

Proceedings of the Director of Matriculation Schools, Chennai-6
L.Dis.No.1770/A1/2020, Dated.22.09.2020

Sub : School Education – Directorate of Matriculation
Schools – Competition named Conrad Challenge
sponsored by Philip Morris (Tobacco Industry) -
stop Tobacco Industry Interference among the
School Children – Regarding.

Ref : Government Letter No 25500/GL1{2}/2019-10
dated 28.08.2020

A Copy of reference cited Government letter's annexure is enclosed
herewith for necessary action, where in it has been stated as follows.

"The Competition organized by Conrad Challenge violates several
provisions of Cigarette and Other Tobacco Products Act, 2003. Though
schools have been closed due to COVID 19 pandemic there is a high
possibility of school Children to participate in this Conrad Challenge from
Tamil Nadu since its an online based competition. Since Tamil Nadu is the
first state to achieve in prohibiting the tobacco industries CSR in the
schools, this Conrad Challenge needs to be stopped in its initial phase by
prohibiting the students participating in this competition."

Therefore, all the Chief Educational Officers are instructed to give
instruction to all the Matriculation and Matriculation Higher Secondary
Schools under their Jurisdiction in this regard.

Encl: as above


Director of Matriculation Schools

To
All the Chief Educational Officers
(Through e-Mail)


22.09.2020

Copy Submitted to
The Principal Secretary to Government,
School Education Department, Secretariat,
Chennai – 600009 for Information.



TobaccoMonitor

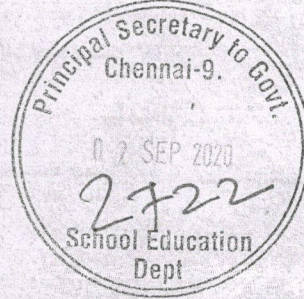
Flat # 8, Starling Apartments, 39, Akbarabad 2nd Street, Kodambakkam, Chennai 600024, Tamil Nadu, India
☎ 044 24721579, 23723000 ✉ tobaccoindicatorindia@gmail.com

14366

DS (V)
AL

13240

03/09/2020 .L. No: TMR/T/006/2020



01.09.2020

To
Secretary to Government
School Education Department
6th Floor, Namakkal Kavingar Malagai,
Fort St. George, Secretariat,
Chennai-600009

Sub: Requesting a circular to stop Tobacco Industry Interference among the school Children through a Competition named Conrad Challenge sponsored by Philip Morris; Reg

Respected Sir,

Greetings from Tobacco Monitor!!

Tobacco Monitor (TM) is an android cum iOS application which comprises network comprising of individuals, professional associations, like minded organizations and institutions who are actively working towards tobacco control.

We would like to bring to your kind notice that a competition named "Conrad Challenge" is a grantee of Philip Morris (Tobacco Industry) , a sponsored Foundation for A Smoke free World has been announced this year (2020) and inviting School Children to participate in this Challenge throughout India. (<https://conradchallenge.awardsplatform.com>, <https://www.conradchallenge.org/smokefree-world-e-cigarette-waste>, <https://www.conradchallenge.org/smokefree-world-farmlands>)

The Ministry of Health and Family Welfare in its D.O No P. 16012/08/2019/TC directed all the states to not to participate in this Conrad Challenge Competition as it directly violates WHO FCTC Article 5.3 and other provisions of COTPA 2003

In 2014, the School Education department brought out the 242 order in relation to section 5 of COTPA, 2003 which bans school from participating in such competitions. The 242 GO clearly states that "no educational institution is permitted to participate through its students or its faculties in the events/ sponsorship/ gift/ prizes/ scholarship or any other activities that promote tobacco companies". Also, there is a Circular from the Central Board of Secondary Education (CBSE) that prohibits schools affiliated to them from participating in competitions such as these.

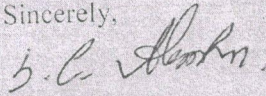
150 The Competition organized by Conrad Challenge violates several provisions of Cigarette and Other Tobacco Products Act, 2003. Though schools have been closed due to COVID 19 pandemic there is a high possibility of school Children to participate in this Conrad Challenge from Tamil Nadu since its an online based competition. Since Tamil Nadu is the first state to achieve in prohibiting the tobacco industries CSR in the schools, this Conrad Challenge needs to be stopped in its initial phase by prohibiting the students participating in this Competition.

Therefore, We request you to send out a circular to all educational departments (State Board, Matriculation, CBSE, Anglo – Indian) prohibiting them from continuing their participation in the Conrad Challenge Sponsored by Philip Morris. We also request that the implementation of the 242 Order is strengthened and that educational institutions strictly adhere to this.

Looking forward to your support in this regard.

A copy of the orders mention in this letter has been enclosed

Sincerely,



S. Cyril Alexander
Executive Director

Encl:

1. D.O from Ministry of Health and Family Welfare, Govt of India
2. CBSE circular, No Acad-14/2014
3. 242 Government Order. Letter No.20888/A2 dated November, 27, 2012

Copy To:

1. The Secretary to Government, Health and Family Welfare Department, Fort St.George, Secretariat, Chennai - 600 009
2. The Director of Public Health and Preventive Medicine, No 359 DMS Complex, Anna Salai, Teynampet, Chennai - 600018
3. Mr. Manoj Ahuja IAS, The Chairman Central Board of Secondary Education (CBSE) Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi - 110092



Sanjeeva Kumar

Additional Secretary

Tele : 23061066

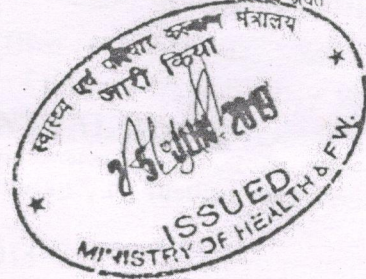
Telefax : 23063809

E-mail : ash-mohfw@nic.in

*pleasure
DIC*



सत्यमेव जयते
मंत्रालय



स्पीड पोस्ट द्वारा
BY SPEED POST

SPEED POST

भारत सरकार

स्वास्थ्य एवं परिवार कल्याण मंत्रालय

निर्माण भवन, नई दिल्ली - 110011

Government of India

Ministry of Health & Family Welfare

Nirman Bhavan, New Delhi - 110011

D.O.No. P.16012/08/2019-TC

Dated the 24th June, 2019

Dear *Sir*

Article 5.3 of the WHO Framework Convention on Tobacco Control (WHO FCTC) to which India is Party, obliges Parties to act to protect public health policies from commercial and other vested interests of the tobacco industry in accordance with national laws. Guidelines for implementation of Article 5.3 state clearly that governments should limit interactions with the tobacco industry and avoid partnership. These Guidelines are also explicit that Governments should not accept financial or other contributions from the tobacco industry or those working to further their interests.

I wish to convey that WHO Framework Convention on Tobacco Control Secretariat's had issued a statement on the launch of the Foundation for a Smoke-Free World, stating that Foundation for a Smoke-Free World is tobacco industry-funded initiative as a clear attempt to breach the WHO FCTC by interfering in public policy. The Convention Secretariat has also communicated that this is a deeply alarming development aimed at damaging the treaty's implementation.

It is pertinent to mention that the above mentioned Foundation has received a pledge of \$80 million USD annually for 12 years, beginning in 2018 from Philip Morris International (PMI), world's largest tobacco company. It is understood that PMI is manufacturing ENDS including e-cigarettes & like devices and promoting these devices as harm reduction alternative to cigarette smoking. The Foundation for a Smoke-Free World (FSFW) which is an entity funded entirely by Philip Morris International (PMI).

In the above background, it is advised that any collaboration with the Foundation for a Smoke Free World should be avoided in the larger interest of Public Health. Further, all the departments and institutions in your State/UT may also be advised accordingly.

Regards,

Yours sincerely

(Sanjeeva Kumar)

To : Chief Secretary, All States.

Copy to

Additional Chief Secretary \ Principal Secretary \ Secretary (Health) of all States / UT's