

Proceedings of the Director of Matriculation Schools, Chennai-6
R.C.No.02731/A1/2022 Dated: 02.08.2022

Sub: School Education - Directorate of Matriculation Schools
- NTCP - STCC - Violation under Section 5 of COTPA Act
2003 - Complaint Received from Tobacco Monitor - The
ITC Ltd Company organized the event collaboration with
Environmentalist Foundation of India (NGO partner)
engages Students in Chennai - Certain Instruction
issued by Director of Public Health and Preventive
Medicine- Communicated for necessary action -
regarding.

Ref: 1. G.O.(Ms).No.242 School Education (E1)
Department Dated: 26.09.2012
2. Chennai-6, Anna Salai, Director of Public Health
and Preventive Medicine Letter
R.C.No.2768740/STCC/(22/07) Dated.18.07.2022

A Copy of reference cited Government order and Director of Public
Health and Preventive Medicine Letter is enclosed herewith and
communicated for necessary action. The Chief Educational Officers are
instructed to prevent the students participating in the said event and also to
protect students from the tactics of Tobacco company's marketing.

Encl: as above.


Director of Matriculation Schools

To
All the Chief Educational Officer

Copy to
The Director of Public Health
and Preventive Medicine,
359, Anna Salai, Chennai-6.
for information


02/08/2022

Special Messenger

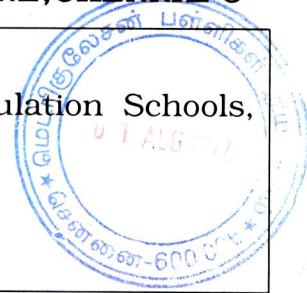
JD/A. Supt
for necessary
29/7/2022

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3014

DIRECTORATE OF PUBLIC HEALTH AND PREVENTIVE MEDICINE, CHENNAI-6

From Dr.T.S.Selvavinayagam, MD.DPH.,DNB. Director of Public Health and Preventive Medicine, No.359, Annasalai, DMS Campus, Teynampet, Chennai-6.	To The Director of Matriculation Schools, DPI Campus, College Road, Chennai - 6.
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R.No.2768740/STCC/(22/07), dated 18. 07.2022.

Sub: PH&PM -NTCP - STCC - Violation under Section 5 of COTP Act 2003 -
Complaint Received from Tobacco Monitor - The ITC Ltd Company
organized the event collaboration with Environmentalist Foundation of
India (NGO partner) engages Students in Chennai - Certain
instructions issued - request action taken report - regarding.

- Ref: 1. Letter No.2687395/EAP II-2/2022-1, dated 06.07.2022 from Under
Secretary to Government Health & Family Welfare (EAP II -2)
Department, Secretariat, Chennai.
2. G.O (Ms).No.242 School Education (E1) Department dated -
26.09.2012.

I wish to state that as per the above reference 1stcited, the ITC Classmate
(Tobacco Manufacturing company) celebrates World Environment Day, engages
students in Chennai and other Districts of Tamilnadu.

The Vengadamangalam panchayat dedicated the land parcel for the
development of an urban forest with an aim to mitigate issues related to pollution
and recreate lost habitats by encouraging biodiversity. ITC Classmate, through its
NGO partner Environmentalist Foundation of India (E.F.I) were planted 1350
saplings (Complaint - news link given below):

<https://www.daijiworld.com/news/newsDisplay?newsID=965711>

<https://ommcomnews.com/india-news/itc-classmate-celebrates-world-environment-day-engages-students-in-chennai-to-create-urban-forests>

<https://www.eventfaqs.com/news/ef-18109/itc-classmates-engages-with-students-in-chennai-on-the-occasion-of-world-environment-day>

The ITC classmate has planned a dedicated orientation programme in 24
schools in the city from June 10 to July 31. The programme aims to enhance their

understanding of nuances of resource utilization, biodiversity preservation and sustainability.

After attending the orientation program, students are expected to volunteer at the forestation site in Vengadamangalam, Chengalpattu District and get involved in post-plant maintenance like plant watering, manuring, nourishment, etc.

The above said complaint as violation under COTPA, 2003, of Section - 5 Prohibition of direct and Indirect advertisement of tobacco products and (3b) of section 5 state that any trade mark or brand name of cigarettes or any other tobacco product in exchange for a sponsorship, gift, prize or scholarship given or agreed to be given by another person is a violation of said Act.

In the reference 2nd cited, the Tamilnadu Government Banning all the educational institutions from participating in the Tobacco promotions events and issued an order, **G.O (Ms).No.242 School Education (E1) Department, dated 26.09.2012**, as stated that, ***No educational institutions is permitted to participate through its students or its faculties in the events / sponsorship/gift/prizes/scholarship or any other activities that promote any tobacco company either through the use of (tobacco) company or brand name, emblem, trademark, logo or trade insignia or any other distinctive features is connected with its tobacco or non-tobacco products or services in such a way that the tobacco products and non-tobacco products or service are likely to be associated.***

The above said violation of the news clippings of the ITC tree plantation drive event in collaboration with the NGO partner Environmentalist Foundation of India engages students in Chennai were involved in the event of afforestation at Vengadamangalam village, Chengalpattu district.

Hence, the Director of Matriculations school is requested to issue suitable instructions to their concerned subordinate officers to give instructions to all educational institutions under their control to prevent the students participating in the above said ITC Classmate event through its NGO partner Environmentalist Foundation of India (E.F.I). And also to protect students from the tactics of Tobacco company's marketing.

Encl:

G.O (Ms).No.242 School Education (E1) Department dated, 26.09.2012.

Yours faithfully


For Director of Public Health and
Preventive Medicine, Chennai - 6.

OSM
19/9/22



HEB

Abstract

Education – Banning all the Educational Institutions from participating in the Tobacco promotions events- Orders – Issued.

School Education (E1) Department

G.O. (Ms.) No. 242

Dated : 26.09.2012

Read

From the Director of Public Health and Preventive Medicine
Letter No.R.No.152283/ST CC/10. dated 28.06.2012.

ORDER:

In the letter read above, the Director of Public Health and Preventive Medicine has stated that State Tobacco Control Cell has been formed since 2007 to implement National Tobacco Control Program in the State. Consequently a series of steps have been taken to counter the tobacco company's advertising, promotion and sponsorship in Tamil Nadu, State Level Monitoring Committee is the forum, which monitor the violation of section 5 (Prohibition of direct and indirect advertisement of tobacco products) under COTPA 2003. So far, the State Monitoring Committee has taken certain action in respect of 'Sunfeast Milky Magic All Rounder event' organized by ITC Limited.

2. The Director of Public Health and Preventive Medicine has further stated that advertisement and promotion of tobacco products remains as a greater challenge at Tamil Nadu. Various strategies are being used by the tobacco companies to attract the young consumers to use the tobacco products. In India, comprehensive laws are there to prohibit direct and indirect advertisement of tobacco products; still there is a need for developing wide-range of methodologies to counter the tactics of tobacco companies. One of those strategies would be to protect youth from Tobacco Company's marketing. That can be done by involving all educational institutions to develop "Tobacco Free Policy" in their respective institutions as well as to form "Task Force Committee" at school / college level to monitor the violations of the Cigarette and Other Tobacco Products Act., (COTPA) 2003. It is also mandatory for all educational institutions to place signage board as per specification of the Act., Apart from that, in Tamil Nadu, violations were observed by means of offering sponsorship, gift, prize or scholarship to the youth which is against FCTC Article 13 and COTPA 2003.

3. In this connection, the Director of Public Health and Preventive Medicine has requested to issue order prohibiting the school children in participating in any events/sponsorship/programme in any form which involves Tobacco Company in any brand name.

4. The Government after careful examination, accept the proposal of the Director of Public Health and Preventive Medicine and issue the following orders:-

"No educational institutions is permitted to participate through its students or its faculties in the events /Sponsorship/ gift/ prizes / scholarship or any other activities that promote any tobacco company either through the use of (tobacco) company or brand name, emblem, trademark, logo or trade insignia or any other distinctive features is connected with its tobacco or non-tobacco products or services in such a way that the tobacco products and the non-tobacco products or service are likely to be associated"

5. The Director of School Education, the Director of Elementary Education and the Director of Matriculation Schools and Director, SCERT are requested to communicate the G.O. to all Educational Institutions under their control and instruct them to adhere the G.O. strictly.

6. The Higher Education Department are requested to issue necessary instructions to all Heads of Departments /Universities under their control in this regard.

(By Order of the Governor)

D.Sabitha
Principal Secretary to Government.

To

The Higher Education Department, Chennai-9.
The Director of School Education, Chennai-6.
The Director of Elementary Education, Chennai-6
The Director of Matriculation Schools, Chennai-6
The Director, SCERT, Chennai-6
The Director of Public Health and
Preventive Medicine, Teynampet, Chennai-6

Copy to

The Health & Family Welfare Department, Chennai-9

// Forwarded by order //


Section-Officer.