

संजय कुमार, भा.प्र.से  
सचिव

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Secretary



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

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

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

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

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

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

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

Contd.2/-

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

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

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

Yours sincerely

Encl. As above

Sd/-

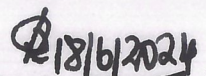
(Sanjay Kumar)

To,

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

Copy to:

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

  
(Sanjay Kumar)