



केन्द्रीय माध्यमिक शिक्षक बोर्ड
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CENTRAL BOARD OF SECONDARY EDUCATION

(An Autonomous Organization under the Union Ministry of Human Resource Development, Govt. of India)
“Shiksha Sadan”, 17, Institutional Area, Rouse Avenue, New Delhi-110002.

CBSE/Dir(Arti)/2014

Circular No. Acad.-14/2014
Dated: May 30, 2014

All Heads of Schools
affiliated to CBSE

Subject: Sensitization for tackling Tobacco Epidemic -regarding

Dear Principal,

In continuation to our circular No. 09/2006 dated 31.5.2006; Cir. No. 29/2007 dated 20.6.2007; Cir. No. 27/2008 dated 24.06.2008; Cir. No. 33/2008 dated 01.09.2008; Cir. No. 49/2008 dated 6.11.2008; Cir. No. 18/2009 dated 19.01.2009; Cir.No.04/2012 dated 24.04.2012 and Cir. No. 13/2014 dated 08.05.2014) and with reference to Health Manuals (4 volumes), Life Skills Manuals and Environment Education Manuals and Adolescent Education Programme Manuals, the Board wishes to highlight the fact that tobacco consumption remains a serious health issue in our society and among all the steps that could be taken to prevent the consumption of tobacco the most productive is perhaps to prevent young persons from acquiring the habit of consumption of tobacco.

There are powerful social, environmental, advertising, and marketing factors responsible for initiating and sustaining tobacco use among youth. Nevertheless, the Board still considers that this epidemic can be prevented by a sustained multi-pronged campaign involving community at large. In this context; the role of schools affiliated to CBSE assumes paramount significance. They need to ensure that there continues to be the widest possible exposure to harmful effects of tobacco and anti-tobacco campaigns in schools by involving students in myriad activities under Health and Wellness Club, Eco Clubs and various co-curricular activities as part of their annual calendar.

It has come to the notice of the Board that some tobacco promoting firms are finding some innovative ways to be involved with the school children. It is, therefore, strongly advised that no school affiliated to CBSE is permitted to allow its students to participate in the events sponsored by any firm or a subsidiary of a firm which promotes the use of tobacco in any form. Schools/Students should not accept any prize or scholarship instituted by a tobacco promoting firm. It is recommended that schools should not allow any institution using brand name, emblem, trademark, logo or trade insignia or any other distinct feature directly/indirectly connected with tobacco products to be associated with students.

As suggested in Boards' Circular no 04/2012, it is worth reminding that

- a) **Schools may display Posters with information about the harmful effects of tobacco at prominent places in the school. Students should be encouraged to make their own posters on tobacco control themes.**
- b) **A copy of the Cigarette and other Tobacco Products Act (COTPA) 2003 needs to be available with the Principal/ Head of School/ Institution. (It can be downloaded from the website of the Ministry of Health & Family Welfare – www.mohfw.nic.in)**

The Board has also advised schools to organize various competitions to create awareness against tobacco. Schools are once again directed to comply with and organize events to spread the message of protection from tobacco and its prevention Peer Educators and Counsellors of schools may be involved in these activities in mission mode.

Looking forward to your cooperation,

With best compliments and regards,

Yours sincerely,

Sd/-

(Dr. Sadhana Parashar)

Director (Academics, Research, Training and Innovation)

Distribution:

Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. *The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, New Delhi-110016.*
2. *The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida-201309.*
3. *The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110 054.*
4. *The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160 017.*
5. *The Director of Education, Govt. of Sikkim, Gangtok, Sikkim – 737101.*
6. *The Director of School Education, Govt. of Arunachal Pradesh, Itanagar –791 111*
7. *The Director of Education, Govt. of A&N Islands, Port Blair - 744101.*
8. *The Director of Education, S.I.E., CBSE Cell, VIP Road, Jungle Ghat, P.O.744103, A&N Islands*
9. *The Secretary, Central Tibetan School Administration, ESS Plaza, Community Centre, Sector 3 Rohini, Delhi-110085.*
10. *All Regional Directors/ Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions.*
11. *All Associate Professor & Additional Directors/ Advisors/ Consultants*
12. *All Additional Director/ Joint Director/ Deputy Director/ Assistant Director, Vocational Cell, CBSE*
13. *The Research Officer (Technology) with the request to put this circular on the CBSE websites.*
14. *All Assistant Professor & Joint Directors, CBSE*
15. *All Assistant Professor & Deputy Directors, CBSE*
16. *The Deputy Director (Examination & Reforms), CBSE*
17. *The Assistant Librarian, CBSE*
18. *The Public Relations Officer, CBSE*
19. *The Hindi Officer, CBSE*
20. *PS to Chairman, CBSE*
21. *PS to Secretary, CBSE*
22. *SO to Controller of Examinations, CBSE*
23. *PS to Director(Special Exams and CTET), CBSE*
24. *PA to Professor & Director (Academics, Research, Training & Innovation), CBSE*
25. *PA to Director (Information Technology)*
26. *PA to Director (EDUSAT)*

Director (Academics, Research, Training and Innovation)