

Directorate of School Education

24 OCT 2025

No. EDN(SE)-H(10)F(9)/2025
Directorate of School Education
Himachal Pradesh
Himachal Pradesh, Shimla-171001

Dated Shimal-171001 the Oct.,2025

To

All the Deputy Director of School Education (Secondary)
in Himachal Pradesh

All the Principals in GSSSs/Private school in Himachal Pradesh

Subject:

**Implementation of "Tobacco-Free Educational Institutions (ToFEI)"
Guidelines in all Schools of Himachal Pradesh – reg.**

In continuation to this directorate letter of even No dated 17.10.2025 regarding proceeding of the meeting on the Rollout of Tobacco Free Youth Campaign (TFYC) 3.0 in Himachal Pradesh.

In this context it is informed that the Government of India, Ministry of Health & Family Welfare, issued the *Tobacco-Free Educational Institutions (ToFEI) Guidelines, 2019* to ensure that all educational campuses remain tobacco-free and comply with the provisions of the *Cigarettes and Other Tobacco Products Act (COTPA), 2003* and the *Juvenile Justice Act, 2015*. The objective is to protect students from exposure to tobacco and nicotine, promote awareness about their health hazards, and ensure a healthy learning environment.

The State of Himachal Pradesh adopted these guidelines vide notification dated **20 July 2020**. However, implementation across schools now requires renewed attention. In view of the ongoing **Tobacco-Free Youth Campaign (TFYC) 3.0 (9 October – 8 December 2025)** under the National Tobacco Control Programme, all schools must complete ToFEI compliance activities and achieve *Tobacco-Free Educational Institution* certification **by 30 November 2025**.

You are, therefore, requested to ensure that all schools under your jurisdiction take immediate action as per the **nine criteria** below:

Nine Mandatory Criteria for ToFEI Compliance

1. **Interior Signage:** Display "Tobacco-Free Area / Smoke-Free Area" signboards (min 60 × 4 cm) at all prominent places within the premises, in English or Hindi language, with name and contact of Tobacco Monitor.

2. **Exterior Boundary Signage:** Install a large "Tobacco-Free Educational Institution" board (min 60 × 45 cm) on the school boundary wall or main gate, clearly visible to the public.
3. **Clean Premises:** Maintain the entire campus completely tobacco-free – no cigarette/bidi butts, gutka pouches, or spitting marks. Adopt a zero-tolerance policy.
4. **Awareness Materials:** Display posters, charts, and IEC materials on the harms of tobacco at visible locations such as corridors, classrooms, and libraries.
5. **Awareness and Anti-Tobacco Activities:** Conduct anti-tobacco pledge ceremonies, poster and slogan competitions, debates, rallies, and street plays. Organize at least one such activity every quarter.

Take a **paper-based Anti-Tobacco Pledge** in school by all students, followed by **online QR-code-based Anti-Tobacco and Nasha Mukh Bharat Abhiyan pledges** on the *MyGov Portal* by students, staff, and parents at home.

Document these activities through photographs and short reports.
6. **Appointment of Tobacco Monitors:** Through a written office order, nominate teachers/staff (and optionally students of classes 9–12) as "Tobacco Monitors" to check compliance, organize awareness events, and report violations.
7. **Inclusion in Code of Conduct:** Integrate "No Tobacco Use" policy in the school's code of conduct for staff and students. Display the code of conduct on Notice board. Ban sale, use, and advertisement of tobacco within and around the campus.
8. **Marking of 100-Yard Zone:** Demarcate the 100-yard (300 feet) boundary around the school by painting a red/yellow line or installing "Tobacco-Free Zone" signage.
9. **No Tobacco Shops within 100 Yards:** Ensure no shop sells tobacco products within 100 yards of the school. Coordinate with Health/Police/Gram Panchayat / Municipal Council for enforcement.

In view of above you are requested to collect the details of activities being done in different schools from each block from Block Project Officer and submit the **Daily Activity report as Annexure-I** to Chief Medical Officer / District Nodal Officer (NTCP) by 16:00 PM. It will be the responsibility of every Principals/Complex Heads in Govt. schools as circulated vide this directorate letter No EDN(SE)-H(12)-2025 Restructuring of Complex dated 24.09.2025 and Heads of Private school in HP, to report the status of all the schools under their complex to the BPO every day positively.

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This initiative shall be treated as **High Priority**, with intensified activities during the **TFYC 3.0 period (9 October – 8 December 2025)**, ensuring all schools are *ToFEI-Compliant* by **30 November 2025**. The **Final consolidated report** from each education block to be submitted to respective Chief Medical Officer and office of undersigned by 30 November 2025 as per Annexure II. Your personal attention and leadership are solicited to achieve 100 % compliance within the stipulated time frame, thereby contributing towards a **Tobacco-Free Youth and Tobacco-Free Himachal Pradesh**.

o/c

Director School Education
Himachal Pradesh
the Oct., 2025

Endst No. Even Dated

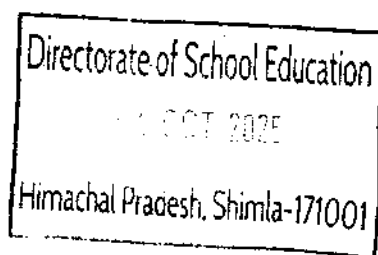
Shimla-171001

Copy for information to:

1. The Secretary Health to the Government of Himachal Pradesh, Shimla-2.
2. The Secretary (Education) to the Government of Himachal Pradesh, Shimla-2
3. All the Dy Directors School Education (Elementary/Quality) in Himachal Pradesh.
4. All Chief Medical Officers, all Districts– for information please
5. All District Nodal Officers, NTCP, all Districts– for information and necessary coordination please.
6. Nodal Officer IT Cell (Int) with the request to upload the same on departmental website.
7. Guard file.

o/c

Director School Education
Himachal Pradesh





National Health Mission
SDA Complex, Kasumpti, Shimla-9
Himachal Pradesh

Dated: Shimla-171009, the

2020



NOTIFICATION

To achieve the objective of protecting the vulnerable population especially the adolescents and college going young adults from exposure to tobacco use, it is imperative that the anti-tobacco efforts should be scaled up and sustained in all the Educational Institutions of the State. In light of the guiding principles laid down by the Government of India, the guidelines for making Educational Institutions Tobacco Free in the State of Himachal Pradesh are hereby notified (as per Annexure).

Objective of these Guidelines is to provide a fresh momentum to implementation of tobacco control initiatives among adolescents and young adults. These guidelines must be implemented by all educational institutions, including schools at all levels, colleges for higher or professional education and universities, both in public and private sector. It is the joint responsibility of all the key stakeholders departments i.e. Health, Home, Education, Panchayati Raj, Rural & Urban Development, District Administration, Health Safety and Regulation to work for effective implementation of Tobacco Free Educational Institute Guidelines in letter and spirit.

By Order

-sd-

Additional Chief Secretary (Health) to the
Government of Himachal Pradesh


Endst No. As Above, Dated: Shimla-9, the

Copy for information and necessary action to:

1. Chief Secretary to the Government of Himachal Pradesh
2. Additional Chief Secretary (Health) to the Government of Himachal Pradesh
3. Additional Chief Secretary (Home) to the Government of Himachal Pradesh
4. Secretary (Education) to the Government of Himachal Pradesh
5. Secretary (Rural Development & Panchayati Raj) to the Government of Himachal Pradesh
6. Director General Police, Himachal Pradesh
7. Director Health Safety and Regulation, Himachal Pradesh
8. Director Health Services, Himachal Pradesh
9. Director Higher Education, Himachal Pradesh

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10. Director Elementary Education, Himachal Pradesh
11. Director, Rural Development, Himachal Pradesh
12. Director, Urban Development, Himachal Pradesh
13. All the Deputy Commissioners, Himachal Pradesh
14. All the Chief Medical Officers, Himachal Pradesh
15. All the District Programme Officers (NTCP), Himachal Pradesh
16. Guard file


20/7/20
Special Secretary (Health) cum
Mission Director, NHM
Himachal Pradesh, Shimla -- 9

1333/3/2020/NCD-Section



ज़िन्दगी
तम्बाकू

शिक्षण संस्थानों को तम्बाकू मुक्त बनाने के लिए दिशा निर्देश



महत्वपूर्ण बातें

- विश्व में लगभग 80 लाख लोग और भारत में लगभग 10 लाख लोग प्रति वर्ष तम्बाकू के कारण मरते हैं।
- परोक्ष रूप से धूमपान करने वालों (passive smokers) को धूमपान करने वालों से भी ज्यादा नुकसान होता है।
- तम्बाकू से कैंसर, हृदय घात (heart attack), श्वास रोग (दमा) अघरण (लकवा), अंधापन, गैंगलीन और नपुंसकता जैसे घातक रोग होते हैं।
- हिमाचल प्रदेश में सरकार की इच्छा शक्ति व आम लोगों के सहयोग से वर्ष 2010 से 2020 तक तम्बाकू के प्रयोग में 35% की कमी आई है लेकिन अभी भी लगभग 15% लोग तम्बाकू का प्रयोग करते हैं, जो कि चिन्ता का विषय है।
- प्रदेश सरकार ने वर्ष 2024 से पहले तम्बाकू के प्रयोग को 10% से कम करने व वर्ष 2030 तक 5% से कम करने का लक्ष्य रखा है, ताकि प्रदेश को तम्बाकू मुक्त किया जा सके।
- तम्बाकू नशाखोरी के लिए पहली सीढ़ी का काम करता है, अतः नशाखोरी को रोकने के लिए तम्बाकू के प्रयोग को रोकना प्रथम लक्ष्य होना चाहिए।
- हिमाचल प्रदेश को वर्ष 2013 में धूमपान मुक्त राज्य घोषित किया जा चुका है और हिमाचल प्रदेश विश्वविद्यालय को 31.5.2019 (विश्व तम्बाकू निषेध दिवस) पर तम्बाकू मुक्त घोषित किया जा चुका है।
- स्कूली बच्चों और युवाओं में तम्बाकू के सेवन को शुरू करने की संभावना अधिक रहती है। अतः प्रदेश के समस्त शिक्षण संस्थानों को तम्बाकू मुक्त बनाना अनिवार्य है।
- तम्बाकू नियंत्रण के उद्देश्य के लिए जागरूकता अभियान के साथ साथ कानूनी प्रावधानों को लागू करना भी अति आवश्यक है।
- यह दिशा निर्देश पुस्तिका प्रदेश के सभी शिक्षण संस्थानों को तम्बाकू मुक्त बनाने में कारगर सिद्ध होगी।

धारा - 4

सार्वजनिक स्थानों में
घृक्षपान करने पर 200
रुपये तक का
जुर्माना

धारा - 5

तम्बाकू पदार्थों के प्रत्यक्ष या अप्रत्यक्ष विज्ञापन पर 2-5 वर्ष तक की कैद व 5000 रुपये तक का जुर्माना

ધારા - 6

शिक्षण संस्थानों के 100 मज
दायरे के अन्दर तम्बाकू बेचने
पर व नावालिगों को और
उनके द्वारा तम्बाकू बेचने
पर 200 रुपये तक
का जुर्माना

ધારા - 7

बिना वैधानिक चेतावनी
के तम्बाकू पदार्थ बनाने /
बेचने पर 1-5 वर्ष तक
की कैद व 10000 रुपये
तक का जुर्माना

इसके अतिरिक्त प्रदेश सरकार ने गुटखा, खैनी आदि तम्बाकू घदार्थों पर प्रतिबन्ध लगाया है और खुली सिगरेट बेचने व बिना लाइसेंस तम्बाकू बेचने पर कड़ी कानूनी कार्यवाही और जेल का प्रावधान किया है।

समाधान विभाग द्वारा वर्ष 2023 की सूची-4 के अन्तर्गत अपास्त राज्याभिषेक सूची में शामिल राज्याभिषेक के पदधारी / निर्वाचित / मुख्य आस्थापक के राज्य आस्थापन के लिए उचित दस्तावेजों का प्रमाण प्रस्तुत नहीं के कारण सूची के निम्न प्रतीक

संशोधन विभाग का नाम 2023 के माध्यम से अन्तर्गत सभी विभाग सहित
संशोधन विभाग / मुख्य अध्यापक / अन्य अध्यापक / प्रमुखीत पदाधिकारी
के द्वारा के प्रतिनिधि की कार्यवाही के लिए प्रस्तुत है ।

विद्यार्थी को अपने विषय के अंतर्गत समझवाही के लिए संलग्न क की गई है।
विद्यार्थी को अपने विषय के अंतर्गत समझवाही के लिए संलग्न क की गई है।
विद्यार्थी को अपने विषय के अंतर्गत समझवाही के लिए संलग्न क की गई है।

13. शिक्षण संस्थाओं को लक्ष्याकू मुक्त बनाने हेतु की जाने वाली कार्यवाही

13334/2020/संस्था के नबाकू मुक्त बनाने हेतु मूल्यांकन सूची

Evaluation Scorecard for Tobacco Free Educational Institution

Name of the Educational Institution:-

Name and Designation of Evaluator:-

Date of Evaluation:-

Final Score of the Educational Institute:

Sl. No.	Criteria	Weightage Points	Scored points by the Institute
1	Display of 'Tobacco Free Area' Signage inside the premise of Educational Institute at all prominent place(s).	Mandatory (10)	
	The name/designation/contact number are mentioned / updated in the signage	Mandatory (10)	
2	Display of "Tobacco Free Education Institution" signage at entrance/ boundary wall of Educational Institute.	Mandatory (10)	
	The name/designation/contact number are mentioned / updated in the signage	Mandatory (10)	
3	No evidence of use of tobacco products inside the premise i.e. cigarette/beedi butts or discarded gutka/tobacco pouches, spitting spots.	Mandatory (10)	
4	Poster or other awareness materials on harms of tobacco displayed in the premise.	9	
5	Organisation of at least one tobacco control activity during last 6 months.	9	
6	Designation of Tobacco Monitors and their names, designations, and contact number are mentioned on the signages	9	
7	Inclusion of "No Tobacco Use" norm in the Educational Institute code of conduct guidelines	9	
8	Marking of 100 yards area from the outer limit of boundary wall / fence of the Educational Institute	7	
9	No shops selling tobacco products within 100 yards of the Educational Institute.	7	

यह मूल्यांकन वर्ष में एक बार निम्न सदस्यों की टीम द्वारा किया जायेगा :

1. नजदीकी चिकित्सा अधिकारी
2. प्रधान ग्राम पंचायत क्षेत्र / अध्यक्ष NAC क्षेत्र / कौंसलर MC एरिया
3. शिक्षण संस्थान का प्रतिनिधि (शिक्षण संस्थान के प्रभारी द्वारा मनोनीत)

133343/2020/NCD-Section

मूल्यांकन में यदि कोई शिक्षण संस्थान 90 या उससे अधिक अंक प्राप्त करता है, तो उसे सम्बंधित BMO द्वारा तम्बाकू मुक्त शिक्षण संस्थान का प्रमाण पत्र निम्न दर्शाये गए प्रारूप पर जारी किया जायेगा :



तम्बाकू मुक्त शिक्षण संस्थान



प्रमाण पत्र

संख्या

.....को प्राधिकृत समिति द्वारा किये गए सर्वेक्षण के अनुसार.....(शिक्षण संस्थान का नाम) ने...../100 अंक अर्जित किये हैं।

अतः इस शिक्षण संस्थान को तम्बाकू मुक्त संस्थान प्रमाणित किया जाता है।

दिनांक

BMO के हस्ताक्षर
(मुहर सहित)

यह प्रमाण पत्र जारी करने के उपरांत एक वर्ष तक मान्य होगा।



तम्बाकू मुक्त क्षेत्र

इस स्थान पर तम्बाकू का प्रयोग करना अपराध है

उलंघन करने वाले की सूचना तुरंत निम्नलिखित अधिकारी को दें।

नाम _____

पदनाम _____

फोन नंबर _____

या

(तम्बाकू छोड़ने के लिए राष्ट्रीय हेल्पलाइन 1800112356 या टोल फ्री नम्बर 104 पर संपर्क करें)

45 CM

60 CM

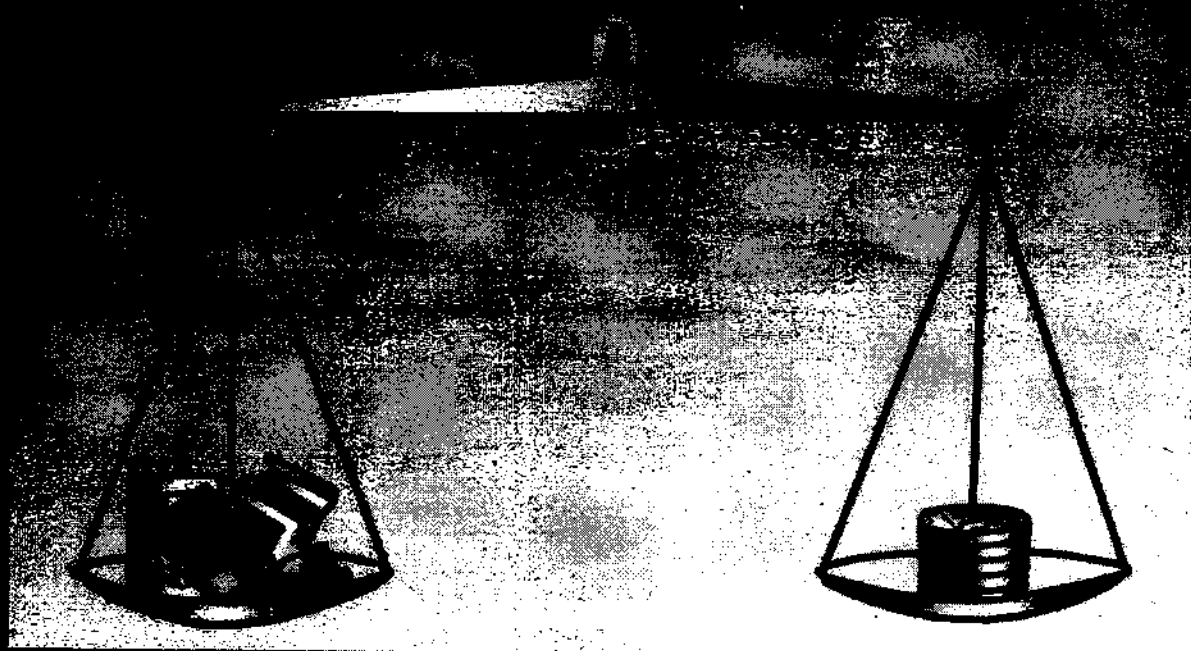
बोर्ड "क"

45 CM

60 CM

बोर्ड "ख"

बेहतर जीवन के लिए बचत कीजिये
या मौत के सामान पर खर्च
कीजिए



जिन्दगी मुनो, तम्बाकू नहीं

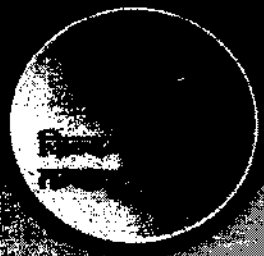
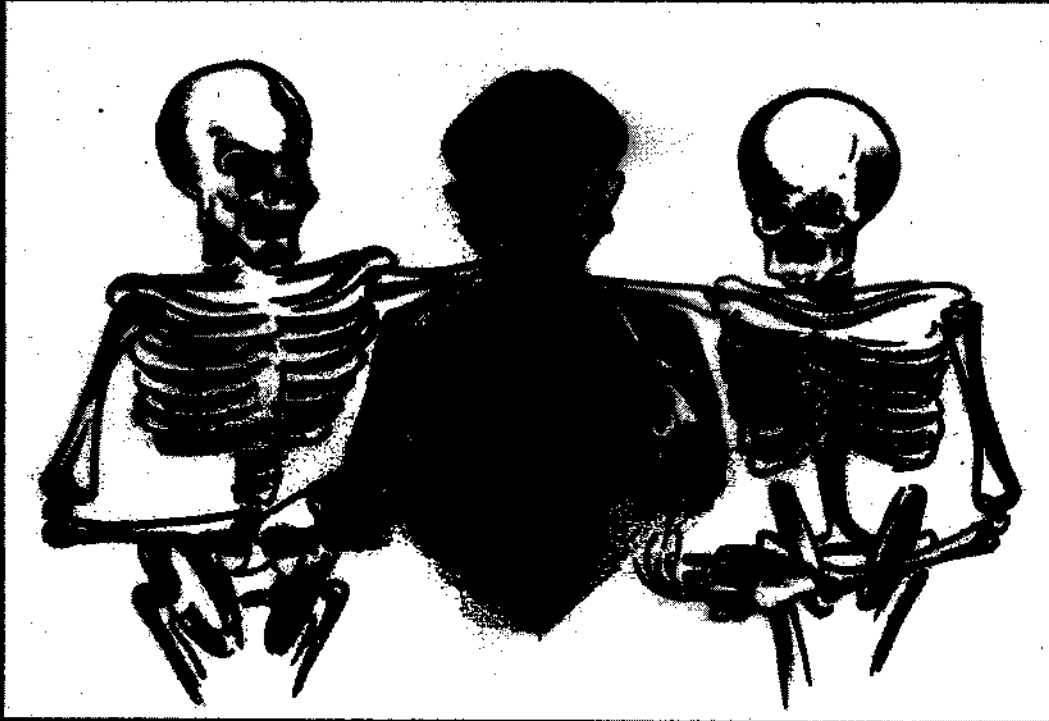


Figure 1

Figure 1 shows two maps of the study area. The left map displays the location of the study area within the context of the surrounding regions. The right map provides a detailed view of the study area, highlighting the specific locations of the sampling sites.

ठहरिये!



तम्बाकू की खेती

एक बड़ा पद

लेवती है तम्बाकू के रस का कटा

औखी बन्द कर लेने से या इस तस्वीर की अनदेखा कर लेने से आप सच्चाई से मुँह नहीं फेर सकते।

यदि आप तम्बाकू का सेवन करते हैं, तो यह मुँह आप का भी हो सकता है। सिर्फ आप ही अपने शरीर को तम्बाकू की गिरफ्त से बचा सकते हैं।



राष्ट्रीय तम्बाकू निर्यात बोर्ड

तंबाकू छोड़िए आज ही !



स्वास्थ्य एवं परिवार कल्याण विभाग

नया संस्करण

www.moh.gov.in

क्या आप जानते हैं ?
तम्बाकू में मौजूद

4000

जहरीले तत्व इन बिमारियों
का कारण बन सकते हैं ...

बालों का झड़ना

मोतियाबिंद

दांत में सड़न

फेफड़ों का कैंसर

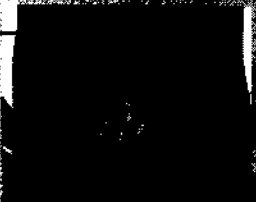
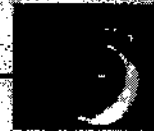
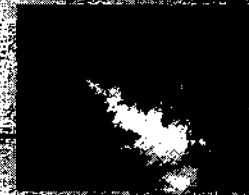
दिल की बीमारी

पेट का अल्सर

बदरंग उंगलियां

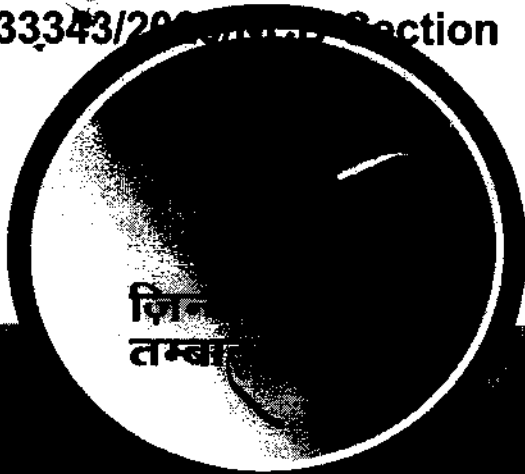
विकृत शुक्राणु

गैंग्रीन



....क्या आप बिमारियों भरी
जिंदगी एवम् दर्दनाक मौत चाहेंगे ?

133343/2000 Section



ज़िन्दगी चुनो, तम्बाकू नहीं



- प्रदेश सरकार ने सभी शिक्षण संस्थानों को तम्बाकू मुक्त बनाने का लक्ष्य रखा है, ताकि युवाओं को तम्बाकू व अन्य नशों से बचाया जा सके।
- प्रदेश सरकार ने किसी भी ग्राम पंचायत को तम्बाकू मुक्त बनने पर 5 लाख रुपए के इनाम का प्रावधान किया है।
- प्रदेश में पिछले 10 सालों में तम्बाकू के प्रयोग में लगभग 35% की कमी आयी है, लेकिन अभी भी लगभग 15 % लोग तम्बाकू का प्रयोग करते हैं, जो की चिंता का विषय है।

तम्बाकू छोड़ने के लिए 104 या 1800112356 टोल फ्री हेल्पलाइन पर संपर्क करें।
आइये, इस अभियान की सफलता व प्रदेश को तम्बाकू मुक्त बनाने में अपना सहयोग दें।

104



राष्ट्रीय स्वास्थ्य मिशन
स्वास्थ्य एवं परिवार कल्याण विभाग, हिमाचल प्रदेश



Tobacco Free Educational Institutions (ToFEI)

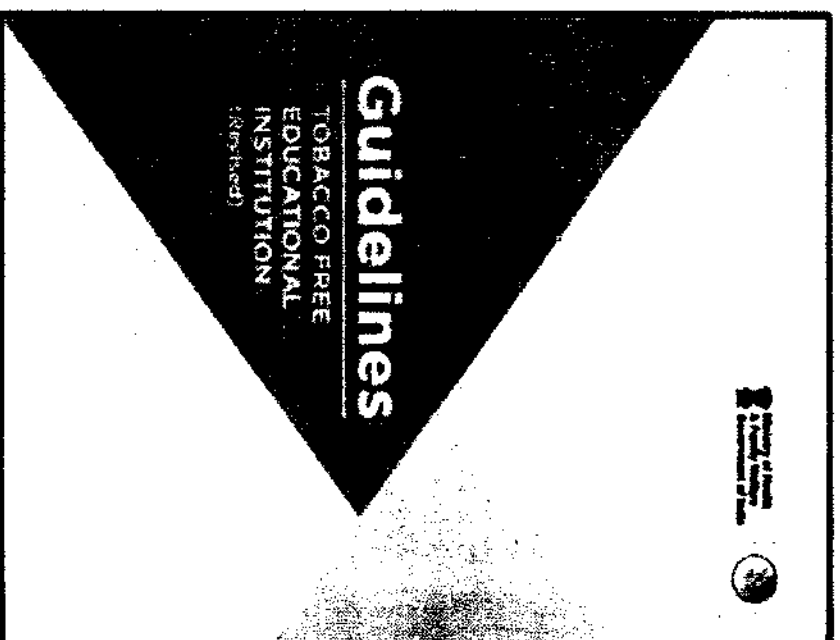
**Ministry of Health
A Healthy Future
for Saskatchewan**



Guidelines
**FOR TOBACCO FREE
EDUCATIONAL
INSTITUTION**
(Revised)

Objective of ToFEI guidelines 2019:

- to ensure all campuses are tobacco free and comply with the provisions of COTPA, 2003 and the Juvenile Justice Act, 2015 to prevent youth exposure to tobacco products and its use.
- to increase awareness about the harms and health effects of tobacco, ensure a healthy and tobacco-free environment in educational institutions, and
- to enhance the implementation of legal provisions regarding the sale and use of tobacco products as prescribed for educational institutions, public places, statutory warnings, and minors.



TOFEl Guidelines are applicable to wide range of educational settings, including:

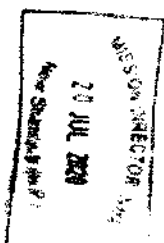
- Schools at all levels
- Colleges for higher or professional education
- Universities
- Both public and private sector institutions

Himachal Pradesh adopted ToFEI Guidelines and a notification was issued on 20 July 2020



National Health Mission
SDA Complex, Kasumpti, Shimla-6
Himachal Pradesh
Dated Shimla:17/06/2020

2020



File No.NHMH-NCDC/2018-NCDC-NATIONAL HEALTH MISSION-HP-5/104

NOTIFICATION

To achieve the objective of protecting the vulnerable population specially the adolescents and college going young adults from exposure to tobacco use, it is imperative that the anti-tobacco efforts should be scaled up and sustained in all the Educational Institutions of the State in light of the guiding principles laid down by the Government of India. The guidelines for making Educational Institutions Tobacco Free in the State of Himachal Pradesh was hereby notified (as per Annexure)

Objective of these Guidelines is to provide a fresh momentum to implementation of tobacco control initiatives among adolescents and young adults. These guidelines must be implemented by all educational institutions including schools at all levels, colleges for higher or professional education and universities both in public and private sector. It is the joint responsibility of all the key stakeholder departments i.e. Health, Home Education, Panchayats, Raj Rural & Urban Development, District Administration, Health Safety and Regulation to work for effective implementation of Tobacco Free Educational Institutions Guidelines in letter and spirit.

By Order

sd/-

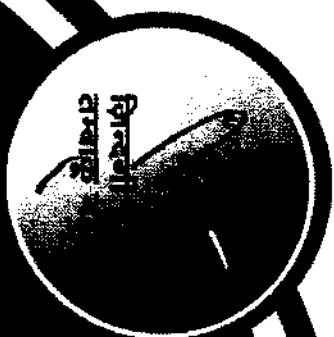
Additional Chief Secretary (Health) to the
Government of Himachal Pradesh

ENCL: No. As Above Dated Shimla:9, the
View for information and necessary action be



1339-NCDC/2018-NCDC-Section

114



शिक्षण संस्थानों को
तम्बाकू मुक्त बनाने के लिए
दिशा निर्देश



The Tobacco Crisis in India

1.35M

Annual Deaths

Tobacco-related deaths in India each year, making it one of the major causes of preventable mortality.

8.5%

Youth Users

Students aged 13-15 consume tobacco in different forms across the country (GYTS 2019).

5,500+

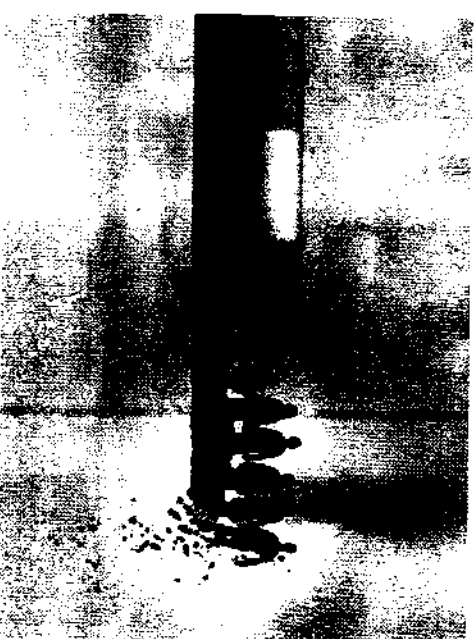
Daily Initiations

Children start tobacco consumption daily in India, creating lifelong addiction patterns.

55%


Early Starters

Users initiate lifelong tobacco use before age 20, highlighting the critical need for youth intervention.



The Hidden Danger: Second-Hand Smoke

Exposure to second-hand smoke (SHS) or passive smoking causes numerous health problems in infants, children, and adults. These include more frequent and severe asthma attacks, respiratory infections, ear infections, sudden infant death syndrome (SIDS), coronary heart disease, stroke, and lung cancer.

 **Public Health Hazard:** Spitting of tobacco products creates potential risks for transmission of swine flu, pneumonia, gastrointestinal diseases, and tuberculosis, as TB bacilli can survive in spit for an entire day.





Why Educational Institutions Matter

The Gateway Effect

Tobacco often acts as an entry gate to other addictions. Students who start with tobacco frequently progress to alcohol and other addictive substances, creating a cascade of health risks.

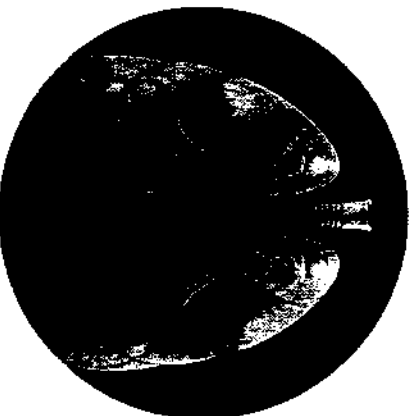
Most adult tobacco users begin in adolescence. The impressionable years spent in educational institutions are critical for prevention efforts.

Industry Targeting

The tobacco industry actively targets minors and youth through strategic marketing. Products like cigarettes, beedis, pan masala, gutkha, zarda, and khaini are readily available around educational campuses.

This accessibility combined with peer influence creates a perfect storm for addiction initiation.

Health Impacts of Tobacco Use



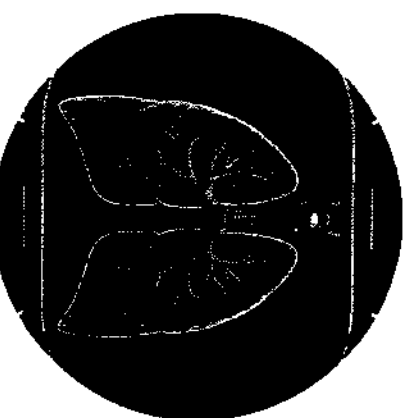
Cancer Risk

Approximately one-third of all cancers are tobacco-related. 90% of oral and lung cancers are directly linked to tobacco use.



Cardiovascular Disease

Tobacco use doubles the risk of stroke and increases vascular disease risk by 10 times. Blood circulation decreases due to blood vessel contraction.



Respiratory Diseases

Smoking increases TB risk, causes recurrent infections, and impairs treatment response. Second-hand smoke causes respiratory diseases in children.

Tobacco affects almost all body organs. Male smokers face 23 times higher lung cancer risk than non-smokers; females face 13 times higher risk. Smokers' life expectancy is reduced by 22-28%.

Legal Framework: COTPA 2003



Section 4: Public Places

Smoking banned in all public places to protect non-smokers from second-hand smoke exposure.

Penalty: Fine up to ₹200



Section 5: Advertisement Ban

Direct/indirect tobacco advertising and sponsorship prohibited to minimize attraction among youth.

Penalty: ₹1,000-₹5,000 fine or 2-5 years imprisonment



Section 6a: Minor Protection

Sale of tobacco products to or by minors strictly prohibited.

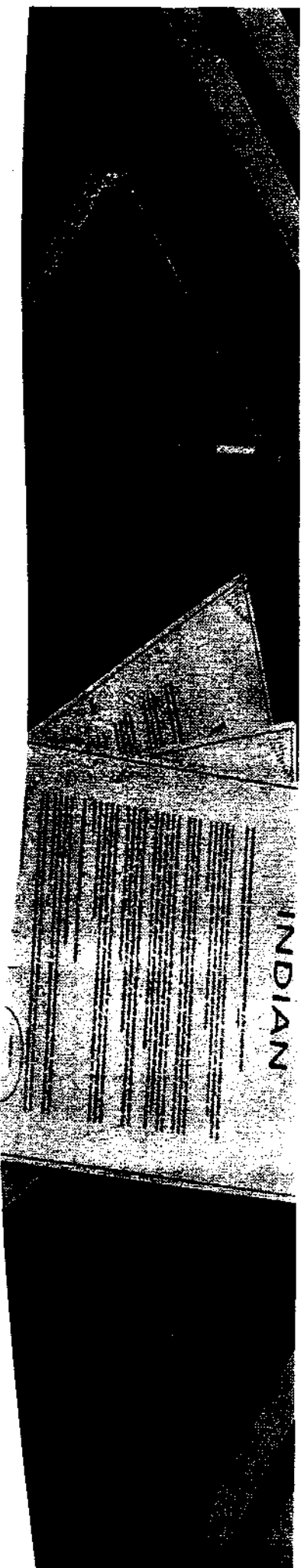
Penalty: Fine up to ₹200



Section 6b: School Zones

Sale prohibited within 100 yards of any educational institution.

Penalty: Fine up to ₹200



Additional Legal Protections

Juvenile Justice Act 2015

Section 77 imposes severe penalties:
₹1 lakh fine and 7 years imprisonment
for offering or selling tobacco to anyone
under 18 years.

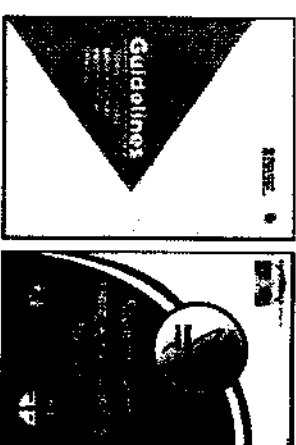
Food Safety Standards Act 2006

Tobacco and nicotine prohibited as
ingredients in food products. Twin
packs of pan masala and tobacco
cannot be sold together.

Electronic Cigarettes Act 2019

Production, manufacture, import,
export, transport, sale, distribution,
storage, and advertisement of e-
cigarettes completely prohibited.

ToFEI Guidelines Overview



The Tobacco Free Educational Institutions (ToFEI) guidelines, released by the Ministry of Health and Family Welfare in 2019, provide a comprehensive framework for creating tobacco-free environments in all educational institutions across India.

01

Create Awareness

Educate students, teachers, and staff about harmful effects and long-term health impacts of tobacco use.

02

Promote Cessation

Raise awareness about available tobacco cessation services and methods to quit.

03

Ensure Compliance

Implement legal provisions regarding sale and use of tobacco products, especially for minors and educational institutions.

04

Maintain Environment

Ensure a healthy and tobacco-free environment in all educational institutions nationwide.

Criteria for making any educational institution-TOFEI Compliant

- ✓ Minimum 9 activities to be carried out by each institute
- ✓ Self-assessment scorecard to be filled by EI
- ✓ 100 marks total
- ✓ Verification by the evaluation team
- ✓ EI can submit the claim for getting Certificate, if 90% score is obtained in self assessment

Sl. No.	Criteria	Weightage Points	Scored points by EI
1	Display of "Tobacco Free Area Signage inside the premise of Educational Institute at all prominent place(s).	Mandatory (10)	
2	The name/designation/contact number are mentioned / updated in the signage	Mandatory (10)	
	Display of "Tobacco Free Education Institution" signage at entrance/ Boundary wall of Educational Institute.	Mandatory (10)	
3	The name/designation/contact number are mentioned / updated in the signage	Mandatory (10)	
	No evidence of use of tobacco products inside the premise i.e. cigarette/beedi butts or discarded out/tobacco pouches. sitting	Mandatory (10)	

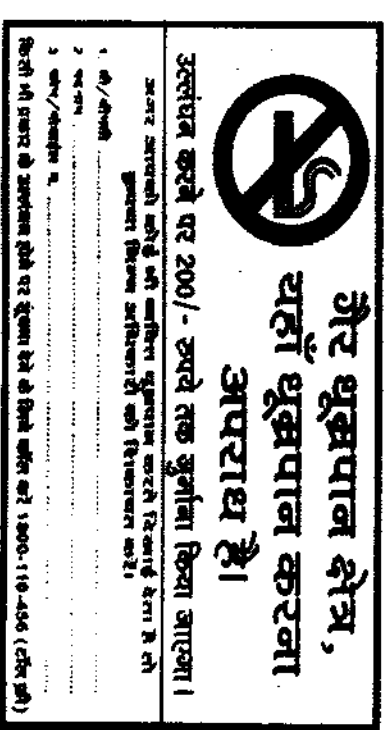
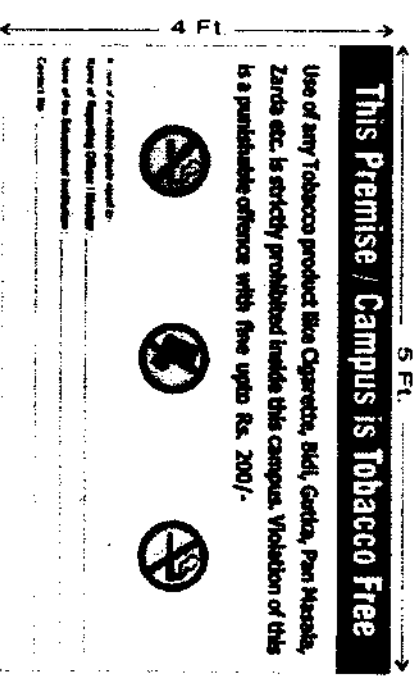
Criteria 1: Interior Signage Display

Requirements

- Minimum size: 60 cm x 45 cm
- Place at all prominent locations
- Include Tobacco Monitor details
- Use local language or English
- Display on all floors

Key Locations

- Office notice boards
- Near entrance gates
- Staircases
- Library
- Washrooms



Display "Tobacco Free Area" and "Smoke Free Area" signage at prominent places throughout the institution. Boards can be printed or wall-painted with designated Tobacco Monitor information clearly visible.

Criteria 2: Exterior Boundary Signage

तन्त्राकु मुक्त शिक्षण संस्थान

इस शिक्षण संस्थान के बाहरदीवारी से 100 गज के दायरे के अन्दर किसी भी प्रकार का तन्त्राकु पदार्थ यथा सिगरेट, बीड़ी, गुटखा, पान मसाला, जर्दा इत्यादि की बिक्री प्रतिबंधित है। इसका उल्लंघन एक दण्डनीय अपराध है।

उल्लंघनकर्ता को 200 / - रुपये तक जुर्माना किया जा सकता है।

संस्थान
प्रमुख

शिक्षण संस्थान के अधिकारी का नाम / पदनाम _____

शिक्षण संस्थान का नाम _____

मोबाइल / फोन नं. _____

Placement

Install at boundary wall outside entrance gate in conspicuous locations visible to public.

Specifications

Minimum 60 cm x 45 cm size, printed board or wall paint, local language preferred.

Information

Include "Tobacco Free Educational Institution" declaration with Tobacco Monitor name and contact details.

Criteria 3: Maintaining Clean Premises

(No evidence of use of tobacco products inside the premise
i.e. cigarette/beedi butts or discarded gutka/tobacco pouches, spitting spots.)

Zero Tolerance Policy

Educational institutions must maintain premises completely free from tobacco use evidence:

- No cigarette/beedi butts
- No discarded gutka/pan masala pouches
- No tobacco product packaging
- No spitting spots

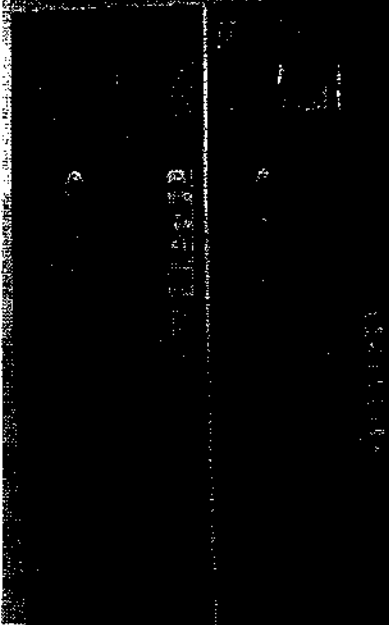
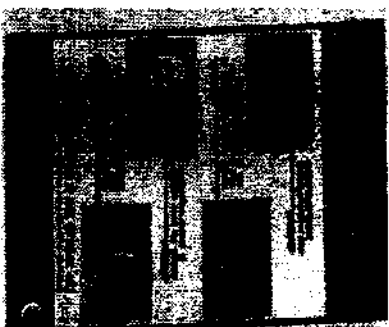
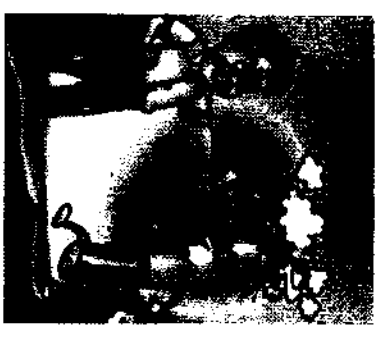
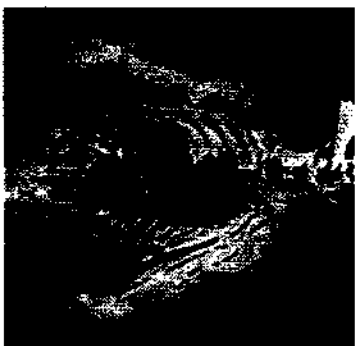
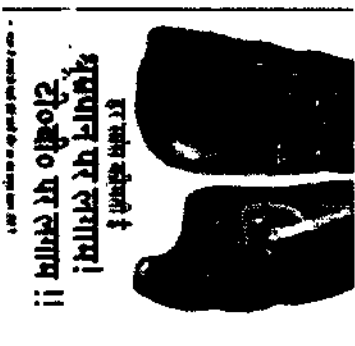
Enforcement Actions

- Regular random checks
- Student and staff frisking
- Immediate cleanup protocols
- Violation reporting system



Any evidence of tobacco consumption found on premises will be considered proof of violation. Display notices at prominent locations warning against littering tobacco products.

Criteria 4: Awareness Materials Display inside educational institutio



Criteria 5: Organizing Tobacco Control Activities

Anti-Tobacco Pledges

Conduct pledge ceremonies during morning assembly where students commit to staying tobacco-free and encouraging others to quit.

Creative Competitions

Organize poster, slogan, essay, debate, and quiz competitions on tobacco control. Display winning entries prominently.

Public Awareness

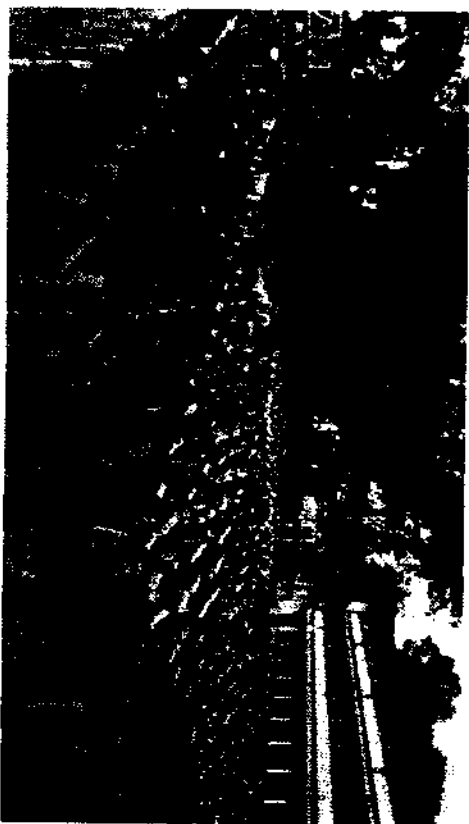
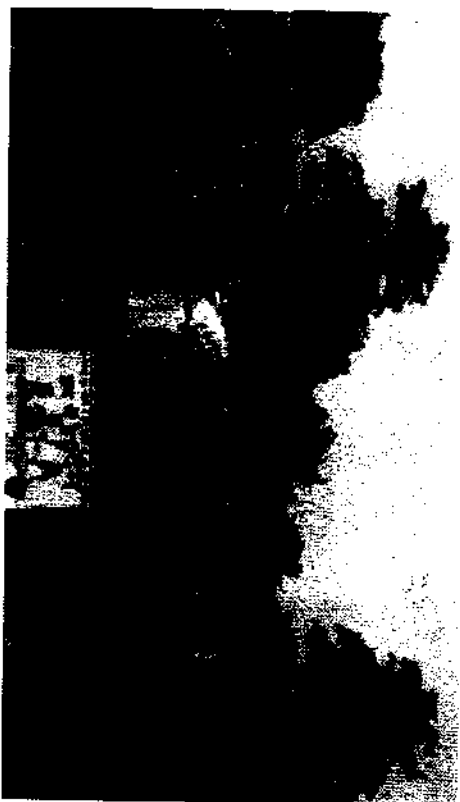
Arrange street plays, skits, and rallies on World No Tobacco Day (May 31), World Cancer Day (February 4), or other occasions.

Recognition Programs

Provide awards, certificates, and appreciation letters to students and teachers for exemplary tobacco control contributions.

Requirement: Organize at least one activity quarterly, minimum once every 6 months.
Document activities with photographs for records and social media sharing.

Anti-Tobacco Pledge



तंबाकू सेवन के विरुद्ध अभिपक्ष

मैं (नाम) _____ अपने सेना / सेना है कि मैं अपने जीवन में कभी भी तंबाकू का सेवन नहीं करूँगा / करूँगी तथा न ही किसी प्रकार के बच्चे का सेवन करूँगा / करूँगी।
मैं अपने परिवार, समाज और देश को तंबाकू और नले से मुक्त करने के लिए हट लेना प्रयास करूँगा / करूँगी।

मैं यह भी अपने सेना / सेना है कि मैं अपने विवाह / नवविवाह के लिए ब्यापक और काबू का पालन करूँगा / करूँगी तथा अपने परिवार, मित्र और समाज के लोगों को भी इन काबू का पालन करने के लिए प्रेरित करूँगा / करूँगी।

मैं यह भी अपने सेना / सेना है कि मैं अपने विवाह / नवविवाह के लिए ब्यापक और काबू का पालन करूँगा / करूँगी तथा अपने विवाह / नवविवाह के लिए ब्यापक और काबू का पालन करूँगा / करूँगी।

हस्ताक्षर _____
नाम _____
ठेका _____
दिनांक _____

विद्वगी बुद्ध, तंबाकू नहीं

Unified Online Pledge Platform of MyGov <https://pledge.mygov.in/>

1) Anti-Tobacco Pledge and 2) Nasha Mukti Bharat Abhiyan pledge

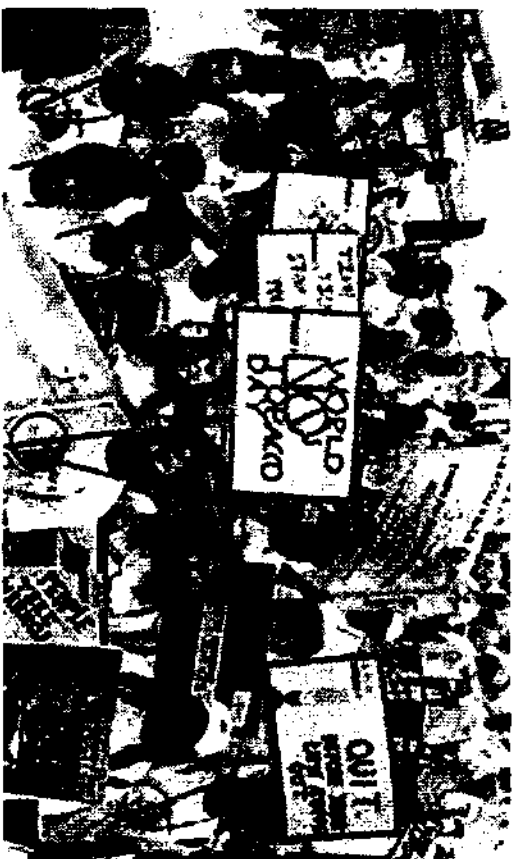
No Tobacco Pledge



Nasha Mukti Bharat
Abhiyan Pledge



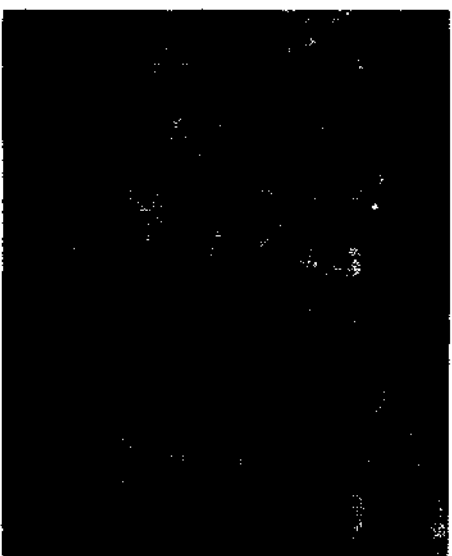
- Certificate is generated after the pledge is taken
- It is recommended that, QR code-based pledges may be taken by all staff members, students and family members at their home (as there is restriction of mobile use in the education institutions)



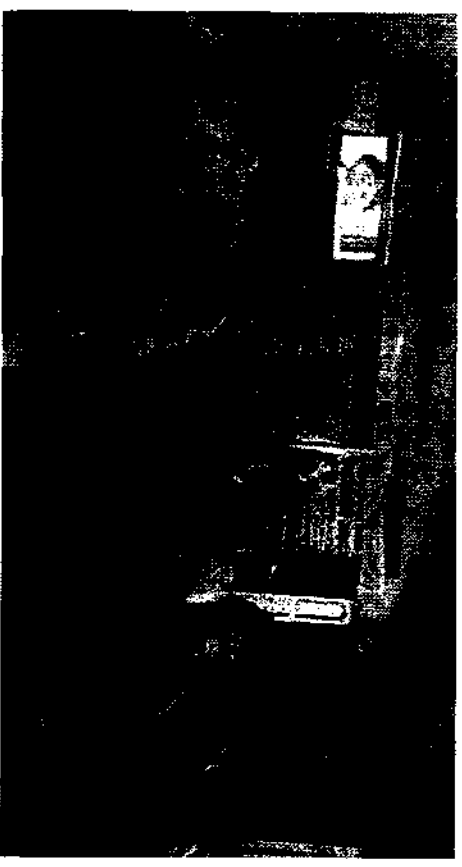
Organizing Rallies



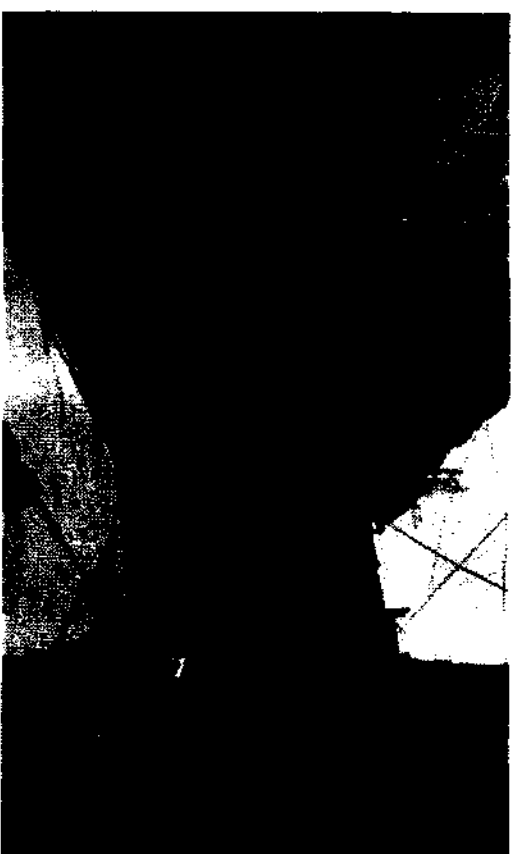
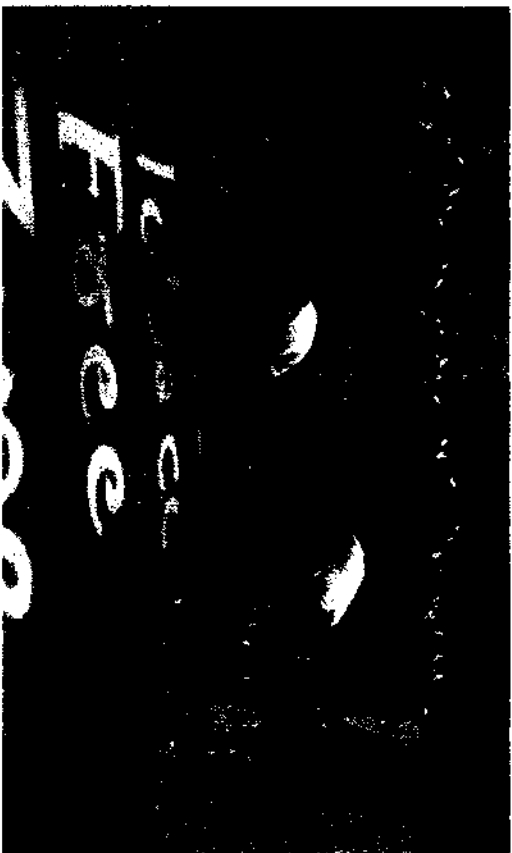
Painting Competition



Street Play



Sessions on Harms of Tobacco use by Experts



Yellow Line Campaign

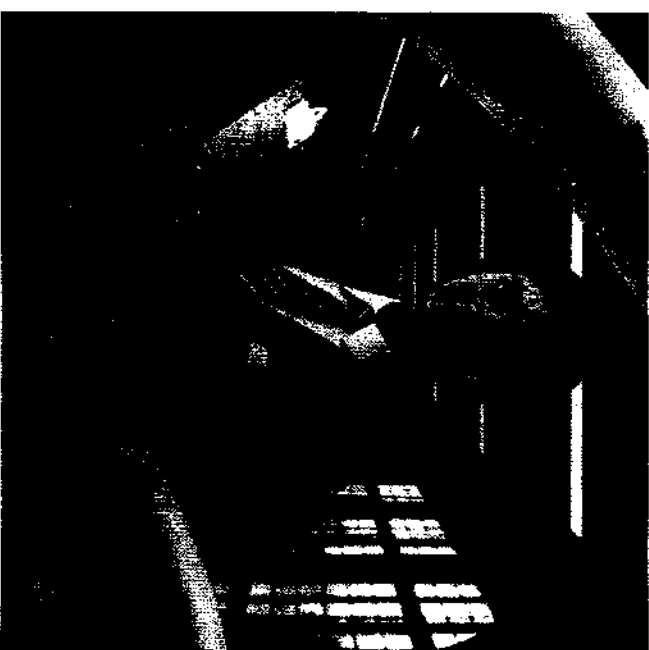
Criteria 6: Appointing Tobacco Monitors

Selection Criteria

- Must be non-tobacco users
- Teachers or staff members
- Students from classes 9-12 (optional)
- Committed to tobacco control

Key Responsibilities

- Ensure no tobacco use on premises
- Conduct random checks and frisking
- Organize awareness activities
- Monitor compliance with laws
- Support cessation efforts
- Report violations promptly



Issue official order from Head of Institution nominating Tobacco Monitors. Display order on notice board and include monitor details on all signage throughout premises.

Student monitors should inform teacher monitors about tobacco use and support peers in quitting.

Designating 'Tobacco Monitor'

ORDER

Date :

To declare our school tobacco Free and ensuring 100% compliance of Tobacco Free educational Institute (ToFEI) guidelines, school's teacher Mr./Ms. is nominated as Tobacco Monitor. Their main task will be – Ensuring no use of any tobacco product inside the premise by students, teachers, other staff or visitors and aware them about ill effects of tobacco use; involving students in various activities such as taking anti-tobacco pledge, in essay, slogan or painting competition, in rallies to create awareness among them for not using tobacco; placing posters, hoardings related to ill effects of tobacco, display of signage as per Tobacco Control Act (COTPA-2003) and mentioning name along with details of Tobacco Monitor on it; marking of yellow line from the 100 yards of school; keeping school premise free from evidence of tobacco use and making policies to discourage tobacco use in the premise. He/She must also randomly check students and their bags for tobacco products at least once in a week.

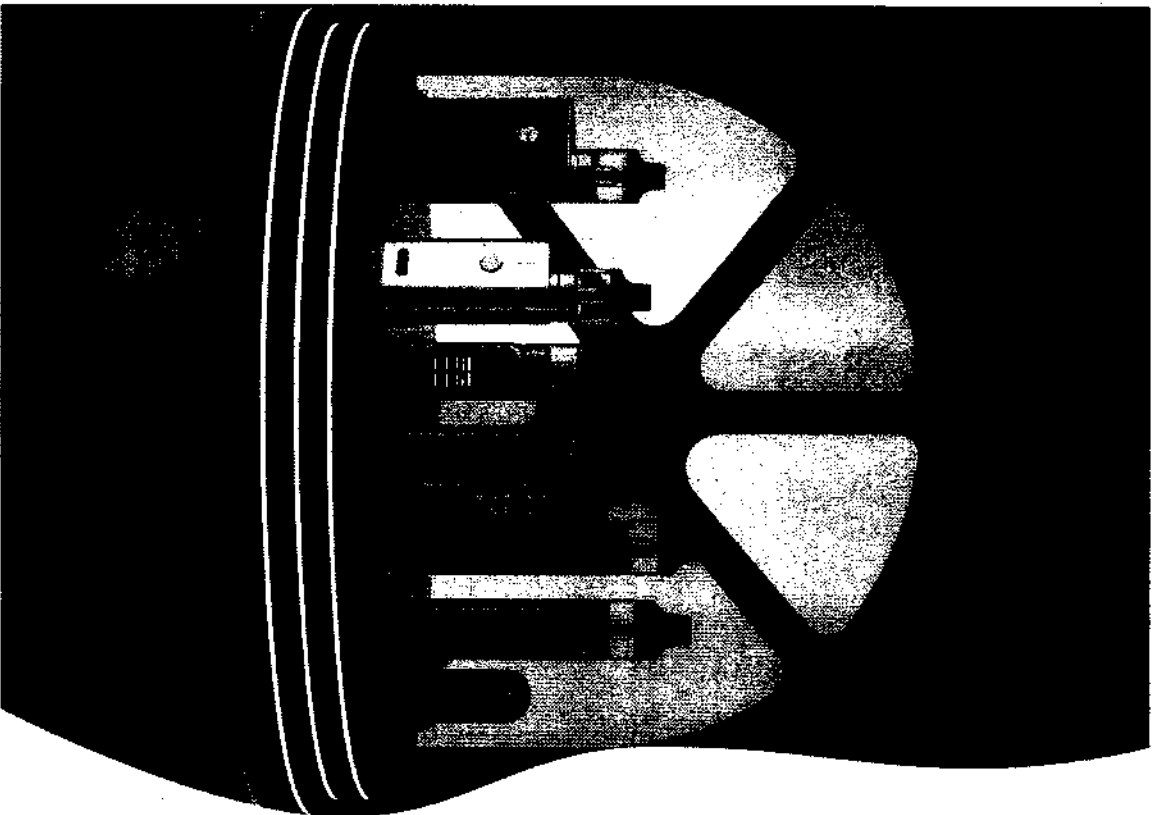
Students of class 9 to 12 who are Monitors of their class are also designated as Tobacco Monitor for their respective class. Their main responsibility will be to inform Tobacco Monitor Teacher about the students who consume tobacco and helping those in quitting.

Any person who consumes tobacco shall not be nominated as Tobacco Monitor.

By Order
Principal

Draft Order from Head of Institution to nominate "Tobacco Monitor"

Written orders by Institute in charge are mandatory



The New Threat: E-Cigarettes and Vaping

- **Critical Alert:** E-cigarettes, Heat-Not-Burn devices, Vape, e-Sheesha, and e-Nicotine Flavoured Hookah are NOT safer alternatives. They induce adolescents and young adults to nicotine addiction.

Tobacco Monitors must be vigilant about tobacco substitutes. These products come in deceptive shapes—regular cigarettes, cigars, pipes, pens, USB flash drives—with sleek, high-tech designs and rechargeable batteries. Though marketed as safer alternatives, this notion is false.

Evidence shows these products lead to nicotine addiction among youth. Any use of such products on campus should be reported to the Quilline immediately.

Activity 7: Code of Conduct Integration

Tobacco Use Prohibition

Use of any tobacco product strictly prohibited in campus, vehicles, and events. Smoking aids like match sticks and lighters also banned.

Industry Sponsorship

Support or sponsorship from tobacco companies strictly prohibited. Students must not accept prizes or scholarships from tobacco firms.

Advertisement Ban

Tobacco advertisements, promotions, or sponsorships not permissible in campus, events, publications, or on any institutional assets including uniforms.

Cessation Support

Students and staff using tobacco provided help to quit within premises. Suitable guidance shared with classes 8-12 to prevent initiation.

Sample 'Code of Conduct' Tobacco Free Educational Institution

- ✓ Use of any tobacco product is strictly prohibited in the campus, vehicles and events of the Educational Institute.
- ✓ Tobacco products and smoking aid like match sticks, lighters are prohibited in the school premises.
- ✓ Advertisements/promotions of tobacco products is not permissible in the campus, events and publications of the Educational Institute.
- ✓ Support or sponsorship of any programs related to Educational Institute by tobacco companies is strictly prohibited.
- ✓ Advertisements, promotions or sponsorships of any tobacco product, tobacco company or tobacco use must not be displayed in any asset of Educational Institute including dress and uniforms. This policy will cover students, staff, parents and visitors of the Educational Institute.
- ✓ Sale, distribution and transport of tobacco products is prohibited within 100 yards of the Educational Institute.
- ✓ Suitable instructions and guidance must be shared with students of class 8 to 12 to stop tobacco initiation among them.
- ✓ Students and staff of Educational Institute who use tobacco should be provided help to quit within the premise

This document to be printed, signed by Educational Institution in charge and displayed on the notice board.

Criteria 8: Marking the 100-Yard Zone

Measure Distance

Calculate 100 yards (300 feet) from outer boundary wall in all directions around the institution.

Mark Boundaries

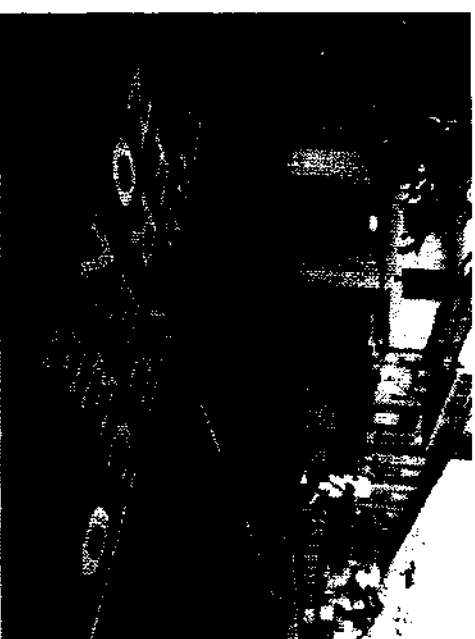
Paint a red line on roads or install boards stating "Tobacco Free Zone" at the 100-yard perimeter.

Involve Students

Engage students in marking activities to build awareness and ownership of tobacco-free zones.

Public Awareness

Ensure shopkeepers and public understand the 100-yard restriction and legal consequences of violations.



Criteria 9: No shops selling tobacco products within 100 yards of the Educational Institute

Legal Authority

Selling tobacco products within 100 yards of educational institutions is a punishable offense under Section 6b of COTPA-2003.

Heads of institutions are authorized to penalize violators with fines up to ₹200.

Enforcement Actions

- Identify shops selling tobacco within 100 yards
- Coordinate with Gram Panchayat/Municipal body for shop relocation/stopping tobacco sale
- Report violations to police, Anti-Tobacco Squad
- Use National Helpline: 1800-11-2356



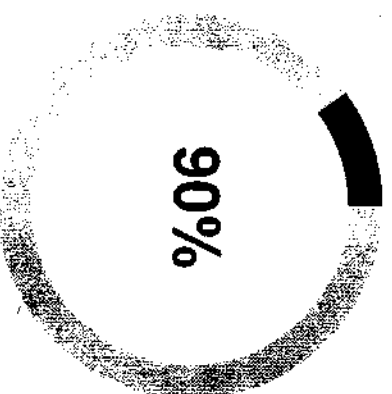
Zero tolerance: No shop within 100 yards should sell any tobacco products. Work with local authorities to ensure compliance and protect students from easy access to tobacco.

Self-Evaluation Score Card

S.N.	Criteria	Weight-age Points
1	A. Display of 'No Smoking' or 'Tobacco Free Area' sign inside premises	Mandatory (10)
	B. Give details of 'Tobacco Monitor' on sign	Mandatory (10)
2	A. Display of "Tobacco Free Education Institution" sign outside gate	Mandatory (10)
	B. Give details of the 'Tobacco monitor' on sign	Mandatory (10)
3	No evidence of use of tobacco products inside the premise i.e. no cigarette/ beedi butts or gutka/ tobacco pouches or spit marks	Mandatory (10)
4	Poster or other awareness materials on harms of tobacco displayed in the premises	

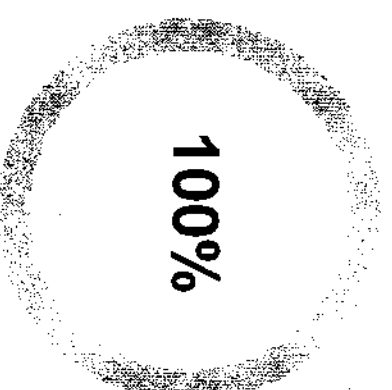
Self-Evaluation and Certification Achieving Tobacco Free Status

Institutions can use the Self-Evaluation Scorecard to assess implementation status on a half-yearly basis. The scorecard evaluates key criteria including signage display, tobacco monitor designation, enforcement of no-tobacco policies, awareness activities, and boundary marking.



Benchmark Score

Required score for ToFEI certification



Maximum Points

Total points available in evaluation

Once an institution achieves the benchmark score of 90/100, they can participate in the ToFEI Award Scheme. After verification, qualifying institutions receive a ToFEI Certificate.

After completing all the 9 activities and achieving 90% score in the self assessment, the in-charge of the educational institution will sign the Self-Declaration form and submit to respective Block Medical Officer, along with following documents

1. Photo evidences of mandatory signages/yellow line/ IEC material on harms of tobacco use displayed/IEC activities-rally, poster competition, street play, health talks etc.
2. Office orders of tobacco monitor
3. "No tobacco use" norm in code of conduct of EI

Tobacco Free Educational Institution Self-Declaration

Name of Educational Institution

Address of Educational Institution

I (Name of the Principal/Head of the Institution), hereby declare that

1. Signages as per Tobacco Free Educational Institution (TofEI) 9 have been placed/wall painted at prominent places inside and on premises.
2. I have also nominated 'Tobacco Monitor' to monitor violations details are mentioned on signages.
3. There is no tobacco use inside the premises and it is regularly checked for any evidence of tobacco usage.
4. Awareness activities have been organized for the students awareness about the harms of tobacco and benefits of quit students/teachers/staffs have taken pledge against tobacco use.
5. 100 yard area around the institution has been marked by the (yellow/red/blue) or board.
6. Any shopkeeper/person found selling tobacco products within 1 area around the institution will be penalised lawfully as per sect COTPA-2003 and section 77 of Juvenile Justice (Care and Prod children) Act 2015.

Date :

Signature of the Principal/Head of Institution
Stamp of the Institution

१३३३-विश्वभारतसंघटनकोषालाई भुक्त बलादे हेतु मुल्यांकन सूची

Name of the Educational Institution
Name and Designation of Evaluator
Date of Evaluation:

- ### Final Section of the Educational Profile

Sl No.	Criteria	Weightage Points	Scored points by the Institute
1	Display of "Tobacco Free Zone" signage inside the premises of Educational Institute at all prominent places.	Mandatory (10)	
	The name/designation/contact number are mentioned / updated in the signage	Mandatory (10)	
2	Display of "Tobacco Free Education Institution" signage at entrance / boundary wall of Educational Institute.	Mandatory (10)	
	The name/designation/contact number are mentioned / updated in the signage	Mandatory (10)	
3	No evidence of use of tobacco products inside the premise i.e. (cigarettes/beedi/bidis or discarded ash/tray/tobacco powder, etc.) Signage	Mandatory (10)	
4	Poster or other awareness materials on harms of tobacco displayed in the premise.	9	
5	Organisation of at least one tobacco control activity during last 6 months.	9	
6	Designation of Tobacco Signage and their format, designations, and contact number are	9	

of literary and / or of the Educational Institute		
has signed subject products within 100 yards of the Educational Institute	7	

Prototype of the
Certificate issued to successful
educational institutions in the
evaluation process



तन्त्राकृ. मुक्त शिक्षण संस्थान

प्रमाण पत्र

संख्या

.....को प्राधिकृत समिति द्वारा किये गए सर्वेक्षण के
अनुसार.....(शिक्षण संस्थान का नाम)
ने...../100 अंक अर्जित किये हैं।

अतः इस शिक्षण संस्थान को तन्त्राकृ. मुक्त संस्थान प्रमाणित किया
जाता है।

दिनांक

BMO के हस्ताक्षर
(मुहर सहित)

यह प्रमाण पत्र जारी करने के उपरान्त एक वर्ष तक मान्य होगा।

Authorized Enforcement Officers

Educational Institutions

Vice Chancellors, Directors, Proctors, Principals, Headmasters, or institution heads

Police Department

All officers of Sub-Inspector rank and above

Health Department

Directors, Joint Directors, Civil Surgeons, Chief Medical Officers, Medical Officers at PHCs

Education Department

All officers of Inspector rank from Department of Education

Urban Development

Executive Officers and Health Officers of Municipal corporations/councils

Panchayati Raj

Chairpersons, Sarpanch, Panchayat Secretaries

These officers are authorized under Section 6 of COTPA to impose and collect fines for violations related to minors and educational institutions.

Enforcement Powers and Penalties

Who Can Enforce?

Educational institution heads are authorized to impose and collect fines under COTPA 2003 for violations including:

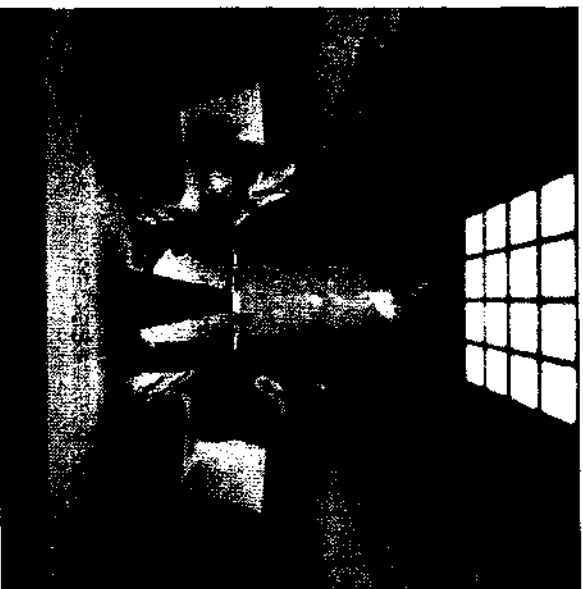
- Smoking in public places (Section 4)
- Sale to or by minors (Section 6a)
- Sale within 100 yards (Section 6b)

Multiple officials from various departments—police, health, education, transport, and local bodies—are also authorized to enforce tobacco control laws.

Penalty Structure

Violation Type	Fine Amount
Smoking in public places	Up to Rs. 200
Sale to/by minors	Up to Rs. 200
Sale within 100 yards	Up to Rs. 200
Advertisement violations	Up to Rs. 5,000 + imprisonment

Cessation Services: Help is Available

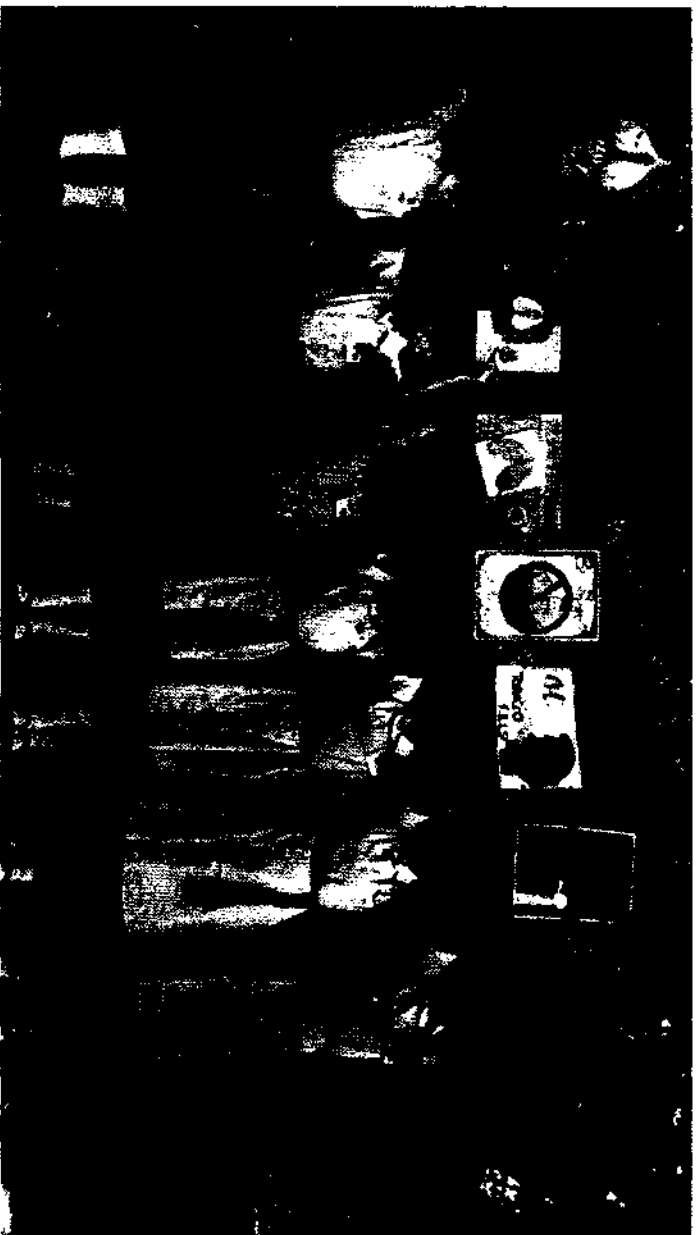


Multiple Pathways to Quit

Various cessation services have been established under NTCP to help tobacco users quit:

- **National Quitline (1800-11-2356):** Handles approximately 2.5 lakh calls monthly with expanded capacity
- **Tobacco Cessation Centers:** In each Medical colleges, district hospitals and 109 Naye Disha Kendra in HP
- **mCessation Services:** Mobile app providing digital support for quitting

The quitline number is now displayed on all tobacco packs, making help accessible to millions of prospective quitters.



**Let's join hands to save our
Future Generation**

Thank you!