R. No.10502367/STCC/2025(05)

Director of Public Health and
Preventive Medicine, Chennai-6
Date: 17.05.2025

Sub: PH & PM – National Tobacco Control Programme – State Tobacco Control Cell – Celebration of "World No Tobacco Day – 2025 (WNTD)" at State and district level – The theme is "Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products" – **Organizing "Yellow Line Campaign" All Educational Institutions to demarcate a 100-yard (300 feet) tobacco-free zone around all educational institutions with a thick yellow line, in collaboration with local authorities" and Enforcement activities** - Certain instructions - regarding.

Ref: Letter D.O.No.16016/02/2024-TC 07.05.2025, from Ministry of Health and Family Welfare, Government of India.

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The District Health Officers noted in the despatch entry as bestow their attention as per the reference cited, 31st May is observed as "World No Tobacco Day (WNTD)" every year to draw attention to the health risks associated with Tobacco use. This day is also observed to highlight the need for effective implementation of the National Tobacco Control Programme (NTCP) as well as tobacco control laws – the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, (COTPA), 2003 and the Prohibition of Electronic Cigarettes (Production, Manufacture, Import, Export Transport, Sale, Distribution, Storage and Advertisement) Act (PECA), 2019.

In this regard, the Government of India is requested to participate in the observance of World No Tobacco Day 2025 with renewed commitment and vigour. This year the theme is "Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products".

It is state that the "World No Tobacco Day-31.05.2025 (WNTD)" may be celebrated on 30th May 2025 at all districts as follows:-

- WNTD-2025 may be celebrated at all districts headed by the District Collector on theme "Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products", and the following participants to be invited:-
  1. Chief Educational Officer
  2. District Educational Officer
  3. All Block Development Officers
  4. Head (Headmaster/Principal) of the all educational institutions (Government and Private).
  5. NSS/NCC/other volunteers at Schools and Colleges

6. All Line Departments

- **Agenda of the district level meeting:-**
  - Taking "No Tobacco Pledge", ensure maximum participation.
  - All Head of Educational Institutions to mark 100 yard or 300 feet area around the educational institution by the thick Line (**Yellow Line**) and ensure **No sale of Tobacco Products**.
  - Block Level Special Intensified Enforcement Raid on 30.05.2025, 03.06.2025 and 06.06.2025.
  - Enforcement Team to remove direct/indirect advertisements of Tobacco products.
- **Key points to be remember for the campaign:-**

As per the Revised Tobacco Free Educational Institutions (ToFEI) guidelines issued by Ministry of Health & Family Welfare, Government of India and ToFEI implementation manual issued by the Ministry of Education, Government of India all Head (Headmaster/Principal) Educational Institutions (schools/Colleges/other educational institutions) to mark 100 yard or 300 feet area around the educational institution by the thick Line (**Yellow Line**) by involving local body authorities and Parents Teachers Association (concerned educational institutions) by ensuring No Tobacco Sale within **Yellow Line** of educational institutions at districts and the same to be completed within 30 days from 31st May 2025 at all districts.

An enforcement team (Health/Police/Local Authorities) to be formed and conduct Block Level Special Intensified Enforcement drive on 30.05.2025, 03.06.2025 and 06.06.2025 (3 days campaign) under COTPA, 2003 with IEC and the enforcement team shall remove all direct/indirect advertisement of tobacco products if found during the enforcement ride.

The Celebration may be shared through Media/Social Media for wider coverage.

It is also instructed to take necessary action to take "No Tobacco Pledge" on 31.05.2025 at all Government Primary Health Centres, Urban Primary Health Centres, Health facilities and all district level departments (offices).

Hence all District Health Officers are requested to take necessary action for the Celebration of "World No Tobacco Day – 2025 (WNTD)" and provide vehicle for Block Level Special Intensified Enforcement activities. It is informed that the above activities are only indicative and the districts are encouraged to undertake additional measures too with the objective of tobacco control in the larger public interest.

All the activity reports, photos and relevant records to be send through Email: ntcptn2011@gmail.com of State Tobacco Control Cell O/o DPH & PM.

The necessary funds may be released from National Health Mission for Celebration of "World No Tobacco Day – 2025 (WNTD)".

Enclosure:-
Above Reference letters
Revised Guidelines for Tobacco Free Educational Institutions (ToFEI) issued by Ministry of Health and Family Welfare.
ToFEI implementation manual issued by Ministry of Education
Yellow Line Demarcated Model

T.S.Selvavinayagam
Director of Public Health and Preventive Medicine, Chennai – 6

//True Copy Forwarded//

for Director of Public Health and
Preventive Medicine, Chennai - 6

To

All District Health Officers

Copy Submitted to:

Principal Secretary to Government, Health and Family Welfare Department, Chennai - 9

Mission Director, NHM-TN, Chennai – 6

Yellow Line Demarcated Model

Prominent demarcation line to be made with - Writing as below (Tamil or English)

"புகையிலை
தடை செய்யப்பட்ட பகுதி"
Or
"Tobacco Free Zone"

Note:

The Yellow Line to be demarcated with 100 yard (300 feet) from the outer boundary wall of the educational institution (Prominent and visible).

for Director of Public Health and
Preventive Medicine, Chennai – 6