



ज्ञान-विज्ञान विमुक्तये

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सत्यमेव जयते



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**University Grants Commission**  
(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

D.O.No.13-19/2024(CPP-II)

11<sup>th</sup> September, 2024/ 20 भाद्रपद, 1946

**Subject: Request for the effective implementation of the Tobacco- Free Educational Institutions (ToFEI) manual and guidelines.**

आदरणीय महोदया/महोदय,

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 5500 children start using tobacco every year. 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 risk, 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", the Ministry of Health and Family Welfare, Government of India released the revised Tobacco-Free Educational Institutions (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 method to quit, ensure better implementation 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. A copy of the Tobacco-Free Educational Institutions (ToFEI) manual and guidelines across all Higher Educational Institutions nationwide is attached.

All Higher Education Institutions (HEIs) are required to adhere to the guidelines aimed at ensuring that their campuses are free from the use of tobacco, electronic cigarettes, and other addictive substances.

सादर,

भवदीय,

(मनिष जोशी)

संलग्नक: यथोपरि

सेवा में,

सभी विश्वविद्यालयों के कुलपति।

सभी महाविद्यालयों के प्राचार्य।



Ministry of Health  
& Family Welfare  
Government of India



# Guidelines

FOR

TOBACCO FREE  
EDUCATIONAL  
INSTITUTION  
(Revised)

**Guidelines** for  
Tobacco Free Educational Institution  
(Revised)

# 1 BACKGROUND

## 1.1 Tobacco Prevalence

- 1.1.1 Tobacco use is the single largest cause of preventable deaths and illness worldwide and it kills half of its users prematurely, mostly in their most reproductive age. Tobacco use is a major risk factor for Cancer, Cardiovascular Diseases (CVD), Diabetes, Chronic Lung Disease, stroke, infertility, blindness, Tuberculosis (TB), Oral Cavities etc. There are mainly two forms of tobacco – Smoking Tobacco and Smokeless Tobacco. Cigarettes, bidi, hookah are smoking tobacco whereas khaini, zarda, gutkha etc are smokeless tobacco.
- 1.1.2 According to the Global Adult Tobacco Survey (2016-17), 28.6% of adults (15 year and above) in India use tobacco, overall there are about 27 crore tobacco users. 20 crore of them smokeless tobacco users, 10 crore smokers and 3.2 crore use smoking as well as smokeless tobacco. The prevalence of tobacco use is highest in Tripura (64.5%) followed by Mizoram (58.7%) and Manipur (55.1%).
- 1.1.3 As per the Global Youth Tobacco Survey (GYTS), 2009, 14.6% of students in India aged between 13 to 15 years use tobacco. GYTS is a nationally representative school-based survey of students in grades associated with age 13 to 15 years.
- 1.1.4 In India, over 13.00 lakh people die from tobacco use every year, i.e. about 3500 people die in India everyday due to tobacco use.
- 1.1.5 Exposure to Second-hand Smoke (SHS) or passive smoking causes numerous health problems in infants, children and adults including more frequent and severe asthma attacks, respiratory infections, ear infections, sudden infant death syndrome (SIDS), coronary heart disease, stroke, lung cancer etc.
- 1.1.6 Spitting of tobacco/tobacco products is also a public health hazard, as it may lead to spread of swine flu, pneumonia, gastro-intestinal diseases, creating a potential risk of transmission of Tuberculosis as Tuberculosis Bacilli can survive in spit for an entire day or nuisance to the people in general.

## 1.2 Tobacco Control Efforts

- 1.2.1 The Government of India enacted its comprehensive tobacco control law the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA 2003) in 2004, with a view to make provisions to effect reduction in tobacco use.
- 1.2.2 Various Rules were notified for effective regulation of tobacco products from time to time. These provided for prohibition of:
- Smoking in public places,
  - Sales of tobacco products to and by minors,
  - Sale of tobacco products within 100 yards of educational institutions and,
  - Direct and indirect advertising and promotion of tobacco products.
- 1.2.3 Apart from these provisions, display of statutory warning on tobacco packs was also

implemented. The same has now been revised for 85% of pack area to be covered with the warnings along with display of the national quit-line number

- 1.2.4 India has also effectively implemented the rules for restricting the depiction of tobacco products in films and television programs. It is mandatory to display the statutory warning during the display of tobacco products in films & television programmes and anti-tobacco video spot & disclaimer at beginning and middle of the films
- 1.2.5 Smokeless Tobacco Products such as Gutkha, Zarda, Khaini etc. have been prohibited vide the Food Safety and Standards (Prohibition and Restrictions on Sales) Regulation, 2011 under Food Safety and Standards Act, 2006
- 1.2.6 Tobacco control efforts of India gained a fresh impetus with launch of the National Tobacco Control Programme (NTCP) in 2007-08. NTCP is a comprehensive programme, which not only provides a robust framework for implementation of tobacco control laws/initiatives but also focuses on community engagement, school programme, IEC and advocacy
- 1.2.7 Various cessation services have been set up under the NTCP. A national quitline was launched in 2016. The capacities of the quitline have now been expanded to cater to the higher volume of calls from prospective quitters in view of display of the quitline number on tobacco packs. The quit line caters to around 2.5 lakh telephone calls every month. Over 400 Tobacco Cessation Centers have been set up. 'mCessation' services are also being provided through a mobile app

A summary provisions for tobacco control under various Acts and Rules is given in Annexure I.

## 2. Introduction:

- 2.1 The second round of Global Adult Tobacco Survey (GATS2) was carried out in 2016-17 and its report was published in 2018. A 6% absolute decline in tobacco use has been observed in GATS2. This demonstrates the success of India's tobacco control efforts.
- 2.2 However, tobacco use remains very high and these efforts need to be scaled up and sustained. New and emerging electronic products (e-cigarettes and like products) pose new challenges to these efforts.
- 2.3 Given that the GYTS and GATS indicated that there is significant tobacco use among adolescents and young adults as they are most vulnerable to the exposure to tobacco use, the Government of India had released/launched/prepared the "Guidelines for Tobacco Free Schools/Educational Institutions" in 2008 and "Step by Step Guidelines for Implementation of Section 6 (b) of the Act and Rules" in 2017. Many new initiatives have since been taken. The GATS2 data has also suggested that there is need to review the earlier guidelines, hence these guidelines.
- 2.4 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.

2.5 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

2.6 These guidelines provide a framework for achieving the above-mentioned objectives. Apart from specifying the factors for a Tobacco Free Educational Institution (TofEI) these guidelines also detail the roles and responsibilities for various stakeholders

### 3. TOBACCO FREE EDUCATIONAL INSTITUTION

3.1 An Educational Institution (EI) should display ‘Tobacco Free Educational Institution’ signage as specified in Annexure II in the premises of the EI; and a ‘Tobacco Free Area’ signage as specified in Annexure III outside the EI. The signage could be in the form of hoards or wall paints. It may be noted that the formats given in the Annexures II and III are only suggestive. The Educational Institution is encouraged to innovate or adapt the signage according to their capacity and context. Care should also be taken to communicate the correct intended message while customizing the signage. The signage should be displayed in the language of instruction in the Educational Institution and also in the local language if it is so possible.

3.2 The signage should be displayed at prominent places outside and in the premises such as on the boundary wall, the main entrance, the official notice boards and any such place where the management thinks that these would communicate the intended message effectively.

3.3 The Educational Institution should designate Tobacco Monitor(s) from amongst their staff, an official or a teacher or a student representative (the student from class IX onwards). Health & Wellness Ambassadors should also be designated as Tobacco Monitors. The name, designation and phone number of the Tobacco Monitor(s) should also be mentioned on the signages. Multiple Tobacco Monitors may be designated and in-fact it might be a good idea to do so. For example – appointment of a Tobacco Monitor for each class from amongst the students in the class. Participation of the most important stakeholder, the students of secondary school (classes IX to XII), would be key to successful implementation of the initiative. Care should be taken that tobacco users may not be designated as Tobacco Monitors.

3.4 The EI management should ensure that no tobacco products are sold inside the premises and in an area within a 100 yards from the premises. Any violation should be reported to the National Quitline at 1800-11-2356. The Management should also, if possible, with the help of local law enforcement authorities and community, including parents, make efforts to stop such sales. It may be noted that the Head of the Institution is also authorized to collect fine for violation of section 6(b), sale of tobacco products within 100 yards of an educational Institution. EI should also with the help of local authorities mark such boundaries /area which clearly defines the 100

yards area to ensure that no tobacco products are sold within marked area

- 3.5 The EI management must not permit any use of tobacco products in the premises of the institution by anybody, including students, teachers, other staff members, school buses' drivers & staff and visitors. Observance of the "No Tobacco Use" norm should be included in EI's code of conduct guidelines and action should be taken against such violations as per EI's internal policy. This may include community service, information to and discussions with parents. Another suggestion is to make tobacco users ineligible for the Student\Teacher\Staff of the Year Award or other awards given for co-curricular excellence
- 3.6 Since the premises of all EIs by their nature are public places, smoking inside the premises of an EI is a violation of section 4 of the COTPA. The Head of all Educational Institutions are also authorized to impose and collect fine under the COTPA, 2003 for such violations
- 3.7 The Food Safety and Standards (Prohibition and Restrictions on Sales) Regulation, 2011 prohibits the use of tobacco and nicotine as ingredients in food products and as such various States have issued necessary orders for prohibiting the sale of Gutkha and Pan Masala (containing tobacco or nicotine) in 2016, communication was sent to all States/UTs to pass necessary orders in compliance of the Hon'ble Supreme Court order dated 23.09.2016 and ensure that the manufacture, storage, distribution or sale of gutkha and pan masala (containing tobacco or nicotine) and any other products marketed separately having tobacco or nicotine in the final product by whatever name called, whether packaged or un-packaged and/or sold as one product, or though packaged as separate products, sold or distributed in such a manner so as to easily facilitate mixing by the consumer is prohibited in the jurisdiction of the respective States. Though Pan Masala without tobacco and/or nicotine is a standardized product under the Food Safety and Standards Act, 2006 and Regulations made thereunder, it may be noted that it is injurious to health and its use should be discouraged.
- 3.8 The EI should also help tobacco users and tobacco addicts to quit tobacco by encouraging them to avail the Quitline services and mCessation services. Information about these services can be obtained from the Quitline
- 3.9 A ToFEI must not participate in any event sponsored by any firm or a subsidiary of a firm or a seller, which promotes the use of or manufactures or sells tobacco products in any form. EIs/Students should also not accept any prize or scholarship instituted by such firms.
- 3.10 The EI management and the Tobacco Monitors must also be vigilant to note the tobacco substitutes such as e-cigarettes and the like devices viz. Heat-Not-Burn devices, Vape, e-Sheesha, e-Nicotine Flavoured Hookah. Such products, though not tobacco products, are also harmful for health. E-cigarettes come in many shapes and sizes which look like regular cigarettes, cigars, pipes, pens, USB flash drives, with sleek high-tech design with re-chargeable batteries. These products are usually marketed as being safer alternatives for conventional cigarettes but such notion of safety is false. There is evidence that these products induce adolescents and young adults to nicotine use leading to addiction. Any use of such products on the campus may be reported to the Quitline
- 3.11 The Institution may use the Self-Evaluation Scorecard for Tobacco Free Educational Institution given in Annexure IV, to assess the status of implementation of the ToFEI Guidelines in their Institution on half-yearly basis and to get a certificate to this effect to those EIs who score 90% and above marks. Once the EI is satisfied that they have achieved the benchmark score, the

EI can choose to participate in the ToFEI Award Scheme. A ToFEI Certificate will be awarded to a ToFEI if the EI's score is found to be equal to or more than the benchmark score after verification. Details of the ToFEI Award Scheme will be issued separately by the MoHFW.

**3.12 Tobacco Control activities:** The EI should undertake tobacco control activities from time to time. Some suggestive activities are as under:

- Assemblies for taking pledge against tobacco.
- Poster/slogan/essay/quiz/debate competitions and street plays etc. Posters so developed with information about the harmful effects of tobacco should be displayed at prominent places in the educational institution.
- The EI management should encourage tobacco control initiatives by students /teachers/ other staff and certificates of appreciation or awards may be given to those who take initiative and do good work in this regard.
- The EI should invite the local law enforcement authorities /and health authorities to be the part of school assembly and deliver an address on tobacco control. This will facilitate in advocating the policy makers on tobacco related issues.
- Marking of 100 yards area from the outer limit of boundary wall / fence of the EI.

The above list is only suggestive and the EI team should explore other options as well.

## 4. ROLES & RESPONSIBILITIES

**4.1 Ministry of Health & Family Welfare – Tobacco Control Division (National Tobacco Control Cell)**

- 4.1.1 To ensure that communications/advisories are sent to State Tobacco Control Cell for monitoring these guidelines at regular intervals.
- 4.1.2 IEC materials/ prototypes like posters, flip charts, brochures must be disseminated to States and uploaded on the NTCP website [www.ntcp.nhp.gov.in](http://www.ntcp.nhp.gov.in)
- 4.1.3 To collaborate with Ministry of Human Resource Development (Department of School Education and Department of Higher Education) for inclusion of a chapter on the harmful effects of tobacco use in curricula.
- 4.1.4 To develop a monitoring mechanism for evaluation and assessment of implementation of Guidelines for ToFEI through internal review mechanism.
- 4.1.5 The National Cell will also put a mechanism in place for certification of EIs and for providing a Certificate to an EI that successfully reaches the benchmark score of 90/100.

**4.2 STATE/DISTRICT TOBACCO CONTROL CELL**

- 4.2.1 Coordinate with State Education Departments (School/Higher/Technical/Medical Education) to institutionalize tobacco control by incorporating tobacco control activities in their Academic calendar. Efforts should also be made to make these guidelines a part of the terms and conditions for affiliation to the State Education Board.



- 4.2.2 Coordinate with State Education Departments for sending circular to all Heads of Institutions to comply with the guidelines and permitting them to utilize the funds available under the untied grants available to Educational Institutions through government grants
- 4.2.3 District Authorities and Local Bodies should be encouraged to set up institutional mechanisms to facilitate implementation of these guidelines and monitoring and review implementation and also to provide support to managements of institutions taking initiative for helping enforcement of COTPA.
- 4.2.4 To ensure the dissemination of these guidelines in all educational institutions in coordination with Education Departments. Funds under National Tobacco Control Programme can be utilized for this.
- 4.2.5 To make efforts to get questions related to Tobacco Free Educational Institution included in existing monitoring/inspection mechanism of Education Departments
- 4.2.6 To engage with Department of Rural Development/Urban Administration for setting up institutional mechanism for supervision and monitoring of these guidelines through Village Health, Sanitation & Nutrition Committees in rural areas and Mahila Arogya Samitis and Mohalla Samitis/Ward Sabhas in urban areas
- 4.2.7 Representatives of the State Education Departments (School/Higher/Technical/Medical Education) should be co-opted in the State and District Level Coordination Committees and status of implementation of these guidelines should be reviewed in each of their meetings

#### 4.3 Civil Society Organizations:

Civil Society Organizations (CSO) can play a pivotal role in implementation of guidelines, specially in its dissemination and in building capacities of managements and teams in Educational Institutions. CSO can also support the STCCs, DTCCs and EIs by providing inputs such as technical assistance for IEC. The CSOs can also undertake assessment of implementation status of these guidelines in an EI and assist the institution in removing gaps in implementation or mobilize support from the local institutions, wherever necessary. The STCCs and DTCCs can and should look to actively partner with CSOs wherever possible, for not only implementation but also for eliciting valuable feedback about implementation status and challenges, to effect course corrections.

## ANNEXURE - 1

ACT	Section	Offence	Penalties
COTPA	Section 4*	Smoking in Public Places	Fine upto Rs.200 under section 21
	Section 6a*	Sale of tobacco products to or by minors	Fine upto Rs 200 under section 24
	Section 6b*	Sale of tobacco products within 100 yards of any Educational Institute	Fine upto Rs 200 under section 24
	Section 5	Direct/Indirect advertisement of tobacco products and scholarship/ sponsorship of any event by tobacco companies	Under Section 22- <b>First Offence:</b> Fine up to Rs. 1000/- or imprisonment up to two years or both <b>Subsequent offence:</b> Fine up to Rs. 5000/- or imprisonment up to five years or both
	Section 7	Mandatory display of specified health warnings on all tobacco product packs	Under Section 20 - <b>First Offence for Producer or Manufacturer:</b> Fine up to Rs 5,000/- or imprisonment up to two years or both. <b>Subsequent Offence:</b> Fine up to Rs 10,000/- and imprisonment up to five years  Under Section 20 - <b>First Offence for Seller or distributor:</b> Fine up to Rs 1,000/- or imprisonment up to one year or both. <b>Subsequent Offence:</b> Fine up to Rs 3,000/- and imprisonment up to two years
Juvenile Justice Act	Section 77	Giving or causing to give any addictive substance including tobacco to minors	Upto 1 lakh fine and 7 years imprisonment
Indian Penal Code	Section 268	Creating Public nuisance which causes any common injury, danger or annoyance to the public	Fine upto Rs. 200/-
	Section 269	Negligent act likely to spread infection of disease dangerous to life	Imprisonment upto 6 Months or Fine or both
	Section 278	Making atmosphere noxious to health	Fine upto Rs. 500/-
Food Safety and Standards Act, 2006 (FSSA, 2006)	Regulation 2.3.4 of Food Safety and Standards (Prohibition and Restrictions on sales) Regulations, 2011	Use of Tobacco and nicotine as ingredients in any food products	Penalty not exceeding Rs. 10,00 lakh under Section 57 (1) (ii) of FSSA, 2006

\* A list of authorized officers to enforce the provisions of COTPA, 2003 and Rules made thereunder is as under

Following persons shall be authorized to impose and collect the fine against the violation of Section 4

Sl. No.	Persons Authorized to take action	Description of Public Place
1	Inspectors of Central Excise / Income tax/ Customs/ Sales Tax/Health/Transport and above	All Public Places within their jurisdiction
2	Station Master/Asst. Station Master/ Station Head/Station in charge	Railways and all its Premises
3	All Gazetted Officers of State/ Central Government or equivalent rank and above in Autonomous Organizations /PSU	Government offices / premises and offices of the autonomous bodies and corporations
4	Director/ Medical Superintendent/ Hospital Administrator	Government and Private Hospital
5	Post Master & Above	Respective Post Office in their jurisdiction
6	Head of the Institution/HR Manager/Head of Administration	Private Offices / Workplaces
7	College / School/Headmaster Principal/Teacher	Respective Educational Institutions
8	Librarian/Asst. Librarian/Library in charge/ other administrative staff in library	Libraries/ Reading Rooms
9	Airport Manager/Officers of Airport Authority of India and Officers of all schedule Airlines	Airports
10	Director Public Health/ Director Health Services	All Public Places
11	In charge Administration in Central/ State Government.	All Public Places
12	Nodal Officers/Focal Points of Anti-Tobacco Cell at District and State level	All Public Places
13	Police Officers not below the rank of Sub-Inspector of Police	All Public Places within their jurisdiction
14	Officers of State Food & Drug Administration not below the rank of Sub-Inspector of Police	All Public Places within their jurisdiction
15	Representatives of Panchayati Raj Institutions (Sarpanch / Panchayat Secretary)	All Public Places within their jurisdiction
16	Dist Program Manager/ Finance Manager - Dist Health Society (National Rural Health Mission)	All Public Places within their jurisdiction
17	Civil Surgeon /Chief Medical Officer(CMO) at District Hospital/ Medical Officer at Primary Health Centre (PHC)	Hospital Buildings /Health Institutions/ dispensaries
18	Registrar/ Deputy Registrar/ Public Prosecutors/ Government Counsels	Court Buildings
19	Inspector of Schools/ District Education officer	Educational Institutions
20	Traffic Superintendents /Asst Traffic Superintendents / Bus Station Officer / Ticket Collector or Conductor	Public Conveyances
21	Travelling ticket Examiner/ Chief Ticket Inspectors/ Ticket Collectors/ Officers not below the rank of ticket collector or equivalent rank not below the rank of Asst Sub-Inspector of Railway Protection Force	Railways

Following persons shall be authorized to impose and collect the fine against the violation of Section 6 (a & b)

Sl. No	Authorized Person/Institution (Section 6 & b)
1.	Vice Chancellor or Director or Proctor or Principal or Headmaster or In-Charge of an Educational Institution
2	Assistant Labour Commissioner from the Department of Labour
3	All officers of the rank of Sub-Inspector in State Food and Drug Administration from the Department of Food and Drugs
4	All officers of the rank of Inspectors from the Department of Education
5	All police officers of the rank of Sub-Inspector of Police and above
6	Municipal Health Officers
7.	Representatives of Panchayati Raj Institutions (Chairperson or Sarpanch or Panchayat Secretary)
8.	District Programme Manager or Finance Manager- District Health Society (National Rural Health Mission)
9	Civil Surgeon or Chief Medical Officer at District Hospital or Medical Officer at Primary Health Centre (PHC)
10.	Block Development Officer, Block Extension Educator(BEE)
11.	Director or Joint Director Department of Health, and Department of Education in the State Government
12.	Nodal Officers of State and District Tobacco Control Cell under National Tobacco Control Programme

**ANNEXURE - II**  
**(Prototype Sign Board/Wall Paint)**

**TOBACCO FREE EDUCATIONAL INSTITUTION**

Sale of cigarettes and other tobacco products in an area within radius of one hundred yards of this educational institution is strictly prohibited and is a punishable offence.

**If you see any violation, please report to –**

Name \_\_\_\_\_

Designation \_\_\_\_\_

Contact Person \_\_\_\_\_

OR

**Call at Quifline Number – 1800-112-356 (Toll free)**

**By Order**

45 CM

60 CM

ANNEXURE -III  
(Prototype Sign Board / Wall Paint)



**TOBACCO FREE AREA**

Tobacco Use here is a Punishable Offence

If you see any violation, please report to -

Name \_\_\_\_\_

Designation \_\_\_\_\_

Contact No. \_\_\_\_\_

OR

Call at Quilline Number - 1800-112-356 (Toll free)

45 CM

60 CM

## ANNEXURE - IV

Self-Evaluation Scorecard for Tobacco Free Educational Institution			
Name of the Educational Institution:-			
Name and Designation of Evaluator:-			
Date of Evaluation:-			
Final Score of the Educational Institute _____			
Sl. No.	Criteria	Weightage Points	Scored points by the Institute
1	Display of 'Tobacco Free Area' Signage inside the premise of Educational Institute at all prominent place(s)	Mandatory (10)	
	The name/designation/contact number are mentioned / updated in the signage	Mandatory (10)	
2	Display of 'Tobacco Free Education Institution' signage at entrance/ boundary wall of Educational Institute.	Mandatory (10)	
	The name/designation/contact number are mentioned / updated in the signage	Mandatory (10)	
3	No evidence of use of tobacco products inside the premise i.e. cigarette/beedi butts or discarded gutka/tobacco pouches, spitting spots.	Mandatory (10)	
4	Poster or other awareness materials on harms of tobacco displayed in the premise.	9	
5	Organisation of at least one tobacco control activity during last 6 months.	9	
6	Designation of Tobacco Monitors and their names, designations, and contact number are mentioned on the signages	9	
7	Inclusion of 'No Tobacco Use' norm in the EI's code of conduct guidelines	9	
8	Marking of 100 yards area from the outer limit of boundary wall / fence of the EI	7	
9	No shops selling tobacco products within 100 yards of the Educational Institute.	7	

## Prototype of a receipt

(Name and Address of educational institution)

### RECEIPT

Receipt No. 851

Date : .....

Received Rs. .... (In words) .....

from ..... D/S/o .....

R/o .....

.....on account of fine for violation of  
Section-4/Section-6/Others at.....(Name of the Place) under the provisions  
of the Cigarettes and other tobacco products (prohibition of advertisement and regulation of  
trade and commerce, production, supply and distribution) Act, 2003

Signature of the Offender

Signature of the Authorized Officer



## Abbreviations used in the Guidelines

<b>COTPA</b>	<b>Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act 2003</b>
<b>CSO</b>	<b>Civil Society Organizations</b>
<b>CVD</b>	<b>Cardio Vascular Diseases</b>
<b>DTCC</b>	<b>District Tobacco Control Cell</b>
<b>EI</b>	<b>Educational Institutions</b>
<b>GATS</b>	<b>Global Adult Tobacco Survey</b>
<b>NTCP</b>	<b>National Tobacco Control Programme</b>
<b>STCC</b>	<b>State Tobacco Control Cell</b>
<b>ToFEI</b>	<b>Tobacco Free Educational Institution</b>

# Implementation Manual

## Tobacco Free Educational Institutions

### (ToFEI)



Government of India



**Department of School Education and Literacy**  
**Ministry of Education, Government of India**

# Implementation Manual

## Tobacco Free Educational Institutions (ToFEI)

May - 2024

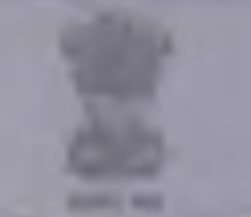
*For any information, please connect :*

**National Tobacco Control Cell**  
**Ministry of Health and Family Welfare**  
**Government of India**  
Nirman Bhawan, New Delhi - 110011  
E-mail : [ntcc\\_mofw@gmail.com](mailto:ntcc_mofw@gmail.com)

**Socio Economic and Educational**  
**Development Society (SEEDS)**  
Flat # 257, Om Apartment,  
Sector 14B, Dwarka, New Delhi-110078  
E-mail : [seedsdellhi@gmail.com](mailto:seedsdellhi@gmail.com)

संजय कुमार, आय.प्र.से  
सचिव

Sanjay Kumar, IAS  
Secretary



भारत सरकार  
शिक्षा विभाग  
स्कूल शिक्षा और साक्षरता विभाग

Government of India  
Ministry of Education  
Department of School Education & Literacy

### MESSAGE

The pervasive use of tobacco is rapidly becoming a significant public health concern worldwide. Alarming, tobacco products such as cigarettes, beedis, pan masala, gulka, zarda and khaini (chewable tobacco) are readily available in and around educational campuses. The tobacco industry actively targets minors and youth, exacerbating the gravity of the issue. This situation demands urgent attention and collective action from all stakeholders.


We know, tobacco use is one of the major causes of preventable deaths and diseases in India and accounts for nearly 1.35 million deaths every year in the country. India is also the second largest consumer and producer of tobacco.

According to Global Youth Tobacco Survey (GYTS) 2019 data, 8.5 percent of school students in the age group of 13 to 15 consume tobacco in different forms across the country. Most disturbing fact is more than 5,500 children initiate tobacco consumption daily in India. Most of the adult users of tobacco start tobacco use in their adolescence. 55% users initiate into lifelong tobacco use before the age of 20 years. Tobacco, more often than not, also acts as an entry gate to other addictions because some of them subsequently start using other intoxicating agents like alcohol and other addictive substances.

As part of the National Tobacco Control Program, the Ministry of Health and Family Welfare, Government of India, has initiated the Tobacco Free Educational Institutions (ToFEI) campaign aimed at safeguarding minors and youth from tobacco addiction. It is imperative to take proactive measures to eliminate tobacco vendors within a 100 yard radius of all educational establishments.

The "ToFEI Implementation Manual" has been collaboratively developed by Vital Strategies and Socio Economic and Educational Development Society (SEEDS), under the auspices of the Department of School Education & Literacy, Ministry of Education, Government of India. This manual is poised to serve as a crucial tool in transforming all educational institutions across the nation into tobacco-free zones.

I take this opportunity to convey best wishes to all stakeholders.

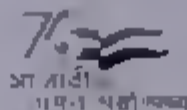
  
(Sanjay Kumar)

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श्री. हेकाली झिमोमी, आ.प्र.से.  
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**V. Hekali Zhimomi, IAS**  
Additional Secretary



भारत सरकार  
स्वास्थ्य एवं परिवार कल्याण विभाग  
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Government of India  
Ministry of Health & Family Welfare  
Nirman Bhawan, New Delhi - 110011



### MESSAGE

Tobacco use is the single largest cause of preventable deaths and illness worldwide and kills half of its users prematurely, in their most productive age. According to the latest Global Youth Tobacco Survey, tobacco use has decreased among youth in the past decade – from 14.6% in 2009 to 8.4% in 2019. While this achievement indicates that our tobacco control strategies are moving in the right direction, however, much more needs to be contributed to protect our younger generation from getting addicted to Tobacco use.

Tobacco control is multi-sectoral and has been one of the high priorities of the Government. Consistent with the idiom of "Prevention is better than cure", the Government has taken various measures for both prevention of initiation of tobacco use among the children and youth, and for providing cessation services. Cigarettes and Other Tobacco Products Act (COTPA 2003) contains specific provisions to discourage tobacco use among children and youth, such as ban on smoking in public places, including in all educational institutions of all levels, both public and private, prohibition of sale of tobacco products to or by minors (less than 18 years of age) and prohibition of sales of tobacco products within 100 yards of any educational institution.

It is imperative that we take all possible measures to curb the use of tobacco among children at a very young and impressionable age, in order to combat the menace of tobacco addiction. The more and the sooner, we create awareness among children about harms due to tobacco use, the better will be the outcomes in terms of reduction in prevalence of tobacco use among children and consequently among adults.

We need to make collaborative efforts to protect young children and minors from the addiction of tobacco use so that we could protect our future generations by increasing awareness about the ill effects of tobacco use as well as promoting tobacco control in educational institutions. The government is committed to the effective implementation of the tobacco control program in which the role of NGOs is significant.

I am grateful that Department of School Education and Literacy, Ministry of Education, Government of India in partnership with Socio Economic and Educational Development Society (SEEDS), a civil society organization has developed the Implementation Manual for Tobacco Free Educational Institution Guidelines (ToFEI)<sup>1</sup>, which will serve as a tool for creating educational institutions "Tobacco Free".

I am confident that our joint and coordinated efforts will lead to realization of our goal of creating a healthy and tobacco free environment in Educational Institutions, leading to a healthier India.

With best wishes



(V Hekali Zhimomi)

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विपिन कुमार, आ.प्र.से.

अपर सचिव

**Vipin Kumar, IAS**

Additional Secretary



भारत सरकार

शिक्षा मंत्रालय

स्कूल शिक्षा और साक्षरता विभाग

Government of India

Ministry of Education

Department of School Education & Literacy



### Message

Consumption of tobacco in any form is awfully detrimental for health. Tobacco consumption causes many diseases, of which cancer is the most prominent.


According to the Global Adult Tobacco Survey 2017, 28.6% people in India consume tobacco in some form. In which most of the people consume Smoke Less Tobacco products which is the biggest cause of oral cancer.

We need to make cooperative efforts to protect children and minors from the addiction of tobacco consumption so that we educate our future generations by increasing awareness in educational institutions of about its ill effects tobacco consumption as well as promoting tobacco control. It is necessary to strictly comply with various provisions of COTPA 2003. The government is committed for effective implementation of the tobacco control program in which the role of NGOs is significant.

I am happy that the Ministry of School Education and Literacy, Government of India, Ministry of Health and Family Welfare, Government of India and Socio Economic and Educational Development Society (SEEDS) are jointly making efforts to implementation of Tobacco Free Educational Institutions (ToFEI) in all educational institutions in India.

I hope that this ToFEI implementation manual developed by SEEDS in accordance with the ToFEI Guidelines will prove useful in ensuring that educational institutions are tobacco free.

With best wishes:

  
(Vipin Kumar)

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## MESSAGE

The youth is particularly vulnerable to tobacco use due to several factors, including social influences and the targeted marketing efforts of the tobacco industry. In view of these challenges, establishing tobacco-free campuses is a significant step towards promoting youth well-being, preventing tobacco use among young people, and ensuring a conducive learning atmosphere for them.

The Ministry of Health and Family Welfare, Government of India introduced the updated "Guidelines for Tobacco-Free Educational Institutions" (TOFEI) in 2019 to ensure all campuses are tobacco free and comply with the provisions of the Cigarettes and Other Tobacco Products Act, 2003 and the Juvenile Justice Act, 2015 to prevent youth exposure to tobacco products and its use. These guidelines aim to increase awareness about the harms and health effects of tobacco, ensure a healthy and tobacco-free environment in educational institutions, and enhance the implementation of legal provisions regarding the sale and use of tobacco products as prescribed for educational institutions, public places, statutory warnings, and minors.

The leadership and support from The Ministry of Education, Government of India and the National Council of Educational Research and Training (NCERT) will play a pivotal role in implementing these guidelines by all schools across the country. This initiative will help in successful adoption and enforcement of these policies, ensuring a healthier and safer learning environment for students.

I congratulate the Ministry of Education, the National Council of Education, Research and Training (NCERT) and Socio Economic and Educational Development Society (SEEDS) for developing a comprehensive manual for implementation of the TOFEI guidelines that will provide fresh momentum for the implementation of tobacco control and guide through the implementation process, providing clear steps, best practices, and practical tools to help create and maintain a tobacco-free educational setting.

**Dr Rana J Singh**

Director – Tobacco Control  
South-East Asia  
Vital Strategies, New Delhi, India

## Preface

As per Global Youth Tobacco Survey (GYTS-2019), in India 8.5% students of age 13-15 years use tobacco in one or other form. Although, the second Global Adult Tobacco Survey report (GATS-2, 2016-17) indicated decline in tobacco use prevalence - by 6% points from 34.6% in GATS-1 (2009-10) to 28.6% in GATS-2 – It also highlights tobacco use among adolescents and young adults remains a grave cause of concern.

Most of the adult users of tobacco start tobacco use in their adolescence. GATS-2 informs us that 55% users initiate into lifelong tobacco use before the age of 20 years. Tobacco also acts as an entry gate to other addictions because some of them subsequently start using alcohol and other addictive substances. Tobacco Advertising Promotion and Sponsorship targets the youth. Advertisements of various tobacco products are very common in all forms of media including the print media, television, the roadside hoardings and banners besides internet and online streaming platforms. Tobacco is highly addictive and quit rates are very low therefore preventing the younger generations from this addiction remains the most important public health intervention, especially in the school settings.

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. Main objectives of the ToFEI guidelines are to:-

- i. Create awareness about harmful effects and long-term health impact of tobacco use amongst the students, teachers, workers and officials in educational institutions.
- ii. Create awareness about available tobacco cessation services and methods to quit
- iii. 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.
- iv. To ensure a healthy and tobacco free environment in all educational institutions in the country.

Under guidance of Ministry of Health and Family Welfare, Government of India and with the technical support from Vital Strategies and Socio Economic and Educational Development Society (SEEDS) Department of School Education and Literacy, Ministry of Education, Government of India has developed this Implementation manual for effective compliance with the revised ToFEI guidelines by all schools in the country

We hope that this implementation manual will be a useful tool for Principals, Headmasters, Teachers and Student Monitors in making their schools compliant with the ToFEI guidelines and thus making their institutions 'Tobacco Free'. Help and support of all stakeholders including civil society organizations will be critical in making all educational institutions tobacco free in the country.

**Rahul Pachori**  
Director

Department of School Education and Literacy  
Ministry of Education, Government of India



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## Need for Tobacco Control

Tobacco use is one of the biggest public health threats globally. It is estimated that in India, nearly 13.5 lakh people die from tobacco use every year. It is also a big threat to the productivity and economy of our country. But the relieving fact is morbidity and mortality due to tobacco are easily preventable.

Although tobacco use is a global cause of concern but production and consumption of tobacco is growing much faster in developing countries. Tobacco Industry adopts different strategies to attract adolescents and young adults specially. Children and youth must be protected from such industry tactics.

Government of India launched National Tobacco Control Program (NTCP) in year 2007-08 to accelerate tobacco control efforts in the country. Implementation of different provisions of tobacco control law (COTPA-2003), school awareness programs, IEC activities, capacity building of stakeholders and counselling for quitting at Tobacco Cessation Centres are main activities under NTCP.

To address the tobacco menace, Government of India enacted the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act (COTPA) 2003. The main objectives of implementing COTPA are to protect minors from easy accessibility of tobacco products, protect non-smokers from exposure to second hand smoke and prohibiting advertisement and promotion of tobacco products.

As per second Global Adult Tobacco Survey (GATS-2, 2017) which was conducted by World Health Organization (WHO) and Government of India, 28.6% adults (15+ years), 42.4% male and 14.2% female consume tobacco. 21.4% adults use smokeless/chewing tobacco while 10.7% use smoking forms. Khaini and bidi are most commonly used tobacco products. 11% adults consume khaini while 8% smoke bidi. Tobacco use prevalence decreased by 6% points from 34.6% in GATS-1 (2009-10) to 28.6% in GATS-2 which indicates that tobacco control efforts are in right direction.

As per data of GYTS-4 (Annexure-1), 8.5% students of age 13-15 years use tobacco in one or other form in India. While, 18.1% students of this age ever tried tobacco products. Almost 70% of students who smoke cigarettes bought it from pan shop/vendors.

It is usually observed that selling of tobacco products like cigarettes, bidi, khaini, pan masala and zarda etc is being sold around educational institutions. It promotes tobacco addiction among adolescents and young adults. Under Section 6B of COTPA there is provision for not selling tobacco products to the minors and not to sale tobacco product within 100 yards of any educational institutions.

## Health Effects of Tobacco Use

Tobacco affects almost all body organs and causes many diseases. Most cases of head, neck, cesophagus and lung cancers are due to tobacco. Approximately one third of all cancer are tobacco related while 90% oral and lung cancers are linked to tobacco.

It can also cause cancer of bladder and kidneys. Tobacco use is a major risk factor for Cancer, Cardiovascular Diseases (CVD), Chronic Lung Diseases, Stroke, Diabetes, Infertility, Blindness and Tuberculosis (TB) etc.

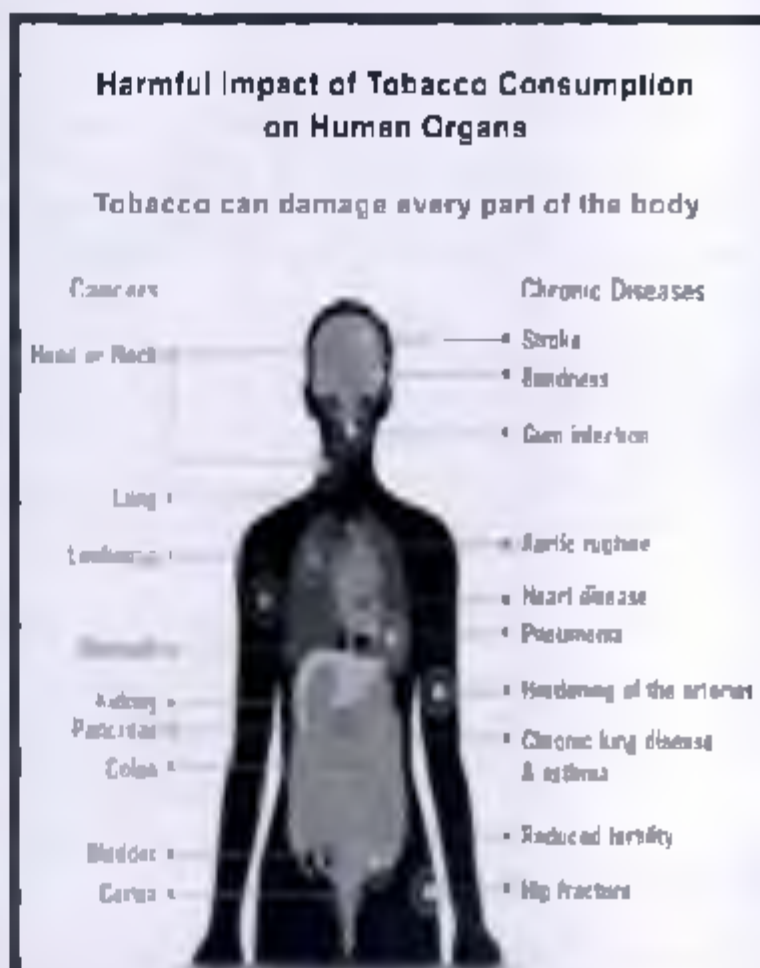
Possibilities of lung cancer in male smokers is 23 times more than non-smokers and in females it is 13 times more. Age of a smoker is reduced by 22-28% than a non-smoker, risk of lung cancer is 20-25 times and risk of sudden death is 3 times. Tobacco use doubles the risk of stroke.

Second hand/passive smoking is equally harmful and causes respiratory diseases in children.

Tuberculosis (TB) is a cause of premature deaths in India specially among smokers. Smoking increases the risk of contracting TB, increases the risk of recurrent TB and impairs the response to treatment of the disease.

Blood circulation decreases due to contraction in blood vessels of tobacco users. Risk of vascular diseases is 10 times more in tobacco users than to non-users.

Tobacco use causes infertility and reduced sperm count in males and fertility issues. Tobacco use affects the immune system and increases the risk of respiratory and other infections. Tobacco use also increases the risk of Diabetes.



## Legal Provisions of Tobacco Control

To curb the tobacco menace, Government of India enacted 'The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003' (COTPA). There are four main provisions of COTPA which are discussed in table below -

Section	Objective	Offence	Penalties
<b>Section 4</b>	To protect non-smokers from the exposure of second hand smoke	Smoking in Public Places	Fine up to Rs.200
<b>Section 5</b>	To minimize the attraction towards the tobacco products specially among adolescents and young adults	Direct/Indirect advertisement of tobacco products and scholarship /sponsorship of any event by tobacco companies	<b>First Offence:</b> Fine up to Rs. 1000/- or Imprisonment up to two years or both  <b>Subsequent offence:</b> Fine up to Rs. 5000/- or imprisonment up to five years or both
<b>Section 6a</b>	Restricting easy accessibility of tobacco products to the minors	Sale of tobacco products to or by minors	Fine up to Rs.200
<b>Section 6b</b>		Sale of tobacco products within 100 yards of any educational institute	Fine up to Rs 200
<b>Section 7</b>	To discourage the users from using tobacco products and aware them about the harms of tobacco even to the illiterates by pictorial warnings	<b>Mandatory 85% Pictorial Health Warning at both sides of tobacco product pack</b>	<b>First Offence:</b> Fine up to Rs. 5,000/- or imprisonment up to two years or both <b>Subsequent offence:</b> Fine up to Rs. 10,000/- or imprisonment up to five years or both

Note - List of authorized officers for section 6 of COTPA is given at *Annexure-II*

For effective implementation of COTPA provisions and National Tobacco Control Programme (NTCP), Government of India has suggested to form State Level Coordination Committee (SLCC) under chairmanship of Chief Secretary at the state. Similarly at districts, under chair of District Magistrate District Level Coordination Committee (DLCC) has to be formed. For taking action against violators of COTPA, many states has formed three tiered enforcement squads at district, sub-divisional and block level.

## Other Legal Provisions on Tobacco Control

### Juvenile Justice (Care and Protection of Children) Act 2015, Section 77

- Under section 77 of JJ Act, there is provision for penalty of Rs. One Lakh fine and imprisonment of 7 years on offering or selling or giving tobacco products to any person below the age of 18 years.
- Under section 107(1) of this act, Child Welfare Police Officers are nominated in every police station to ensure compliance with the law.

### Environment Protection Act 1986

Poisonous smoke affects our environment adversely and people pay huge cost due to this. As per the Act, necessary steps should be taken to protect the environment. Tobacco smoke not only adversely affects the health but also our surrounding environment.

### Food Safety and Standard Act 2006, Food Safety Rules 2011, Rule 2.3.4

- As per the Rule 2.3.4 of this Act, any food product should not contain any substance which may be injurious to health. It mandates that tobacco and nicotine shall not be used as ingredients in any food products.
- As per order no. 1/10 dated 23-9-16 of Hon'ble Supreme Court of India, separate packs of Pan Masala and tobacco can't be sold together either by stapling them in the form of twin pack or mixing them together.
- Penal action can be taken under section 41 and 42 of FSSA and Section 272 & 273 of Indian Penal Code (IPC).
- Sub-Inspector and above rank officers of Food and Drug Administration can take action against the violators.

### Drugs and Cosmetics Act 1980

Under this Act, use of tobacco in all dental products is prohibited since 1982.

### Cable Television Network Act 2000

Under this Act, advertisement of tobacco products is prohibited in cable television and state electronic media.

### Prohibition of Electronic Cigarettes Act 2013

Under this Act, production, manufacture, import, export, transport, sale, distribution, storage and advertisement of E-cigarettes are prohibited.

**Activities for Tobacco  
Free Educational Institutions**




**ACTIVITY-1: Display of 'Tobacco Free Area' Signage Inside the premise of Educational Institute at all prominent place(s) with information of designated person**

Signage of 'Tobacco Free Premise' and 'Smoke Free Area' should be placed at prominent places of all floors of the Educational Institution as per below given template :-

5 Ft

**This Premise / Campus is Tobacco Free**

Use of any Tobacco product (like Cigarette, Bidli, Gutka, Pan Masala, Zarda etc. is strictly prohibited inside this campus. Violation of this is a punishable offence with fine upto Rs. 200/-




\_\_\_\_\_  
Name of Reporting Officer / Monitor

\_\_\_\_\_  
Address of the Educational Institution

\_\_\_\_\_  
Campus No.

60 cm



**No Smoking Area**

**Smoking here**

**is an offence**

*On violation fine upto Rs. 200/-*

\_\_\_\_\_  
Name of Reporting Officer / Monitor

\_\_\_\_\_  
Address of the Educational Institution

\_\_\_\_\_  
Campus No.

OR

Call at Toll Free No. 1800-112-388

- Minimum size of the signage will be 60 cm. X 45 cm. and colours should be as in given samples.
- These signages can be printed as boards and placed on the wall or can be painted.
- Language used in the sign boards preferably should be the locally spoken or it can be English as in the given sample.
- Sign Board/ Wall paint should be placed at prominent places like office notice Board, near entrance gate, staircases, library, washrooms and places where management thinks desired message can be expressed in an effective way
- Name and details of the 'Tobacco Monitor' must be mentioned in the signages nominated by the Head of the Institution among teachers/ staff members who himself should not be tobacco user

**ACTIVITY-2:- Display of "Tobacco Free Educational Institution" signage at entrance/boundary wall of Educational Institute with information of designated person**

'Tobacco Free Educational Institution' signage as per below given sample should be placed or painted at the boundary wall outside the entrance of Educational Institutions

60cm

**TOBACCO FREE EDUCATIONAL INSTITUTION**

**Sale of Tobacco products like Cigarette, Bidi, Gutka, Pan Masala, Zarda etc. is strictly prohibited within a radius of 100 yards of this Educational Institution. Violation of this is a punishable offence with the fine upto Rs. 200/-**

\_\_\_\_\_

Name of Reporting Officer / Monitor \_\_\_\_\_ By Order  
Deputy Commissioner

\_\_\_\_\_

Name of the Educational Institution

\_\_\_\_\_

Contact No. : \_\_\_\_\_

**Directions for the Signage –**

- Minimum size of the signage will be 60 cm X 45 cm, and colours can be as in given samples
- "Tobacco Free Educational Institution" signage should be placed as board or can be painted at conspicuous place/s outside the premise on the boundary wall near the entrance gate/s.
- Language used in the sign boards preferably should be the locally spoken or it can be english as in the given sample.
- Name and details of the 'Tobacco Monitor' must be mentioned in the signages nominated by the Head of the Institution among teachers/ staff members who himself should not be tobacco user.



**ACTIVITY-3: - There should not be any evidence of tobacco use inside the premise like cigarette/beedi butts or discarded gutka/tobacco pouches, spitting spots**

To consider any Educational Institution "Tobacco-Free", there should not be any evidences of tobacco usage inside the premise such as butts of cigarettes / Beedi; pouches of Gutka / Pen Masala / Zarda/ Khaini etc. and spitting spots of chewing tobacco products.

To achieve the above objective following message can be displayed at prominent places inside the premise :-

### Important Notice

Littering of this premise by throwing cigarettes / Beedi butts; pouches of Gutka / Pen Masala / Zarda / Khaini etc. or spitting is strictly prohibited and will be penalized. Please inform the following person in case of violation >

Name of Tobacco Monitor : .....

Designation : .....

Contact No.: .....

### Important Instructions >

- > Since consumption of tobacco products is prohibited in the premise, any of the mentioned evidences found will be considered as proof of tobacco consumption in the premise
- > Keep the premises clean. Do random checks of students / staffs regularly and frisk the tobacco products.
- > If feasible, please place or wall paint the above message in local language at prominent places like office notice board, near entrance gate, staircases, library, washrooms and places where management thinks desired message can be expressed in an effective way
- > Name and details of the 'Tobacco Monitor' must be mentioned in the signages nominated by the Head of the Institution among teachers/ staff members who himself should not be tobacco user.



**ACTIVITY - 4 : Display of poster or other awareness materials on harms of tobacco displayed in the premise**

Tobacco adversely affects almost all the organs of the body and causes various diseases. Information on harms of tobacco consumption should be conveyed effectively to the students by displaying posters, charts, clip boards or other resource materials inside the premise at prominent places where maximum persons can access these easily. These awareness materials can be printed on flex or can be well painted. It is also recommended that best posters prepared by the students should also be displayed inside the premise.



### **ACTIVITY - 5: Organizing at least one tobacco control activity during last 6 months**

Students should be involved in tobacco control activities to make them understand the subject well. Educational Institutions should organize one of the following activities on tobacco control preferably quarterly else at least once in every 6 months

- **Anti-tobacco pledge** during the morning assembly. Sample of the Pledge is given at *Annexure-III*
- Organize poster/ slogan/ essay/ debate/ quiz competitions on tobacco. Best posters/slogans can be displayed at prominent places to encourage the students
- Street plays/ skits/ rallies can be organized on specific days like World No Tobacco Day (31<sup>st</sup> May), World Cancer Day (4<sup>th</sup> February) or any other day
- Photographs of the activities should be taken for the record and these can be shared on social media as well for wider awareness
- Exemplary contribution on tobacco control by the students/ teachers/ other staff must be appreciated by providing them awards/certificates/appreciation letters
- Local Health Experts and law enforcers may also be invited during the assembly or other programs to make students aware about the tobacco menace and related laws



**ACTIVITY - 6 : Nomination of 'Tobacco Monitors' and their names, designations, and contact number are to be mentioned on the signages**

In every Educational Institution 'Tobacco Monitors' have to be nominated among teachers/ staff members. Few tobacco monitors can also be nominated among the students. In case of schools, student nominated as 'Tobacco Monitor' should be from class 9 to 12. It has to be ensured that nominated monitor himself should not be a tobacco user. Order from the Head of the Institution on nomination of 'Tobacco Monitor' should be released and displayed on Notice Board.

Tobacco monitors have to ensure that nobody uses any form of tobacco product in the premise and there is compliance of tobacco control laws as well. They may also play a very crucial role in organizing awareness activities inside and outside the premise involving students to raise the awareness among the students and masses. They should also do random checks and Insking of tobacco products inside the premise.

Student Tobacco Monitor should inform 'Tobacco Monitor Teacher' about the students who consume tobacco in any form inside/outside and also support them to quit.

Details of 'Tobacco Monitor' has to be mentioned in all signages placed inside / outside the premise.

**Name, Designation and Contact Details of 'Tobacco Monitor'**

Name of Tobacco Monitor : .....

Designation: .....

Contact No. ....

**ORDER**

Date : .....

To declare our school tobacco Free and ensuring 100% compliance of Tobacco Free educational Institute (ToFEI) guidelines, school's teacher Mr./Ms. .... is nominated as Tobacco Monitor. Their main task will be – Ensuring no use of any tobacco product inside the premise by students, teachers, other staff or visitors and aware them about all effects of tobacco use; involving students in various activities such as taking anti-tobacco pledge, In essay, slogan or painting competition, in rallies to create awareness among them for not using tobacco, placing posters, headings related to all effects of tobacco, display of a gauge as per Tobacco Control Act (COTPA-2003) and mentioning name along with details of Tobacco Monitor on it, marking of yellow line from the 100 yards of school; keeping school premise free from evidence of tobacco use and making policies to discourage tobacco use in the premise. He/She must sign randomly check students and their hage for tobacco products at least once in a week.

Students of class 9 to 12 who are Monitors of their class are also designated as Tobacco Monitor for their respective class. Their main responsibility will be to inform Tobacco Monitor Teacher about the students who consume tobacco and helping those in quitting.

Any person who consumes tobacco shall not be nominated as Tobacco Monitor.

By Order  
Principal

Draft Order from Head of Institution to nominate 'Tobacco Monitor'

### **Activity-7 : Inclusion of "No Tobacco Use" Guidelines in the Educational Institutions code of conduct**

- Management of the Educational Institutions should not allow use of any tobacco product inside the premises; to ensure it a code of conduct on no tobacco use has to be prepared and in case of violation, action might be taken against the violators
- Educational Institutions shall not participate in the events sponsored by any firm or a subsidiary of a firm which manufactures or promotes the use of tobacco in any form. Schools/Students should also not accept any prize or scholarship instituted by a tobacco producing or promoting firm/company
- All Educational Institutions would include 'No Tobacco Use' norms in their code of conduct. If Educational Institution is not having code of conduct, following draft can be used and displayed at notice board.

## **Sample 'Code of Conduct' Tobacco Free Educational Institution**

- ✓ Use of any tobacco product is strictly prohibited in the campus, vehicles and events of the Educational Institute.
- ✓ Tobacco products and smoking aid like match sticks, lighters are prohibited in the school premises.
- ✓ Advertisements/promotions of tobacco products is not permissible in the campus, events and publications of the Educational Institute.
- ✓ Support or sponsorship of any programs related to Educational Institute by tobacco companies is strictly prohibited.
- ✓ Advertisements, promotions or sponsorships of any tobacco product, tobacco company or tobacco use must not be displayed in any asset of Educational Institute including dress and uniforms. This policy will cover students, staff, parents and visitors of the Educational Institute.
- ✓ Sale, distribution and transport of tobacco products is prohibited within 100 yards of the Educational Institute.
- ✓ Suitable instructions and guidance must be shared with students of class 8 to 12 to stop tobacco initiation among them.
- ✓ Students and staff of Educational Institute who use tobacco should be provided help to quit within the premises.

### **ACTIVITY- 8 : Marking of 100 yards area from the outer limit of boundary wall / fence of the Educational Institute**

It is important to make the public/shop keepers aware about the 100 yards area around the Educational Institution in which tobacco products can't be sold. Therefore, Educational Institutions would mark the area of 100 yards (300 feet) with either by paint a Red line on the road or fixing boards mentioning 'Tobacco Free Zone'.

Students can also be involved in the activity of marking 100 yards around the Educational Institution.

100 yards has to be measured from the outer boundary wall of the Educational Institution in both the directions.



**ACTIVITY - 9 : Shops within 100 yards of the Educational Institute shall not sell any kind of tobacco products**

Selling of any tobacco products within 100 yards (300 feet) of any Educational Institution is a punishable offence. There should not be any shop selling tobacco products in the radius of 100 yards of the Educational Institution. If there is any such shop within radius of 100 yards, either it should stop selling tobacco products or should be moved out of 100 yards with the help of Gram Panchayat / Municipal body. Head of the Institutions are authorized under Section 8b of COTPA-2003 to penalize the violators with the fine up to Rs. 200/-.

Violations can also be reported to the local Police Station, Anti-Tobacco Squad, Municipal body or to the National Helpline No. 1800-11-2356.



## Self-Evaluation score card of ToFEI Guidelines Implementation

After implementation of all provisions of ToFEI guidelines, Head of the Institutions would self-evaluate the Institution once every six-month and shared the signed copy of Self-Declaration (Annexure-IV) along with the photos as evidences to the concerned Education official (D/o DEO/Higher Education/Technical Education/Medical Education). If Institution scores more than 90 points after verification of submitted self-declaration, it may be considered for the 'ToFEI compliance' award. State Governments may reward such institutions with Appreciation letters on World No Tobacco Day i.e. 31<sup>st</sup> May

Self-Evaluation Scorecard for Tobacco Free Educational Institution			
Name of the Educational Institution :			
Name and Designation of Evaluator :			
Date of Self Evaluation :			
Self Assessment Score :			
Sl No	Criteria	Weightage Points	Scored Points by the Institute
1.	Display of 'Tobacco Free Area' Signage inside the premise of Educational Institute at all prominent place (s)	Mandatory (10)	
	The name / designation / contact number are mentioned / updated in the signage	Mandatory (10)	
2.	Display of "Tobacco Free Education Institution" signage at entrance/ boundary wall of Educational Institute	Mandatory (10)	
	The name/designation/contact numbers are mentioned in the signage	Mandatory (10)	
3	Cigarette / Beedi butts or discarded Gutka / Pan Masala / Tobacco pouches, spitting spots not found inside the premises	Mandatory (10)	
4	Poster or other awareness materials on harms of tobacco displayed in the premises	9	
5.	Organisation of at least one tobacco control activity during last 6 months	9	
6.	Designation of Tobacco Monitors and their names, designations, and contact number are mentioned on the signages	9	
7.	Inclusion of "No Tobacco Use" policy in the Educational Institution's code of conduct	9	
8	Marking of Yellow Line within 100 yards area from the outer limit of boundary wall / fence of the Educational Institution.	7	
9.	No shops selling tobacco products within 100 yards of the Educational Institute	7	



# **ANNEXURES**

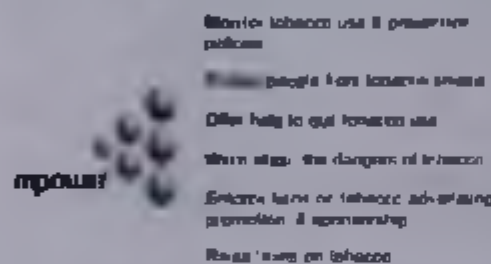
## GYTS-4 | GLOBAL YOUTH TOBACCO SURVEY

FACT SHEET  
INDIA 2019

## About GYTS

The Global Youth Tobacco Survey (GYTS), a component of the Global Tobacco Surveillance System (GTSS), is a global network for monitoring and evaluating youth tobacco use, including oral and smoked and smoking-free tobacco product indicators.

GYTS is a cross-sectional, nationally representative school-based survey of students in grades associated with ages 13 to 14 years. GYTS uses a standard, easy-to-implement sample design and data collection protocol to ensure comparability in fulfilling their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data with a high level of accuracy. WHO has developed MPOWER, a technical package of tobacco control policies on measures considered in the WHO FCTC.



In India, four rounds of GYTS have been conducted in 2003, 2006, 2009 and 2014. The earlier three rounds were designed to provide estimates at the national level only. The present round has been designed to provide estimates at the state/UT level by sex and location of school (rural/urban).

## Trends in the selected indicators of tobacco use over different rounds of GYTS (2003)

Indicator	2003	2006	2009	2014
Current tobacco users	16.9	13.7	14.8	11.3
Smoked tobacco users (%)	15.9	12.9	13.9	10.3
Smoked tobacco users (95% CI)	15.7	12.7	13.7	10.1
Current cigarette smokers	16.1	13.1	14.4	10.6
Current cigarette smokers (95% CI)	15.9	12.9	14.2	10.4
Current waterpipe smokers	14.0	14.4	14.8	11.1
Current waterpipe smokers (95% CI)	13.8	14.2	14.6	10.9
Source of initiating cigarette: Store	65.2	71.0	47.0	39.7
Waterpipe use reported for the first time	16.1	17.4	16.1	16.7
Students who thought other people's tobacco smoking is harmful to them	—	67.8	66.7	70.4

## GYTS Methodology

GYTS uses a global standardized methodology that includes a two-stage sample design with schools selected with a probability proportional to enrollment size. The schools selected schools are chosen randomly and all students in selected classes are eligible to participate in the survey. The survey uses a stratified two-stage sampling with a set of age-level questions that compares on a single to measure and track key tobacco control indicators. The questionnaire covers the following topics: tobacco use (smoking and smokeless), current educational needs (ENES) for and non-tobacco use messages and advertisements, access to and availability of tobacco products and knowledge and attitudes regarding tobacco use. The questionnaire is self-administered, using paper sheets to ensure confidentiality.

In India, GYTS-4 was conducted in 2019 by the International Institute for Population Sciences (IIPS) under the Ministry of Health and Family Welfare, India (MFW). The overall response rate was 96.0%. A total of 97,362 students from 987 schools (Public 544, Private 443) participated in the survey. Of which, 80,772 students aged 13-14 years were considered for reporting.

## GYTS-4 Aim &amp; Objectives

GYTS-4 aims to document and monitor the status of smoking and smokeless tobacco use and to understand and assess the students' attitudes, knowledge and beliefs towards tobacco use and its health impact, including awareness, access, hand smoke, roads and advertising and retailers' access. Specific objectives were:

- To determine the level of tobacco use by gender/UTs, sex, location of schools (urban/rural).
- To estimate the age of initiation of cigarette and first smoking and smokeless tobacco.
- To estimate the exposure to secondhand smoking (SHS).
- To examine the exposure to tobacco advertising.
- To estimate the reach of school participation programmes on school-based population.



Ministry of Health and Family Welfare  
National Institute of Health Research  
and Training



International Institute for Population Sciences  
Mumbai

GYTS-4 HIGHLIGHTS

<p><b>General findings</b></p> <ul style="list-style-type: none"> <li>• 4.1% of students have witnessed both of their parents and one other person.</li> <li>• Highest number any of any tobacco use in household linked to cigarettes (30% males and females in household) followed by 21%.</li> <li>• 7.1% of students - 4.8% of boys and 4.3% of girls - currently smoke tobacco.</li> <li>• 4.1% of students - 4.1% of boys and 4.1% of girls - currently use smokeless tobacco.</li> </ul>	<p><b>Attitudes towards tobacco</b></p> <ul style="list-style-type: none"> <li>• 7.1% of students consider 100% of tobacco products are addictive in the past 12 months.</li> <li>• 57% of students consider smoking to get smoking soon.</li> <li>• 57% of students want to quit smoking tobacco - 57% of boys and 57% of girls - need to get using to quit 12 months.</li> <li>• 7.1% of students want to quit smoking tobacco because it is bad.</li> </ul>
<p><b>Parental tobacco use</b></p> <ul style="list-style-type: none"> <li>• 10% of students witnessed a parent smoke or use.</li> <li>• 27% of students were students of parents who smoke tobacco.</li> </ul>	<p><b>Attitudes towards tobacco</b></p> <ul style="list-style-type: none"> <li>• 47% of students consider 100% of tobacco products are addictive in the past 12 months.</li> <li>• 57% of students consider smoking to get smoking soon.</li> <li>• 57% of students want to quit smoking tobacco - 57% of boys and 57% of girls - need to get using to quit 12 months.</li> <li>• 7.1% of students want to quit smoking tobacco because it is bad.</li> </ul>

	2014-15 (%)	2015-16 (%)	2016-17 (%)	2017-18 (%)	2018-19 (%)
<b>Any tobacco use* (smoked and/or smokeless)</b>					
a. Ever tobacco user	10.3	14.9	14.3	13.3	14.1
b. Current tobacco user	4.6	7.4	4.4	5.5	4.1
<b>Smoking status</b>					
a. Ever tobacco smoker	10.4	15.0	11.4	9.1	11.4
b. Current tobacco smoker	4.3	6.2	4.1	4.5	7.3
<b>Cigarettes</b>					
a. Ever cigarette user	10.0	14.1	10.9	4.1	4.4
b. Current cigarette user	3.3	1.6	2.4	2.3	2.4
<b>SHD</b>					
a. Ever SHD user	4.0	3.3	4.3	3.7	4.1
b. Current SHD user	2.8	1.4	3.2	1.9	2.1
<b>Smokeless tobacco</b>					
a. Ever smokeless tobacco user	13.8	12.0	13.7	6.5	12.5
b. Current smokeless tobacco user	4.4	3.4	4.8	2.1	4.1
c. Ever users of 'pan masala' together with tobacco	4.9	3.6	4.7	2.7	4.3
<b>Smoking</b>					
a. Never cigarette smoker aware of the cigarette tax of 80%	8.5	8.4	8.6	6.8	8.4
<b>Median age of initiation (in years)</b>					
a. Cigarette	10.4	9.3	11.4	11.3	11.8
b. SHD	11.4	8.6	10.9	10.0	10.5
c. Smokeless tobacco	10.1	9.1	9.7	10.5	9.9
<b>Attitudes towards tobacco</b>					
a. Awareness about the cigarette	27.3	26.4	27.5	24.7	26.9
b. Ever a cigarette user	1.4	2.1	2.4	3.1	2.8

Notes: \* Includes ever and current users. Ever users are those who have used tobacco at any point in their lives. Current users are those who are using tobacco at the time of the survey. SHD = Smokeless Handmade Tobacco. The survey was conducted in 2019. The data is presented in percentages. The survey was conducted in 2019. The data is presented in percentages.

Question	2014	2015	2016	2017	2018
<b>Smoking tobacco</b>					
a. Ever tobacco smokers who quit in last 12 months <sup>a</sup>	13.0	7.0	9.2	14.6	10.8
b. Current tobacco smokers who tried to quit smoking in the past 12 months <sup>b</sup>	24.8	13.3	18.8	29.3	20.0
c. Current tobacco smokers who wanted to quit smoking now <sup>c</sup>	34.4	15.2	19.8	31.7	20.8
<b>Smoking cessation</b>					
a. Ever smoked tobacco users who quit in last 12 months <sup>a</sup>	10.7	8.0	8.7	13.7	9.4
b. Current smokers tobacco users who tried to quit tobacco in the past 12 months <sup>b</sup>	21.5	25.4	27.8	23.7	26.7
c. Current cigarette tobacco users who wanted to quit tobacco now <sup>c</sup>	22.8	27.1	24.4	24.0	24.8
<b>Exposure to tobacco smoke</b>					
a. Exposure to tobacco smoke at home/pub or place	38.9	27.9	28.3	33.4	29.5
b. Exposure to tobacco smoke at home	13.1	9.2	11.8	9.0	11.3
c. Exposure to tobacco smoke inside any enclosed public places <sup>d</sup>	22.7	14.7	20.1	24.6	21.3
d. Exposure to tobacco smoke at any outdoor public places <sup>e</sup>	29.1	21.6	22.4	24.8	21.4
e. Students who saw anyone smoking inside the school building or outside school property	30.8	20.7	24.1	27.1	18.8
<b>Where and how tobacco is sold</b>					
<b>Major sources of tobacco products<sup>f</sup></b>					
a. Cigarette: Store	41.2	36.0	41.7	31.3	39.7
b. Cigarette: Pan shop	27.8	19.1	24.7	31.4	25.3
c. Bid: Store	11.0	47.3	54.0	35.0	30.9
d. Bid: Pan shop	16.5	20.7	23.8	43.9	21.5
e. Smokeless tobacco: Store	40.3	45.7	42.9	37.0	42.0
f. Smokeless tobacco: Pan shop	21.6	14.2	18.9	36.0	22.2
g. Current cigarette smokers who bought cigarettes from a store, pan shop, street vendor, or vending machine	71.9	63.7	68.3	68.8	69.4
h. Current bid smokers who bought bid from a store, pan shop or street vendor	70.1	74.2	70.1	75.2	71.6
<b>Refused sale of tobacco products in past 30 days</b>					
a. Refused sale of cigarette	46.4	74.0	54.3	56.3	54.7
b. Refused sale of bid	47.4	64.4	50.6	61.7	52.3
c. Refused sale of smokeless tobacco	42.4	74.6	64.5	50.8	63.0
<b>Bought cigarette/bid or smokeless tobacco in past 30 days</b>					
a. Cigarette	41.2	32.6	39.0	37.3	38.1
b. Bid	36.3	25.4	30.2	23.1	28.9
<b>HEALTH AND ANTI-TOBACCO MESSAGES</b>					
<b>Anti-tobacco advertising in past 30 days</b>					
a. Students who noticed anti-tobacco messages anywhere <sup>g</sup>	55.8	71.2	70.3	74.6	71.1
b. Students who noticed anti-tobacco messages in newspapers <sup>h</sup>	52.7	51.7	40.4	57.1	52.3
c. Students who noticed anti-tobacco messages at sporting events, concerts, entertainment events or social gatherings <sup>i</sup>	31.7	32.6	34.8	38.4	35.2
d. Students who noticed health warnings on any tobacco product cigarette packages	24.8	25.8	25.0	26.8	25.2

<sup>a</sup> Current tobacco smokers who quit in last 12 months. <sup>b</sup> Current tobacco smokers who tried to quit smoking in the past 12 months. <sup>c</sup> Current tobacco smokers who wanted to quit smoking now. <sup>d</sup> Enclosed public places include indoor public places such as schools, colleges, offices, restaurants, shopping malls, etc. <sup>e</sup> Outdoor public places include parks, playgrounds, sports grounds, etc. <sup>f</sup> Major sources of tobacco products include stores, pan shops, street vendors, vending machines, etc. <sup>g</sup> Anywhere includes schools, colleges, offices, restaurants, shopping malls, etc. <sup>h</sup> Newspapers include daily newspapers, magazines, etc. <sup>i</sup> Sporting events, concerts, entertainment events or social gatherings include sports events, music events, etc.



### Annexure-II

Following persons shall be authorized to impose and collect the fine against the violation of Section 6 (a & b)

Sl. No.	Department/Office	Authorized Officers
1	Educational Institutions	Vice Chancellor or Director or Proctor or Principal or Headmaster or in-charge of an Educational Institution
2	Labour Department	Assistant Labour Commissioner from the Department of Labour
3	Department of Food and Drug Administration	All officers of the rank of Sub-Inspector in State Food and Drug Administration
4	Education Department	All officers of the rank of Inspectors from the Department of Education
5	Police	All police officers of the rank of Sub-Inspector of Police and above
6	Urban Development	Executive Officers and Health Officers of Municipal corporations/Municipality/City Council/Town Council
7	Panchayati Raj Institutions	Representatives of Panchayati Raj Institutions (Chairperson or Sarpanch or Panchayat Secretary)
8	District Health Society	District Programme Manager or Finance Manager- District Health Society (National Health Mission)
9	Health Department	Director or Joint Director Department of Health and Department of Education in the State Government, Civil Surgeon or Chief Medical Officer at District Hospital or Medical Officer, Tobacco Control Cell under NTCP at Primary Health Centre (PHC)
10	Block Development	Block Development Officer, Block Extension Educator (BEE)
11	National Tobacco Control Program (NTCP)	Nodal Officers of State and District Tobacco Control Cell under NTCP

#### Please Remember >

- ✓ Tobacco Products should not be sold to or by the minors.
- ✓ There should not be shops selling tobacco products near the educational institutions
- ✓ Free samples of tobacco products should not be distributed among children.
- ✓ Tobacco products should not be displayed in such manner where these are easily visible to the minors

## Pledge Against Tobacco use

I (Name)..... take the pledge that I will not use any tobacco product ever in my life. I will also encourage my family, friends and acquaintances to not use tobacco products.

I take the pledge that I will fully cooperate to protect the environment from the adverse effects of tobacco use.

I solemnly swear that I will not use any tobacco product ever in my entire life. I also promise to make others aware about the ill effects of tobacco consumption and motivate them to quit tobacco.

I take the pledge that I will use my best abilities to make my school and work place tobacco free. Further, I will do my best to make our society tobacco free.

Signature .....

Name .....

Designation .....

Date .....

### Choose Life, Not Tobacco

## Tobacco Free Educational Institution Self-Declaration

Name of Educational Institution .....

Address of Educational Institution .....

I (Name of the Principal/Head of the Institution).....

hereby declare that

1. Signages as per Tobacco Free Educational Institution (ToFEI) guidelines have been placed/wall painted at prominent places inside and outside the premise
2. I have also nominated 'Tobacco Monitor' to monitor violations and their details are mentioned on signages.
3. There is no tobacco use inside the premise and it is regularly being checked for any evidence of tobacco usage
4. Awareness activities have been organized for the students to raise awareness about the harms of tobacco and benefits of quitting. All students/teachers/staffs have taken pledge against tobacco use.
5. 100 yard area around the institution has been marked by the thick line (yellow/red/blue) or board.
6. Any shopkeeper/person found selling tobacco products within 100 yards area around the institution will be penalised lawfully as per section 6b of COTPA-2003 and section 77 of Juvenile Justice (Care and Protection of children) Act 2015.

Date .....

Signature of the Principal/Head of Institution  
Stamp of the Institution



## ANNEXURE V



**RAJESH BHUSHAN**  
Secretary  
Ministry of Health &  
Family Welfare

**ANITA KARWAL**  
Secretary,  
Deptt. of School Education &  
Literacy,  
Ministry of Education

**AMIT KHARE**  
Secretary,  
Deptt. of Higher Education  
Ministry of Education

D.O. No F.16012/16/2017-TC  
18<sup>th</sup> December 2020

*Dear Colleague,*

Tobacco use is the single largest cause of preventable deaths and illness worldwide and kills half of its users prematurely, in their most productive age. As per the Global Youth Tobacco Survey (GYTS), 2009, 14.6% of students in India, aged between 13 to 15 years, use tobacco in any form. According to the Global Adult Tobacco Survey (2016-17), 28.6% of adults (15 year and above) in India use tobacco. The tobacco epidemic is estimated to impact about 27 crore tobacco users, mostly younger generation.

2. Government of India has enacted the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulations of Trade and Commerce Production, Supply and Distribution) Act, 2003 (COTPA), to discourage the use of tobacco, with emphasis on protection of children and young people from being addicted to the use of tobacco. The Act and Rules provide for a ban on smoking in public places and also prohibits sale of tobacco products to or by minors and within 100 yards of an educational institution.


3. Government of India has also launched the National Tobacco Control Programme in 2007-08. School awareness programme is one of the vital components under the National Tobacco Control Programme. In 2019, this Ministry issued "the Guidelines for Tobacco Free Educational Institutions [ToFEI]", with the key objective of providing fresh momentum to implementation of tobacco control initiatives in educational institutions. These guidelines need to be implemented by educational institutions, including schools, colleges/institutes for higher or professional education and universities, both in public and private sector. *A copy of Guidelines is enclosed.*

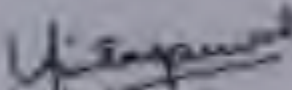
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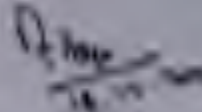
4 The ToFEI Guidelines lay down the roles & responsibilities of different stakeholders viz. Central Government; State Governments; Educational Institutions and Civil Society Organizations for making the Educational Institutions tobacco free. States are requested to implement this initiative as a priority and issue necessary instructions for implementing these guidelines in all educational institutions.

5 We sincerely hope and believe that through effective coordination between State Education and Health Departments, the "Tobacco Free Educational Institution" initiative will be successful. The effective implementation of ToFEI will go a long way in shaping the behavior of children and young adults, by sensitizing them to the harmful effects of tobacco use and create a healthy and tobacco free environment.

Yours sincerely,

  
(Rajesh Bhushan)

  
(Aditi Karwal)

  
(Anil Khare)

Encls NA

To,

1. Additional Chief Secretary/ Principal Secretary/ Secretary - Health - All States/UTs
2. Additional Chief Secretary/ Principal Secretary/ Secretary - Medical Education- All States/UTs.
3. Additional Chief Secretary/ Principal Secretary/ Secretary - School Education - All States/UTs.
4. Additional Chief Secretary/ Principal Secretary/ Secretary - Higher Education - All States/UTs.
5. Additional Chief Secretary/ Principal Secretary/ Secretary - Technical Education - All States/UTs.

# We Are ~~NO~~ HERO



Say **NO** to Tobacco

**Are you suffering from Tobacco / Smoking addiction ?**

**Do you want to Quit ?**

**If so, please visit :-**

**Tobacco Cessation Centre**

**at**

**District Hospitals**

**or**

**Call at 1800112356 (TOLL FREE)**

**or**

**Register on <http://www.nhp.gov.in/quit-tobacco-registration> to avail tobacco cessation services**

**Youth has to lead for Tobacco Free future**