

No. EDN-HE(21)F(9)07/2024-Drug  
Directorate of Higher Education  
Himachal Pradesh, Shimla-1

To

Dated: Shimla-171001 the

July, 2024  
09 AUG 2024

All the Deputy Directors of Higher Education,  
Himachal Pradesh.

**Subject: - Regarding implementation of Tobacco Free Educational Institutions (ToFEI) guidelines across all educational institutions and become tobacco free.**

In continuation to this Directorate letter of even No. dated 16-07-2024 and with reference to State Project Director (SS) HP Shimla letter No. H.P.S.E.S.H.O.SAMAGRA SHIKSHA NAPDDR (DRUG ABUSE)-2024-836 dated 06-07-2024 alongwith copy of D.O. No 13-03/2024-IS.14 dated 18-06-2024 received from the Additional Secretary, GoI, Ministry of Education, Department of School Education & Literacy, New Delhi on the subject cited above.

In this regard, as you are aware that on the occasion of World Tobacco day 2024 on 31-05-2024, Department of School Education and Literacy, Ministry of Education, GoI has released Tobacco Free Educational Institutions (ToFEI) Implementation manual which is poised to serve as a crucial tool to help all the educational institutions across the nation to comply with the ToFEI guidelines and become tobacco free. A copy of the ToFEI Implementation Manual is enclosed herewith for ready reference and further implementation in the schools. You are therefore, directed to circulate the same to all the Heads of the educational institutions in your respective district to comply with said guidelines. The same may also be downloaded from the Department's website at the following link:

[https://dsel.education.gov.in/sites/default/files/update/im\\_tofei.pdf](https://dsel.education.gov.in/sites/default/files/update/im_tofei.pdf)

Encl: As above.

Director of Higher Education  
Himachal Pradesh

Endst. No. Even dated Shimla -I the July, 2024

Copy for information and further necessary action is forwarded to:-

1. The State Project Director(SS), Himachal Pradesh, Shimla-1.
2. The Supdt., College Branch, (int.) Directorate of Higher Education, HP Shimla-1.
3. The Technical Officer I.T. Cell (Internal) D.H.E. Shimla HP to upload the same on departmental website.
4. Guard File.

Director of Higher Education  
Himachal Pradesh



NO.H.P.S.E.S H.O.SAMAGRA SHIKSHA NAPDDR (DRUG ABUSE)-2024 - 836  
OFFICE OF THE STATE PROJECT DIRECTOR, SAMAGRA SHIKSHA,  
HIMACHAL PRADESH SHIMLA-171001.

From: Dated: Shimla 06/ July, 2024

To: The State Project Director (SS)  
Himachal Pradesh, Shimla -1

All the DPOs cum Principals (DIETs)  
Himachal Pradesh.

Subject: Regarding implementation of Tobacco Free Educational Institutions (ToFEI) guidelines across all educational institutions and become tobacco free.

Sir/Madam,

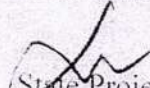
With reference to D.O. No. 13-03/2024/-IS.14 from Addl. Secy. Ministry of Education on the above-cited subject, it is to inform you that on the occasion of World Tobacco day 2024 on 31-05-2024, Department of School Education and Literacy, Ministry of Education, Govt. of India has released Tobacco Free Educational Institutions( ToFEI) Implementation Manual which is poised to serve as a crucial tool to help all the educational institutions across the nation to comply with the ToFEI guidelines and become tobacco free.

In this regard, the above Manual can be downloaded from the Department's website at the following link for ready reference.

[https://dsel.education.gov.in/sites/default/files/update/im\\_tofei.pdf](https://dsel.education.gov.in/sites/default/files/update/im_tofei.pdf)

You are directed to make the schools compliant with the ToFEI guidelines so that our future generations remains protected.

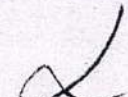
Yours faithfully,

  
State Project Director (SS)  
Himachal Pradesh Shimla-1

Endst.No: Dated: Shimla-171001, the July, 2024

Copy to:-

1. The Secretary (Education) to the Govt. of Himachal Pradesh for information please.
2. The Director Higher Education Shimla for information and necessary action please.
3. The Director Elementary Education Shimla for information and necessary action please.

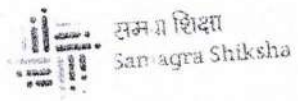
  
State Project Director (SS)  
Himachal Pradesh Shimla-1



विपिन कुमार, भा.प्र.स.   
 जयपुर   
 Vipin Kumar, IAS   
 Additional Secretary



सत्यमेव जयते



समग्र शिक्षा   
 Samagra Shiksha

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

Dated: 18th June. 2024.

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

Dear Sir/Madam,

I am pleased to inform that 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 use. It is imperative to take proactive measures to eliminate exposure and experimentation of tobacco products in the school campus and its vicinity as per the law.

On the occasion of World No Tobacco Day 2024 on 31-05-2024, Department of School Education and Literacy, Ministry of Education, Govt of India has released "ToFEI Implementation Manual" developed with technical support from Socio Economic and Educational Development Society (SEEDS), which is poised to serve as a crucial tool to help all educational institutions across the nation to comply with the TOFEI guidelines and become tobacco free.

A copy of the ToFEI Implementation Manual is enclosed for your ready reference and further implementation in all schools in your respective State/UT. The same may also be downloaded from the Department's website at the following link:   
 [https://dsel.education.gov.in/sites/default/files/update/im\\_tofel.pdf](https://dsel.education.gov.in/sites/default/files/update/im_tofel.pdf)

I believe, that all concerned stakeholders will find this manual useful in making their schools compliant with the ToFEI guidelines. I look forward to your continued support and cooperation in taking this campaign forward to protect future generations of our country.

Best wishes,

Yours sincerely,

*Vipin*   
 18/06/24   
 (Vipin Kumar)

To.

1. Additional Chief Secretary /Principal Secretary / Secretary, State Education department of All States/UT
2. Chairperson, CBSE
3. Director, NCERT
4. Commissioner, KVS
5. Commissioner NVS

Dr. N. K. ...   
 19/6

*S. P. D.*

Copy to:

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



# Implementation Manual

## Tobacco Free Educational Institutions

### (ToFEI)



सत्यमेव जयते  
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 : [ntcp.mohfw@gmail.com](mailto:ntcp.mohfw@gmail.com)

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





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



### MESSAGE

The pervasive use of tobacco is rapidly becoming a significant public health concern worldwide. Alarmingly, tobacco products such as cigarettes, beedis, pan masala, gutkha, 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)

124 'सी' विंग, शास्त्री भवन, नई दिल्ली-110001  
124 'C' Wing, Shastri Bhawan, New Delhi-110001  
Telephone: +91-11-23382587, +91-11-23381104 Fax : +91-11-23387589  
E-mail: secy.sel@nic.in





वी. हेकाली झिमोमी, भा.प्र.से.  
अपर सचिव  
**V. Hekali Zhimomi, IAS**  
Additional Secretary



भारत सरकार  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय  
निर्माण भवन, नई दिल्ली - 110011  
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)", 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)

Room No. 244, 'A' Wing, Nirman Bhawan, New Delhi-110011  
Tel. : 011-23061706, 23061398, E-mail : zhimomiv@las.nic.in







विपिन कुमार, भा.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)

103 'डी' विंग, शास्त्री भवन, नई दिल्ली-110 001  
103, 'D' Wing, Shastri Bhawan, New Delhi-110001  
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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





# INDEX

	Page No.
<b>Messages</b>	
<b>Preface</b>	
1. Need for Tobacco Control	1
2. Health Effects of Tobacco Use	2
3. Legal Provisions of Tobacco Control	3-4
4. Activities for Tobacco Free Educational Institutions	5-13
5. Self-Evaluation score card of ToFEI Guidelines Implementation	14
<b>Annexures-</b>	
i. Global Youth Tobacco Survey (GYTS-2019)	15-18
ii. Authorized officers for implementation of Section 6 of COTPA	19
iii. Draft for Pledge	20
iv. Draft of Self-Declaration by the head of the institution	21
v. Joint letter on ToFEI by Health and Education Ministries, GoI	22-23





## 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 Organisation (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, oesophagus 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.

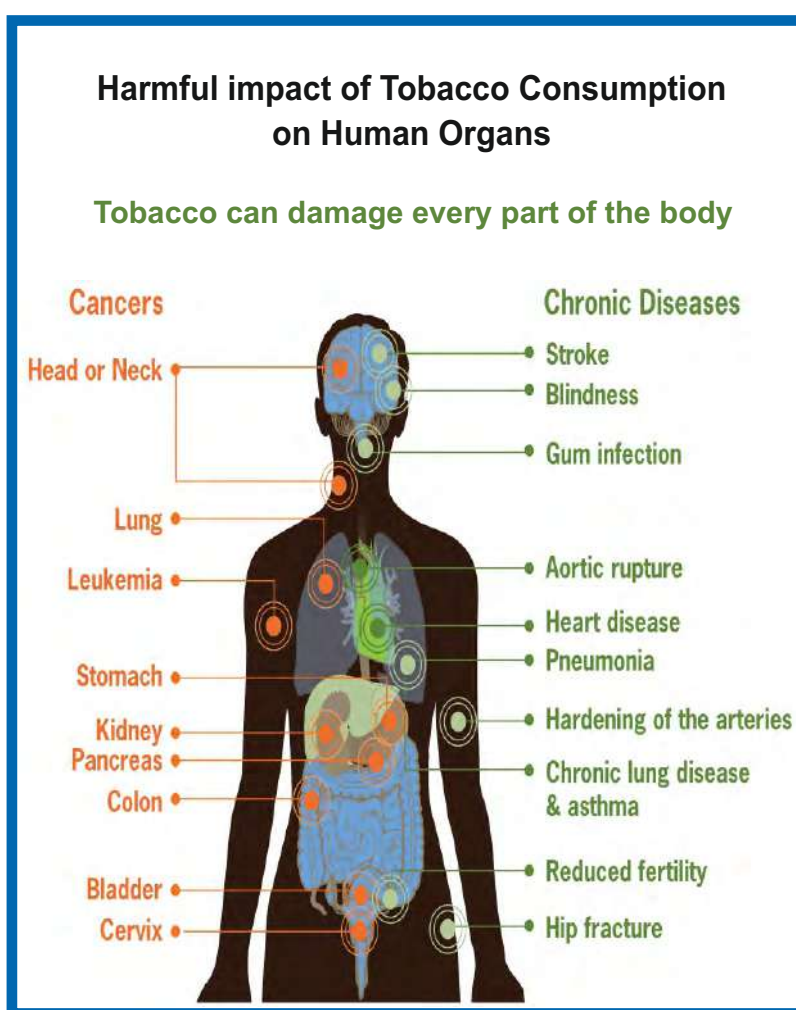
Possibilities of lung cancer in male smokers is 23 times more than non-smokers and in females it is 13 times more. Age of a smoker is reduced by 22-28% than a non-smoker, risk of lung cancer is 20-25 times and risk of sudden death is 3 times. Tobacco use doubles the risk of stroke.

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	Offense	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	Mandatory 85% Pictorial Health Warning at both sides of tobacco product pack	<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 effects 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 1940

Under this Act, use of tobacco in all dental products is prohibited since 1992.

### 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 2019

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 templet :-

5 Ft.

**This Premise / Campus is Tobacco Free**

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

In case of any violation please report to:-

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

Name of the Educational Institution : \_\_\_\_\_

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

4 Ft.

60 cm



### No Smoking Area

### Smoking here is an offence

*On violation fine upto Rs. 200/-*

---

In case of any violation please report to:-

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

Name of the Educational Institution : \_\_\_\_\_

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

OR

**Call at Toll Free No. 1800-112-356**

30 cm

15 cm

- 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

60 cm

45 cm

**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/-**

*In case of any violation please report to:-*

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

Name of the Educational Institution : \_\_\_\_\_

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

By Order  
Deputy Commissioner

### 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 /Pan 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 / Pan 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 wall 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 frisking 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 ill 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, hoardings related to ill effects of tobacco, display of signage 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 also randomly check students and their bags 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 premise; 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 premise



## 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 with in 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 6b 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 (O/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 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" 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 standard for systematically monitoring youth tobacco use (smoking and smokeless) and tracking key tobacco control indicators.

GYTS is a cross-sectional, nationally representative school-based survey of students in grades associated with ages 13 to 15 years. GYTS uses a standard core questionnaire, sample design, and data collection protocol. It assists countries in fulfilling their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. WHO has developed MPOWER, a technical package of selected demand reduction measures contained in the WHO FCTC:



- Monitor tobacco use & prevention policies
- Protect people from tobacco smoke
- Offer help to quit tobacco use
- Warn about the dangers of tobacco
- Enforce bans on tobacco advertising, promotion, & sponsorship
- Raise taxes on tobacco

In India, four rounds of GYTS have been conducted in 2003, 2006, 2009 and 2019. 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).

**Trend in the selected indicators of tobacco use over different rounds of GYTS (%)**

Indicators	2003	2006	2009	2019
Current tobacco users	16.9	13.7	14.6	8.5
Current tobacco users, boys	21.6	16.8	19.0	9.6
Current tobacco users, girls	9.7	9.4	8.3	7.4
Current tobacco smokers	8.1	7.0	8.1	7.3
Current cigarette smokers	4.2	3.8	4.4	2.6
Current <i>bidi</i> smokers	2.2	4.7	5.3	2.1
Current smokeless tobacco users	14.0	9.4	9.0	4.1
Exposure to tobacco smoke at home	36.4	26.6	21.9	11.2
Source of obtaining cigarette: Store	65.8	51.9	47.0	39.7
Refused to sell cigarette due to age	44.9	27.9	43.8	54.7
Students who thought other people's tobacco smoking is harmful to them	-	67.9	66.8	70.6

Note: The first three rounds of GYTS adopted a two-stage cluster sampling to provide national level estimates. GYTS-4 adopted multistage stratified systematic cluster sampling design to provide the estimates at national as well as state/UT level.

**GYTS-4 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 classes within selected schools are chosen randomly and all students in selected classes are eligible to participate in the survey. The survey uses a standard core questionnaire with a set of optional questions that countries can adapt to measure and track key tobacco control indicators. The questionnaire covers the following topics: tobacco use (smoking and smokeless), cessation, secondhand smoke (SHS), pro- and anti-tobacco media 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, it is anonymous 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 (MoHFW). The overall response rate was 96.9%. A total of 97,302 students from 987 schools (Public-544; Private-443) participated in the survey. Of which, 80,772 students aged 13-15 years were considered for reporting.

**GYTS-4 Aim & Objectives**

Overall aim was to document and monitor the extent of smoking and smokeless tobacco use, and to understand and assess the students' attitudes, knowledge and behaviour towards tobacco use and its health impact, including cessation, second hand smoke, media and advertising and minors' access. Specific objectives were:

- To determine the level of tobacco use by State/UTs, sex, location of school (urban/rural).
- To estimate the age of initiation of cigarette and *bidi* smoking and smokeless tobacco.
- To estimate the exposure to secondhand smoking (SHS).
- To estimate the exposure to tobacco advertising.
- To assess the reach of major prevention programmes to school-based population.



Ministry of Health and Family Welfare  
New Delhi – 110011  
(Government of India)



International Institute for Population Sciences  
Mumbai – 400088  
(Deemed University)



GYTS-4 HIGHLIGHTS

TOBACCO USE

- 8.5% of students – 9.6% of boys and 7.4% of girls – currently used any tobacco products.
- Highest current use of any tobacco was in Arunachal Pradesh & Mizoram (58% each) and lowest in Himachal Pradesh (1.1%).
- 7.3% of students – 8.3% of boys and 6.2% of girls – currently smoked tobacco.
- 4.1% of students – 4.6% of boys and 3.4% of girls – currently used smokeless tobacco.

CESSATION

- 2 in 10 current smokers – 25% of boys and 13% of girls – tried to quit smoking in the past 12 months.
- 21% of current smokers wanted to quit smoking now.
- 27% of current users of smokeless tobacco – 28% of boys and 25% of girls – tried to quit using in past 12 months.
- 1 in 4 current users of smokeless tobacco wanted to quit now.

SECONDHAND SMOKE

- 11% of students were exposed to tobacco smoke at home.
- 21% of students were exposed to tobacco smoke inside enclosed public places.

ACCESS & AVAILABILITY

- 69% of current cigarette smokers and 78% of current *bidi* smokers bought cigarettes/*bidis* from a store, *paan* shop, street vendor or vending machine.
- Among the current smokers who bought cigarette/*bidi*, 45% of cigarette smokers and 47% of *bidi* smokers were not refused because of their age.

MEDIA

- 52% of students noticed anti-tobacco messages in the mass media.
- 18% of students noticed tobacco advertisements or promotions when visiting points of sale.

KNOWLEDGE & ATTITUDES

- 71% of students thought other people's cigarette smoking is harmful to them.
- 58% of students favoured ban on smoking inside enclosed public places.

SCHOOL POLICY

- 85% of school heads – 85% in rural and 87% in urban schools – were aware of COTPA, 2003.
- 83% of school heads – 82% in rural and 63% in urban schools – were aware of the policy to display 'tobacco-free school' board.

TOBACCO USE

Any tobacco use<sup>1</sup> (smoked and/or smokeless)

	Boys (%)	Girls (%)	Rural (%)	Urban (%)	Total (%)
a. Ever tobacco users <sup>2</sup>	19.3	16.9	19.5	13.5	18.1
b. Current tobacco users <sup>3</sup>	9.6	7.4	9.4	5.5	8.5

Smoking tobacco<sup>4</sup>

a. Ever tobacco smokers	12.6	9.3	11.8	8.1	11.0
b. Current tobacco smokers	8.3	6.2	8.1	4.5	7.3

Cigarette

a. Ever cigarette users	6.0	3.1	4.7	4.1	4.6
b. Current cigarette users	3.5	1.6	2.6	2.3	2.6

Bidi

a. Ever <i>bidi</i> users	5.0	3.2	4.3	3.7	4.1
b. Current <i>bidi</i> users	2.8	1.4	2.2	1.9	2.1

Smokeless tobacco

a. Ever smokeless tobacco users	13.0	12.0	13.7	8.5	12.5
b. Current smokeless tobacco users	4.6	3.4	4.6	2.1	4.1
c. Ever users of <i>paan</i> masala <sup>5</sup> together with tobacco	4.9	3.6	4.7	2.7	4.3

Susceptibility

a. Never cigarette smokers susceptible to cigarette use in future <sup>6</sup>	8.5	8.4	8.9	6.8	8.4
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Median age of initiation (in years)

a. Cigarette	10.4	9.3	11.6	11.2	11.5
b. <i>Bidi</i>	11.6	8.6	10.7	10.0	10.5
c. Smokeless tobacco	10.3	9.1	9.7	10.5	9.9

ELECTRONIC CIGARETTE<sup>7</sup>

a. Awareness about e-cigarette	27.3	26.4	27.5	24.7	26.9
b. Ever e-cigarette use	3.4	2.1	2.6	3.2	2.8

Notes: 1. Use of any form of tobacco, i.e. smoking, smokeless, and any other form of tobacco products; 2. Ever tried or experimented any form of tobacco even once; 3. Use of any form of tobacco in past 30 days; 4. Includes other form of smoking products in addition to cigarette and *bidi* such as *hookah*, cigars, cheroots, cigarillos, water pipe, *chillum*, *chutta*, *dhumti*; 5. Use of *paan* masala together with tobacco was asked directly as one of the categories of smokeless tobacco; 6. Susceptibility to future cigarette use includes those who answered "yes", or "maybe" to using tobacco products if one of their best friends offered it to them; 7. E-cigarette is part of Electronic Nicotine Delivery System (ENDS) and includes like devices and other emerging products.



<b>CESSATION</b>	<b>Boys (%)</b>	<b>Girls (%)</b>	<b>Rural (%)</b>	<b>Urban (%)</b>	<b>Total (%)</b>
<b>Smoking tobacco</b>					
a. Ever tobacco smokers who quit in last 12 months <sup>8</sup>	13.0	7.0	9.8	14.6	10.6
b. Current tobacco smokers who tried to quit smoking in the past 12 months <sup>9</sup>	24.8	13.3	18.6	29.3	20.0
c. Current tobacco smokers who wanted to quit smoking now <sup>9</sup>	24.4	15.2	19.8	25.7	20.6
<b>Smokeless tobacco</b>					
a. Ever smokeless tobacco users who quit in last 12 months <sup>8</sup>	10.7	8.0	8.7	13.7	9.4
b. Current smokeless tobacco users who tried to quit tobacco in the past 12 months <sup>9</sup>	27.5	25.4	27.0	23.7	26.7
c. Current smokeless tobacco users who wanted to quit tobacco now <sup>9</sup>	22.8	27.7	24.9	24.0	24.8
<b>SECONDHAND SMOKE (SHS)<sup>10</sup></b>					
a. Exposure to tobacco smoke at home/public place	30.9	27.9	28.3	33.4	29.5
b. Exposure to tobacco smoke at home	13.1	9.2	11.8	9.0	11.2
c. Exposure to tobacco smoke inside any enclosed public places <sup>11</sup>	22.7	19.7	20.3	24.6	21.2
d. Exposure to tobacco smoke at any outdoor public places <sup>12</sup>	25.1	21.6	22.5	26.8	23.4
e. Students who saw anyone smoking inside the school building or outside school property	30.8	26.7	29.3	27.1	28.8
<b>ACCESS AND AVAILABILITY</b>					
<b>Major source of tobacco products<sup>13</sup></b>					
a. Cigarette: Store	41.2	36.0	41.7	31.7	39.7
b. Cigarette: <i>Paan</i> shop	27.8	19.1	24.7	27.4	25.2
c. <i>Bidi</i> : Store	51.9	47.3	54.0	35.0	50.5
d. <i>Bidi</i> : <i>Paan</i> shop	26.5	29.7	23.8	43.5	27.5
e. Smokeless tobacco: Store	40.3	45.7	42.9	37.9	42.0
f. Smokeless tobacco: <i>Paan</i> shop	23.6	19.2	18.9	36.0	22.2
g. Current cigarette smokers who bought cigarettes from a store, <i>paan</i> shop, street vendor, or vending machine	71.9	63.7	69.3	69.8	69.4
h. Current <i>bidi</i> smokers who bought <i>bidi</i> from a store, <i>paan</i> shop, or street vendor	79.1	74.2	78.1	75.2	77.6
<b>Refused sale because of age in past 30 days</b>					
a. Refused sale of cigarette	46.4	74.9	54.3	56.3	54.7
b. Refused sale of <i>bidi</i>	47.4	65.5	50.6	61.7	52.7
c. Refused sale of smokeless tobacco	62.4	74.6	69.5	50.0	67.0
<b>Bought cigarette/<i>bidi</i> as individual sticks in past 30 days</b>					
a. Cigarette	41.2	32.6	39.0	37.3	38.7
b. <i>Bidi</i>	30.3	25.9	30.2	23.1	28.9
<b>MEDIA AND ANTI-TOBACCO MESSAGES</b>					
<b>Anti-tobacco advertising in past 30 days</b>					
a. Students who noticed anti-tobacco messages anywhere <sup>14</sup>	71.2	71.3	70.3	74.6	71.3
b. Students who noticed anti-tobacco messages in mass media <sup>15</sup>	52.7	51.7	50.9	57.1	52.3
c. Students who noticed anti-tobacco messages at sporting, fairs, concerts, community events or social gatherings <sup>16</sup>	37.7	32.6	34.8	36.6	35.2
d. Students who noticed health warnings on any tobacco product/cigarette packages	24.6	25.8	25.0	26.0	25.2

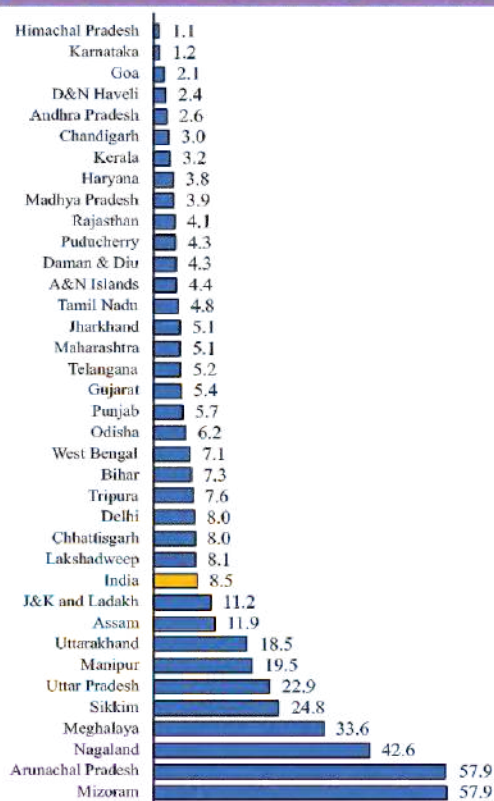
**Notes:** 8. Stopped using tobacco in past 12 months; 9. Refers to current tobacco users only; 10. Secondhand smoking or passive smoking refers to exposure to other people's smoking in past 7 days; 11. Refers to schools, hostels, shops, restaurants, movie theatres, public conveyances, gyms, sports arenas, airports, auditorium, hospital building, railway waiting room, public toilets, public offices, educational institutions, libraries, etc.; 12. Refers to playgrounds, sidewalks, entrances to buildings, parks, beaches, bus stops, market places, etc; 13. Refers to source of obtaining tobacco products by current users at the time of last use in past 30 days and the two major sources are given here, therefore, these two figures may not add upto 100% as there are other sources; 14. Includes any form of mass media, fairs, concerts, sporting, community events or social gatherings, tobacco products packages and taught in class; 15. Mass media includes television, radio, internet, billboards, posters, newspapers, magazines, movies, etc.; 16. Social events include sports events, fairs, concerts, community events, social gatherings etc..



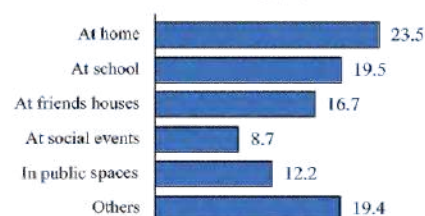
MEDIA AND ANTI-TOBACCO MESSAGES	Boys (%)	Girls (%)	Rural (%)	Urban (%)	Total (%)
<b>Tobacco advertising in past 30 days</b>					
a. Students who saw tobacco advertisements anywhere <sup>17</sup>	60.0	61.2	59.4	64.6	60.6
b. Students who saw anyone using tobacco on mass media <sup>15</sup>	51.6	54.0	51.1	58.6	52.8
c. Students who noticed cigarette advertisements/promotions at point of sale <sup>18</sup>	18.1	16.8	17.8	16.3	17.5
<b>Anti-tobacco message</b>					
a. Students who were taught in class about harmful effects of tobacco use during past 12 months	36.8	38.9	38.9	34.1	37.8
<b>KNOWLEDGE AND ATTITUDE</b>					
a. Students who thought it is difficult to quit once someone starts smoking tobacco	26.2	25.7	24.8	30.1	26.0
b. Students who thought other people's tobacco smoking is harmful to them	69.2	72.2	69.8	73.3	70.6
c. Students who favoured ban on smoking inside enclosed public places	58.7	57.4	56.1	64.8	58.1
d. Students who favoured ban on smoking at outdoor public places	61.2	59.8	58.6	67.4	60.5
<b>SCHOOL POLICY ON TOBACCO USE<sup>19</sup></b>					
a. School heads aware of COTPA <sup>20</sup> , 2003			84.6	86.9	85.4
b. Schools authorized by the state government to collect fine for violation under Section-6 of the COTPA, 2003			39.2	36.4	38.2
c. Schools followed 'tobacco-free school' guidelines			81.9	82.4	82.1
d. Schools aware of the policy for displaying 'tobacco-free school' board			82.2	83.0	82.5

Notes: 17. Includes any form of media or point of sale; 18. Point of Sale includes any stores, grocery shops, *paan* shops etc.; 19. Unit of analysis is the school (unweighted); 20. Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003.

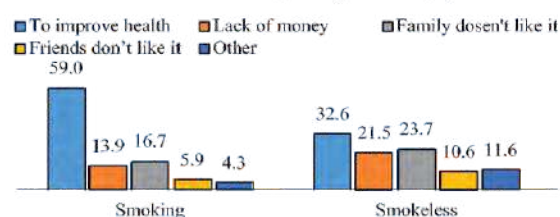
**Current use of any tobacco by State/UT (%)**



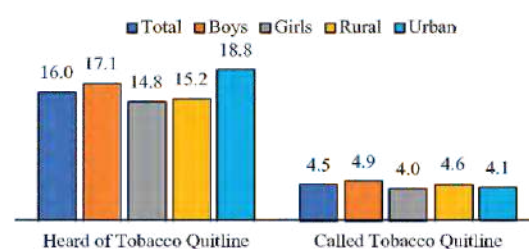
**Places of usual smoking (%)**



**Reasons for quitting tobacco (%)**



**Ever used or ever heard about Tobacco Quitline (%)**



For more information please contact: International Institute for Population Sciences (IIPS), B.S. Devshi Marg (Govandi Station Road), Deonar, Mumbai – 400088. Visit our website: <http://www.iipsindia.ac.in> Tel.: +91 22 4237 2400; Fax: +91 22 2556 3257 or Email: [director@iipsindia.ac.in](mailto:director@iipsindia.ac.in);

## 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



सत्यमेव जयते

**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.P.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.*

contd..2/-



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)



(Anita Karyal)



(Amit Khare)

Encls. : A/a

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 **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**