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स्पीड पोस्ट द्वारा  
BY SPEED POST

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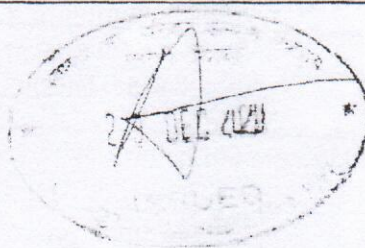
Secretary,  
Ministry of Health &  
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Secretary,  
Dept. of School Education &  
Literacy,  
Ministry of Education

AMIT KHARE

Secretary,  
Dept. of Higher Education,  
Ministry of Education



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*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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