institutions during the 60-day campaign period to aid joint monitoring and review of progress by both Ministries as underscored in the joint advisory.

3. Further, Tobacco companies are increasingly using **surrogate products**, such as cardamom, confectionery, and chewable items containing nicotine or tobacco, to circumvent existing regulations. These products are often promoted through **celebrity endorsements and influencer campaigns**, making them attractive and socially desirable, especially among youth. Such marketing strategies significantly weaken the effectiveness of the "100 yards restriction" around educational institutions. With these products being widely available on online platforms, including the dark web, the Ministry of Health and Family Welfare (MoH&FW) may need to revisit **Section 6 of the COTPA Act 2003**. Enhanced enforcement should specifically target the sale, distribution, and promotion of **surrogate tobacco/nicotine products** and restrict their glamorization through celebrity and influencer advertising.

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4. Moreover, OTT is a thriving platform in terms of viewership and holds immense appeal for the youth. Some of the movies or series available on OTT platforms feature extensive screen time of tobacco use by the main characters/ protagonists which conveys a wrong message to the viewers despite the warning messages displayed before or during the screening of such content. It is requested that MoH&FW may work along with Ministry of Information & Broadcasting to institute suitable and effective safeguards to restrict the screen time of such content.
5. Looking forward to a positive response from MoHFW on the areas of concern raised by DoSEL.
6. This issues with the approval of Secretary, DoSEL.

With warm regards,

Yours sincerely,



(A. Srija)

Encl: Joint communique

Ms. V.Hekali Zhimomi
Additional Secretary,
Ministry of Health & Family Welfare,
Nirman Bhawan, New Delhi



सत्यमेव जयते

Sanjay Kumar
Secretary,
Department of School
Education & Literacy,
Ministry of Education
Government of India

Vineet Joshi
Secretary,
Department of Higher
Education,
Ministry of Education
Government of India

Punya Salila Srivastava
Secretary,
Ministry of Health &
Family Welfare,
Government of India

D.O No.8-2/2024-KT

06th October, 2025

Dear Colleague,

As you are aware, tobacco consumption among our youth is a cause of grave concern and continues to remain one of the gravest public health challenges in our country. Tobacco consumption among youth includes both traditional forms such as smoking bidis, cigarettes, as well as chewing smokeless products such as gutka, khaini, betel quid, mawa as well as newer versions like e-cigarettes, oral nicotine pouches, heated tobacco products etc. Tobacco affects almost all body organs and causes many diseases. Most cases of head, neck, oesophagus and lung cancers are due to tobacco. Approximately one third of all cancers are tobacco related while 90% oral and lung cancers are linked to tobacco.

2. According to the fourth Global Youth Tobacco Survey 2019 for India, although there was a decline in tobacco use among children as compared to the last Survey, the survey revealed that the prevalence of tobacco use among school going children aged between 13-15 years was still high at 8.4%. The Report also highlighted that the median age for initiation of cigarette, bidi smoking and smokeless tobacco use was 11.5 years, 10.5 years and 9.9 years respectively and girls initiated the use of tobacco products earlier than boys.

3. Youth is the time when children are prone to experimenting new things and when affected by academic stress, boredom or family issues try out prohibited substances. Tobacco and electronic cigarettes act as a Gateway to other addictions and unfortunately is linked to the learning outcomes of students. According to the Global School-based Student Health Survey conducted by WHO in 2022, the percentage of students who currently smoked cigarettes (on at least 1 day during the 30 days before the survey) was 3.7%. The percentage of students who have no close friends was 11.1 % and the percentage of students who seriously considered attempting suicide (during the 12 months before the survey) was 11%. Thus, providing a protective healthy environment for children and youth in schools/colleges/universities should be our priority, and the education and health departments are jointly working towards promoting a holistic healthy environment for children /youth in schools and colleges.

4. The strong cooperation and proactive efforts extended by all States/UTs during the launch and implementation of Tobacco Free Youth Campaign 2.0 in 2024, and the implementation of ToFEI guidelines in particular is gratefully acknowledged. The success of the previous campaign

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and the progress made in ushering tobacco free educational institutions was made possible by bringing in convergence between various agencies (Law enforcement, Health, Education and Civil societies) at the grassroots level and mobilising schools, universities, and communities to spread awareness and instil healthy practices among children and youth.

5. In pursuance of the Government of India's sustained commitment to tobacco control and in line with the vision of a tobacco-free generation, the Ministry of Health & Family Welfare (MoHFW), in collaboration with partnering Ministries, is launching the Tobacco Free Youth Campaign 3.0 (TFYC 3.0) on the **9th October, 2025**. The campaign is designed to educate and empower children and youth to prevent the initiation of tobacco use and to support those who wish to quit, while also strengthening a culture of health and wellness in schools and universities across the country.

6. In this context, we would urge States/UTs to encourage all educational institutions under your jurisdiction to reaffirm their commitment towards implementing the Guidelines for Tobacco Free Educational Institutions (ToFEI) (copy enclosed). The Implementation Manual for ToFEI Guidelines is also enclosed for ready reference wherein nine activities are listed out for compliance by educational institutions with the objective of prohibiting tobacco sale and use in and around educational campuses. As part of TFYC 3.0, States/UTs may consider implementing the following activities viz;

- organising enforcement drives in making educational institutions tobacco free
- capacity building workshops for school heads, NSS/NCC volunteers in schools and colleges, to enable wider dissemination of the harmful effects of tobacco consumption among youth
- felicitation ceremonies for ToFEI compliant educational institutions,
- launch a community campaign to mark 100 yards circle around educational institutions,
- facilitate students in quitting tobacco and other forms of substance abuse,
- organising counselling sessions for children/youth in schools and colleges,
- organising competitions for creating innovative awareness content,
- participating and amplifying existing initiatives of Ministry of Education, Govt of India viz; participating in the World No Tobacco Day awareness quiz and the 'School Challenge: Towards a Tobacco Free Generation' available on the MyGov platform (<https://innovateindia.mygov.in/>)
- widely disseminating through educational channels of the States/UTs the educational videos developed by Ministry of Health & Family Welfare and also playing these videos in the schools /colleges/ education/sports coaching centres etc, where children & youth assemble.
- State/UT law enforcement departments as well as local self-government representatives be involved in awareness promotion and sensitisation activities conducted at schools and colleges/universities, so as to enable the Heads of Educational Institutions in implementing ToFEI guidelines, which calls for Marking of 100 yards area from the outer limit of boundary wall / fence of the Educational Institute with either painting a Red line on the road or fixing boards mentioning 'Tobacco Free Zone' and Shops within 100 yards of the Educational Institutes shall not sell any kind of tobacco, intoxicating or substance abuse products.

- directive may also be issued to the regional audio/visual entertainment channels in the State/UT to carry voice messages through audio spots/ text scrolls on the harmful effects of tobacco consumption among the youth during the 60-day campaign period.

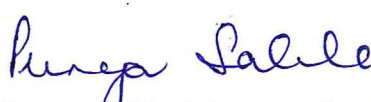
7. We look forward to your personal leadership in mobilising all educational/training/coaching institutions in your respective State/UT, so that together we are able to ensure a healthy environment for our young generation.

Warm regards,

Yours sincerely,


(Sanjay Kumar)


(Vineet Joshi)


(Punya Salila Srivastava)

1. The Chief Secretaries, All States/UTs
2. The Additional Chief Secretaries/Principal Secretaries/ Secretaries (**School Education**), All States/UTs
3. The Additional Chief Secretaries /Principal Secretaries/Secretaries (**Higher /Vocational /Technical Education**), All States/UTs
4. The Additional Chief Secretaries /Principal Secretaries/Secretaries (**Health & Family Welfare Department / Medical Colleges**), All States/UTs
5. The Vice-Chancellors, All Central and State Universities

Copy to:

1. The Secretary, Ministry of Home Affairs, Govt of India
2. The Secretary, Department of Social Justice & Empowerment, Govt of India
3. The Director, Narcotics Control Bureau, Govt of India
4. The Director, Directorate of Education (**School/Higher/Technical**), All States/UTs
5. The Director, Directorate of Health Services, All States/UTs

F.N. 8-2/2024-KT
Government of India
Ministry of Education
Department of School Education & Literacy
Key Task Section

Shastri Bhawan, New Delhi
Dated 13th February, 2025

To

The State Project Director, Samagra Shiksha, (all States/UTs)

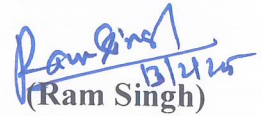
Subject: Submission of TOFEI Template for Progress Monitoring-reg.

Madam/Sir

As you are aware, the Tobacco-Free Educational Institution (TOFEI) guidelines were developed by the Ministry of Education and circulated to all States/UTs for necessary compliance.

2. In this regard, to systematically monitor and track progress, a TOFEI template has been developed to capture key data on implementation activities. This template is essential for ensuring transparency, effective assessment and timely interventions where needed. The template is enclosed for your reference.
3. It is requested to ensure accurate completion of all fields with up-to-date information and submit the filled template at the earliest to abdulmomin7272@gmail.com & keytask20@gmail.com. Timely submission is crucial to avoid delays in monitoring and assessment.
4. Your cooperation in this regard is highly appreciated.
5. This issues with the approval of competent authority.

Yours Faithfully


(Ram Singh)

Deputy Director

E-mail: singh.ram92@gov.in

Encl.: as above

Copy to:

1. The State Nodal Officer of TOFEI, all States/UTs
2. PS to EA, DoSEL

Monitoring of TOFEI Compliance by States/UTs

Academic Year 2024-25

Sr. no	Name of the State	No. of Schools evaluated as per TOFEI Guidelines	No. of Schools declared "Tobacco Free" as per TOFEI Guidelines	Tobacco Free Pledge in Schools		Awareness Rallies on Tobacco theme in Schools		No of competition(s) [Debate, Slogan Writing/Poster Painting/Quiz etc] conducted in Schools	
				No of sessions conducted for	No. of Students participated	No. of Rallies conducted	No. of Students participated	No. of Events conducted	No. of Students participated
1	Andhra Pradesh								
2	Arunachal Pradesh								
3	Assam								
4	Bihar								
5	Chhattisgarh								
6	Goa								
7	Gujarat								
8	Haryana								
9	Himachal Pradesh								
10	Jammu & Kashmir								
11	Jharkhand								
12	Karnataka								
13	Kerala								
14	Madhya Pradesh								
15	Maharashtra								
16	Manipur								
17	Meghalaya								
18	Mizoram								
19	Nagaland								
20	Odisha								
21	Punjab								
22	Rajasthan								
23	Sikkim								
24	Tamilnadu								
25	Telangana								

Secy (SEEL)
13/11/24

No. 24013/14/Misc./2024-CSR-III
Ministry of Home Affairs
(CS Division)

North Block, New Delhi
Dated the 11th November, 2024

To,

The Chief Secretaries,
All State Governments & UT Administrations.

Subject: Prohibition of Selling of Tobacco products or e-cigarettes, or any other harmful items of substance abuse use near Educational Institutions – Regarding.

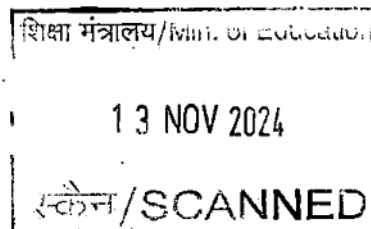
Sir/Madam,

I am directed to invite your kind attention to the Advisory issued by Ministry of Home Affairs, Government of India vide letter No. 24013/50/Misc./2019-CSR.III dated 07.10.2019 regarding enforcement of 'The Prohibition of Electronic Cigarettes (Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement) Act, 2019' in the larger interest of Public Health.

2. As part of the National Tobacco Control Programme (NTCP), the Ministry of Health and Family Welfare, Government of India, has released the "Tobacco Free Educational Institutions (ToFEI) Guidelines" for safeguarding minors and youth from abuse of tobacco and electronic cigarette. Further, the Department of School Education and Literacy has developed and launched the "ToFEI Implementation Manual" on World No Tobacco Day (WNTD) on 31st May, 2024 and the same was communicated to all States/UTs for compliance.

3. Section 6 of "Cigarettes and other Tobacco products (Prohibition of Advertisement and Regulations of Trade and Commerce Production, Supply and Distribution) Act, 2003", prohibits sale of tobacco products to any person who is under eighteen years of age as also within a radius of 100 yards of any educational institution. Similarly, Section 77 of the "Juvenile Justice (Care and Protection of Children) Act, 2015", prohibits giving of tobacco products to any child.

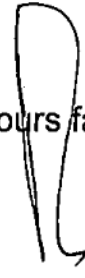
4. While reiterating strict implementation of Prohibition of Electronic Cigarettes (Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement) Act, 2019, it is requested that a concerted and continuous effort may be made for inspecting the surrounding premises of educational institutions in your States/UTs as a regular cleanout drive, so as to ensure no 'Selling Points' of Tobacco products or e-cigarettes, or any other harmful items of



11/11/24

substance abuse, is available within a radius of 100 yards of the Educational Institutions in your State/UT.

Yours faithfully,



11/11/2024

(Anil Subramaniam)
Joint Secretary to the Govt. of India
Tel: 011-23092785

Copy to: -

1. The Principal Secretary/Secretary (Home) of all State Governments/UT Administrations.
2. The Director General of Police of all States/ Union Territories.

Copy for information to: -

1. Secretary, Department of School Education & Literacy, Ministry of Education (w.r.t. D.O. letter No. 8-2/2024-KT dated 07.08.2024), Shastri Bhawan, New Delhi.
2. Secretary, M/o Health and Family Welfare, Nirman Bhawan, New Delhi.

No. 24013/14/Misc./2024-CSR-III

To,

**The Secretary,
Department of School Education & Literacy,
Ministry of Education,
Shastri Bhawan,
New Delhi.**

**CSR-III Section
Ministry of Home Affairs
NDCC-II Building, Jai Singh Road,
New Delhi-110001**



सत्यमेव जयते

Apurva Chandra
Secretary,
Ministry of Health &
Family Welfare,
Government of India

K. Sanjay Murthy
Secretary,
Department of Higher
Education,
Ministry of Education
Government of India

Sanjay Kumar
Secretary,
Department of School
Education & Literacy,
Ministry of Education
Government of India

D.O. No. 8-2/2024-KT

18th September, 2024

Dear Colleague,

Tobacco use is emerging as a serious public health concern in India while contributing to high disease burden and a leading cause of avoidable diseases and death. Nowadays tobacco use among youth including school children is becoming a serious problem. The early age at initiation highlights the imperative need to intervene and protect this age group. According to the Global Youth Tobacco Survey (GYTS) 2019, 8.5 percent of school students in the age group of 13 to 15 use tobacco in some form. Further, more than 5,500 children initiate tobacco use every day. According to Global Adult Tobacco Survey (GATS-2), 55% of tobacco users initiated lifelong tobacco use before the age of 20 years. According to WHO, there will be more than 8 million tobacco-related deaths per year by 2030. The National Cancer Registry Programme Report 2020, released by the Indian Council of Medical Research (ICMR), revealed that 27% of all cancer cases (50 % cancer in male and 25 % in female) in our country can be attributed to tobacco or tobacco products.

2. Tobacco and Electronic Cigarettes acts as a gateway to other addictions and unfortunately is linked to the learning outcomes in students. As stewards of the health and education and guardians of our next generation, it is our collective responsibility to take decisive actions and prevent measures as early as possible to protect our youth from the clutches of tobacco and electronic cigarette addiction and any other substance abuse.

3. The Government of India has enacted a comprehensive tobacco control legislation, the Cigarettes and other Tobacco products (Prohibition of Advertisement and Regulations of Trade and Commerce Production, Supply and Distribution) Act, 2003 (COTPA), with emphasis on protection of children and young people from being addicted to the use of tobacco and improvement of public health in general as enshrined in Article 47 of the Constitution of India.

4. Section 6 of COTPA 2003, prohibits sale of tobacco products to any person who is under eighteen (18) years of age and within a radius of 100 yards of any educational institution. Similarly, Section 77 of the Juvenile Justice (Care and Protection of Children) Act, 2015, prohibits supplying tobacco products to any child.

5. The Government of India has also enacted a comprehensive legislation to prohibit sale of electronic cigarettes namely, the Prohibition of Electronic Cigarettes Act: Prohibition of Electronic Cigarettes (Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement) Act, 2019 (PECA 2019). Section 4 of PECA 2019, prohibits production, manufacture, import, export, transport, sale, distribution and advertisement of electronic cigarettes (includes all forms of Electronic Nicotine Delivery Systems, Heat Not Burn Products, e-*Hookah* and the like devices).

6. As part of the National Tobacco Control Programme (NTCP), the Ministry of Health and Family Welfare, Government of India, released the Tobacco Free Educational Institutions (ToFEI) Guidelines for safeguarding minors and youth from tobacco and electronic cigarette, use. The Department of School Education and Literacy (DoSEL) has developed and launched the "ToFEI Guidelines Implementation Manual" for schools on 31st May, 2024- the World No-Tobacco Day (WNTD) and the same was communicated to all States/UTs for compliance. In this regard, States/UTs have nominated a Nodal officer for effective implementation of ToFEI guidelines in schools.

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7. It is observed that as children move from schools to colleges, the age of transition to adulthood, shift in learning takes place from a school environment to a higher education system. It transforms their personality, academics and behavioural patterns. It has been observed that peer pressure and stress of the transition makes young boys and girls between 17-19 years particularly vulnerable to the consumption of tobacco use in HEIs. We therefore need to make concerted and coordinated effort from the Health, School and Higher Education Departments to spread awareness about the ill-effects of tobacco use through performing arts, music, nukkads, rallies on a regular basis to arrest the increasing tobacco use among young children and also implement the ToFEI guidelines in educational institutions covering schools and colleges under Tobacco Free Youth Campaign.

8. As a first step, States/UTs are advised to take necessary steps to ensure effective implementation of the "ToFEI Manual", in compliance with the provisions of COTPA 2003 in your respective State/UT. (copy attached). Section 2.4 of TFEI guidelines says objective of these Guidelines is to provide a fresh momentum to implementation of tobacco control initiatives among adolescents and young adults. *These guidelines may be implemented by any educational institution, including schools at all levels, colleges for higher or professional education and universities, both in public and private sector.* Section 2.5 of the Guidelines also mentions that Implementation of these guidelines should result in;

- More awareness about harmful effects and long-term health impact of tobacco use amongst the students, teachers, workers and officials in educational institutions.
- Awareness about various avenues available for tobacco cessation.
- A healthy and tobacco free environment in educational institutions and all educational institutions becoming tobacco free.
- Better implementation of legal provisions regarding sale and use of tobacco products, especially those related to educational institutions, public places, statutory warnings and minors.

9. We would request your personal intervention in the matter so as to keep our younger generations away from the tobacco use and make a Tobacco Free society. Together we can provide a healthy environment for our young generation.

Warm regards,

Yours sincerely



(Apurva Chandra)



(K Sanjay Murthy)



(Sanjay Kumar)

Enclosure: -

1. TFEI Guidelines, MoHFW
2. Implementation Manual of TOFEI Guidelines, DoSEL

To

1. The Chief Secretary, All States and UTs
2. The Additional Chief Secretary/Principal Secretary/Secretary, Department of Higher Education, All States and UTs.
3. The Additional Chief Secretary/Principal Secretary/Secretary, Department of School Education, All States and UTs.
4. The Additional Chief Secretary/Principal Secretary/Secretary, Department of
5. Health Education & Family Welfare, All States and UTs.

Copy to:

1. The Additional Secretary (TCP), MoHFW
2. The Director, School and Higher Education of all States & UTs
3. The Director, Health Department of all States/UTs
4. Executive Director, Socio Economic and Educational Development Society (SEEDS) for necessary technical support to States/ UTs

संजय कुमार, भा.प्र.से
सचिव

Sanjay Kumar, IAS
Secretary



भारत सरकार
शिक्षा मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
Government of India
Ministry of Education
Department of School Education & Literacy

D.O. No. 8-2/2024-KT

22nd August, 2024

Dear Sir,

As you are aware Tobacco use is a leading cause of preventable deaths and diseases. According to the Global Youth Tobacco Survey (GYTS) 2019, 8.5% of school students aged 13 to 15 use tobacco in some form, and over 5,500 children start using tobacco every day. The Global Adult Tobacco Survey (GATS-2) indicates that 55% of lifelong tobacco users begin before the age of 20.

Electronic cigarettes also pose significant health risks, including DNA damage, cancer formation, and various respiratory, cardiovascular, and neurological disorders. Additionally, they adversely impact fetal development and pregnancy. **Tobacco and electronic cigarettes often act as gateways to other addictions and can negatively affect students' learning outcomes.** As educators and guardians of the next generation, it is our collective responsibility to take decisive action to protect our youth from these dangers.

To make Educational Institutions "Tobacco-Free", Ministry of Health and Family Welfare, Government of India released the revised Tobacco Free Educational Institution (ToFEI) guidelines in 2019 which includes creating awareness about harmful effects and long-term health impact of tobacco use amongst the students, teachers, workers and officials in educational institutions, create awareness about available tobacco cessation services and methods to quit, ensure better implementation of legal provisions regarding sale and use of tobacco products, especially those related to educational institutions, public places, statutory warnings and minors access to tobacco and to ensure a healthy and tobacco free environment in all educational institutions in the country.

Based on these guidelines, the Department of School Education and Literacy prepared and launched the "ToFEI Implementation Manual" on World No Tobacco Day, 31st May 2024, and communicated to all States/UTs for compliance (Annexure-I). The States/UTs have appointed State Nodal Officers to monitor the implementation of these guidelines.

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It is noticed that a large number of freshers entering the Higher Educational Institutions from Schools are falling prey to the consumption of tobacco and tobacco related products and related substance abuse due to easy availability just outside the premises of HEIs. As per Section 5 of Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003, No person shall sell, offer for sale, or permit sale of, cigarette or any other tobacco product-- (a) to any person who is under eighteen years of age, and (b) **in an area within a radius of one hundred yards of any educational institution.**

For the effective implementation of making Educational Institutions Tobacco Free and to keep the upcoming youth away from these addictive substances a holistic approach involving the Health, Police, Education (School & Higher) departments at the State/UT level supported by community engagement is required.

In this regard, I seek your personal intervention to ensure the effective implementation of the Tobacco-Free Educational Institutions (ToFEI) manual and guidelines across all Higher Educational Institutions nationwide. Given the critical role these institutions play in shaping the future of our youth, it is imperative that Educational Institutions serve as safe spaces free from the influence of tobacco, electronic cigarettes and other addictive substance.

Respectfully

Yours sincerely,

22/8/2024
(Sanjay Kumar)

Encl: as above

Shri K Sanjay Murthy,
Secretary,
Department of Higher Education,
Ministry of Education,
Shastri Bhawan, New Delhi

संजय कुमार, भा.प्र.से
सचिव

Sanjay Kumar, IAS
Secretary



भारत सरकार
शिक्षा मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
Government of India
Ministry of Education
Department of School Education & Literacy

D.O. No. 8-2/2024-KT

07th August, 2024

Respected Home Secretary,

Tobacco use is a leading cause of avoidable deaths and diseases. According to the Global Youth Tobacco Survey (GYTS) 2019, 8.5 percent of school students in the age group of 13 to 15 use tobacco in some form. Further, more than 5,500 children initiate tobacco use every day. According to Global Adult Tobacco Survey (GATS-2), 55% of tobacco users initiated lifelong tobacco use before the age of 20 years.

Electronic cigarette has adverse health impact, including damage in DNA, carcinogenesis or formation of cancer, cellular, molecular and immunological toxicity, respiratory, cardiovascular and neurological disorders and also has an adverse impact on foetal development and pregnancy.

Tobacco and Electronic Cigarettes, more often than not, acts as a gateway to other addictions and unfortunately is linked to the learning outcomes in students. As stewards of education and guardians of our next generation, it is our collective responsibility to take decisive actions and prevent measures as early as possible to protect our youth from the clutches of tobacco and electronic cigarette addiction and any other substance abuse.

Government of India has enacted a comprehensive tobacco control legislation, the **Cigarettes and other Tobacco products (Prohibition of Advertisement and Regulations of Trade and Commerce Production, Supply and Distribution) Act, 2003 (COTPA)**, with emphasis on protection of children and young people from being addicted to the use of tobacco and improvement of public health in general as enshrined in Article 47 of the Constitution of India.

Section 6 of COTPA 2003, prohibits sale of tobacco products to any person who is under eighteen years of age and within a radius of 100 yards of any educational institution. Similarly, Section 77 of the **Juvenile Justice (Care and Protection of Children) Act, 2015**, prohibits giving of tobacco products to any child.

Government of India has enacted a comprehensive legislation to prohibit sale of electronic cigarette namely, the **Prohibition of Electronic Cigarettes Act: Prohibition of Electronic Cigarettes (Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement) Act, 2019 (PECA 2019)**. Section 4 of PECA 2019, prohibits production, manufacture,

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Contd. 2/-

import, export, transport, sale, distribution and advertisement of electronic cigarettes (includes all forms of Electronic Nicotine Delivery Systems, Heat Not Burn Products, e-Hookah and the like devices).

Police is the nodal department notified with the responsibility of enforcement of the above Acts viz; COTPA, JJ Act and PECA in compliance with the procedures of Nagarik Suraksha Sanhita.

As part of the National Tobacco Control Programme (NTCP), the Ministry of Health and Family Welfare released the Tobacco Free Educational Institutions (ToFEI) Guidelines for safeguarding minors and youth from tobacco and electronic cigarette use. Further, the Department of School Education and Literacy has developed and launched the "ToFEI Implementation Manual" on World No Tobacco Day (WNTD) on 31st May, 2024 and the same has been communicated to all States/UTs for compliance (Copy of D.O letter addressed to States/UTs, ToFEI Manual and ToFEI Guidelines enclosed).

As part of implementation of the ToFEI Manual in educational institutions, it is requested that the Ministry of Home Affairs may issue a joint directive to the Home Secretaries and DGPs of all State/UTs to initiate efforts to inspect the surrounding premises of educational institutions as a special drive, so as to ensure no 'Selling Points' of tobacco products or substance abuse is available within a radius 100 yards of the educational institutions in the State/UT as per Prohibition of Sale of Cigarettes and Other Tobacco Products around Educational Institution Rules, 2004.

Towards this effort, it is proposed that a joint D.O letter from MHA and DoSEL is addressed to all the States/UTs. The draft D.O is enclosed as Annexure-I. Looking forward to your support please.

Kind regards

Yours sincerely,

27/8/2024
(Sanjay Kumar)

Encl: as above

Shri Ajay Kumar Bhalla,
Union Home Secretary,
Ministry of Home Affairs,
North Block,
New Delhi-110001

संजय कुमार, भा.प्र.से
सचिव

Sanjay Kumar, IAS
Secretary



भारत सरकार
शिक्षा मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
Government of India
Ministry of Education
Department of School Education & Literacy
18th June, 2024

D.O. No. 8-2/2024-KT

As you are aware, Tobacco use is a leading cause of avoidable deaths and diseases. According to the Global Youth Tobacco Survey (GYTS) 2019, 8.5 percent of school students in the age group of 13–15 years use tobacco in some form. Further, more than 5,500 children initiate tobacco use every day. According to Global Adult Tobacco Survey (GATS-2), 55% of tobacco users initiated lifelong tobacco use before the age of 20 years. Tobacco consumption at a young age becomes a gateway to other addictions and unfortunately affects learning outcomes in students.

As you are aware, India is one of the largest young nation with our youth accounting for almost 27.3% of the total population. We need a physically healthy and mentally fit youth to take our development process forward. As stewards of education and guardians of our next generation, it is our collective responsibility to take decisive actions and prevent measures at the earliest possible to protect our youth from the clutches of tobacco addiction and any other substance abuse.

As part of the National Tobacco Control Programme (NTCP), the Ministry of Health & Family Welfare, Government of India, released the Tobacco Free Educational Institutions (ToFEI) Guidelines for safeguarding minors and youth from tobacco use.

Further, the Department of School Education and Literacy has developed a "ToFEI Implementation Manual" with technical support from Vital Strategies and Socio Economic and Educational Development Society (SEEDS). The Department unveiled the Manual on World No Tobacco Day (WNTD), observed on 31st May 2024. The objective is to make educational institutions across the nation comply with the ToFEI guidelines and become tobacco free. States/UTs are requested to initiate the following action points as mentioned in the Implementation Manual of ToFEI in their Schools/Educational Institutions:

- i. Display '**Tobacco Free Area**' Signage inside the premise of Educational Institution with the information of designated person.
- ii. Display "**Tobacco Free Education Institution**" signage at entrance/boundary wall of Educational Institution with the information of designated person.
- iii. There should not be any evidence of tobacco use inside the premise like cigarette/beedi butts or discarded gutka/tobacco pouches, spitting spots.
- iv. Display of poster & other awareness materials on harms of tobacco within the premise of educational institutions.
- v. Organizing at least one tobacco control activity every 6 months in educational institutions.
- vi. Nomination of 'Tobacco Monitors' and their names, designation, and contact number are to be mentioned on the signages.
- vii. Inclusion of "No Tobacco Use" Guidelines in the Educational Institutions code of conduct

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- vii. Marking of 100 yards area from the outer limit of boundary wall/fence of the educational institute
- viii. Shops within 100 yards of the Educational Institute shall not sell any kind of tobacco products
- ix. Take pledge against Tobacco use as per Annexure-III of Implementation Manual of ToFEI.

Civil Society has a great influence in spreading awareness messages on de-addiction through street plays, video films, talks by NGOs, resource persons etc. In this regard States/UTs may also use the avenues of School Management Committee meetings, National Social Service and Vidyanjali-School Volunteer Initiative to rope in resource persons, NGOs working in this area to spread awareness on tobacco prevention and consumption covering all stakeholders including students, teachers, parents and staff working in the educational institutions.

To facilitate better coordination with the States/UTs, States/UTs are requested to appoint a State Nodal Officer and District Nodal Officers in each district for this far reaching initiative and issue necessary directions to all your schools for compliance in implementation of this guidelines and strive to make children free from tobacco consumption. A copy of the ToFEI guidelines and Implementation Manual is enclosed for your ready reference. Further, the details of the State Nodal Officer may be communicated to this department at keytask20@gmail.com on priority.

Yours sincerely

Encl. As above

Sd/-

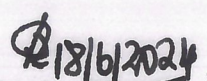
(Sanjay Kumar)

To,

3. The Additional Chief Secretary /Principal Secretary / Secretary, State Education Department of All States/UT.
4. Chairpersons of KVS, NVS, CBSE.

Copy to:

1. The Secretary, Ministry of Health and Family Welfare, Government of India, for information
2. SPDs, Samagra of all States and UTs for implementation of ToFEI Manual
3. The Executive Director, Socio Economic and Educational Development Society (SEEDS) for necessary technical support to states/ UTs.


(Sanjay Kumar)



Vipin Kumar
Additional Secretary
Tel: 011- 23070927
Email: as-school.edu@gov.in

D.O. No. 13-03/2024-IS.14

Dated: 28th May, 2024

Dear Sir/Madam,

As you may be aware, every year, the 31st of May is observed as World No Tobacco Day (WNTD), highlighting the health and other risks associated with tobacco use, and advocating for effective policies to reduce tobacco consumption.

The theme of WNTD 2024 is "Protecting children from tobacco industry Interference" and ensuring the decline of tobacco use among future generations. This year, attention is directed towards the alarming trend of the tobacco industry's targeted marketing towards youth and young children. The campaign aims to sensitize and make the children aware about the harmful effects of tobacco use and expose the tactics employed by the industry to attract the youth and children.

It is high time to protect our future generation from tobacco use and prevent the initiation of tobacco use among children and young adults by raising awareness about the dangers of tobacco use. On this World No Tobacco Day, there is a need to relay a strong message to protect future generations and allow everyone the chance to claim their right to health.

I, therefore, urge your personal attention on this issue of national importance and would appreciate it if every School/Institution organised activities like (a) debate competition, (b) group discussions, (c) painting competition, (d) nukkad natak etc. related to World No Tobacco Day, which will not only sensitize the children/younger generation but also help in strengthening the National Tobacco Control Program in our country. It is advised that programmes may be organised in adherence to the guidelines of the Model Code of Conduct of the Election Commission of India.

I am also pleased to inform you that the Department of School Education & Literacy in collaboration with Vital Strategies and the Socio-Economic and Educational Development Society (SEEDS) is going to **launch an Implementation Manual to help educational institutions comply with Tobacco Free Education Institutions (ToFEI) guidelines** issued by Ministry of Health and Family Welfare, on **31st May 2024 at 02:15 PM to 02:45 PM**. The tentative agenda of the programme is attached. A weblink of the same will be shared separately.

I look forward to your presence in the programme on 31st May 2024 and your continued support and cooperation in taking this campaign forward to protect future generations of our country.

Best wishes.

Yours sincerely,

Encl.: As above.

VK
28/05/24

(Vipin Kumar)

To:

1. Additional Chief Secretary/ Principal Secretary/Secretary (School Education) of all States/UTs
2. Director, NCERT
3. Chairperson, CBSE
4. Commissioner, KVS
5. Commissioner NVS

Copy to (with request to attend launch event on 31st May, 2024):

1. All Bureau Heads of DoSEL, MoE
2. The SPDs of all the States and UTs
3. Dr. Rana J Singh, Director, South East Asia, Vital Strategy
4. Ms. Vaishakhi Mallik, Director (Mass Communication), Vital Strategy
5. Sh. Deepak Mishra, Executive Director, SEEDS