



केन्द्रीय माध्यमिक शिक्षा बोर्ड

(मानव संसाधन विकास मंत्रालय, भारत सरकार, के अधीन एक स्वायत्त संगठन)

शिक्षा सदन, 17, इन्सटिट्यूशनल क्षेत्र, राउज एवेन्यु, दिल्ली-110002.

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, Delhi-110002



CBSE/EO/PR/2016

21st April, 2016

Circular no. Acad-14/2016

All the Heads of Institutions Affiliated to CBSE

WORLD NO TOBACCO DAY 2016



On World No Tobacco Day, 31st May 2016, WHO and the Secretariat of the WHO Framework Convention on Tobacco Control are calling countries to get ready for plain (standardized) packaging of tobacco products.

The CBSE is committed to supporting all initiatives by schools, which have the major responsibility to highlight and raise awareness among their students, staff and the community, about the negative impact of tobacco use. The Board also directs all schools to ensure that Section 6 of Indian Tobacco Control Act COTPA 2003, which prohibits the sale of tobacco products in an area within radius of 100 yards of any educational institution, is effectively enforced through a DISPLAY BOARD put up outside the institution.

Effective awareness-raising is possible through the conduct of various competitions, where students apply their knowledge, observation and creativity, through a variety of media, **on the spot**. These will go a long way in eradicating the menace of tobacco use among students, staff and the communities.

Competitions: [see annexure 01 for details]

- **Poster making:** Theme: **Tobacco: A leading risk factor for non-communicable diseases**
- **Essay writing:** Theme: **Tobacco kills in any form or disguise.**
- **Report:** Theme: **Media and Tobacco: how they get the message across!** Document the harmful impacts of media, how the tobacco trade influences the media, and how the media can fight the habit of tobacco use among all age groups.
- **A Power point** Theme: **Tobacco: A leading risk factor for non-communicable diseases.** Students may also send 2-3 photographs to show how they used their ppt to raise awareness among schoolmates/community.

Mode of Submission of entries:

Only the **top 03 entries** of each competition are to be sent along with duly filled and attested ENTRY FORM in annexure 02, including the following:

- Typed or neatly handwritten **Essay, Poster**, as hard copies only.
- **PPT/s** in separate VCDs, duly labelled with the name of school and hard copy of the PPT
- **Report** with 2-3 photographs of interactions with the community, as hard copy only **on or before 15th May 2016.**

**Ms. P. Rajeswary, Education Officer, CBSE,
"Shiksha Sadan", IV Floor, 17- Rouse Avenue, Institution Area, New Delhi – 110002.**

- The top 40 entries in each event will be selected by a distinguished panel of experts.
- The results will be uploaded on the academic website: www.cbseacademic.in
- All winners will be awarded a **Certificate of Merit**.

Please note: Entries received after the specified date, with information missing or unattested by the School Head, will be deemed as invalid.

Reports, along with photographs (captioned) may be sent for publication in the CBSE quarterly journal CENBOSEC.

For further queries, please contact: **011-23231248** or e-mail to **P. Rajeswary, EO [Academics]:**
rajeswary.cbse01@gmail.com

Sd/-

(Ms. Sugandh Sharma)

Additional Director (Research and Innovation)

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, Junglee Ghat, P.O. 744103, A&N Islands.
9. The Secretary, Central Tibetan School Administration, ESS Plaza, Community Centre, Sector 3 Rohini, Delhi-110085.
10. The Additional Director General of Army Education, A –Wing, Sena Bhawan, DHQ, PO, New Delhi-110001.
11. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt-110010.
12. The Under Secretary,(EE-I), Ministry of Human Resource Development, Shastri Bhawan, New Delhi
13. 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.
14. All Associate Professor & Additional Directors/ Advisors/ Consultants/Education Officers.
15. All Additional Director/ Joint Director/ Deputy Director/ Assistant Director, Vocational Cell.
16. The Officer in charge of I.T. with the request to put this circular on the CBSE websites.
17. All Assistant Professor & Joint Directors, CBSE
18. All Assistant Professor & Deputy Directors, CBSE
19. The Assistant Librarian, CBSE
20. The Public Relations Officer, CBSE
21. The Hindi Officer, CBSE
22. PS to Chairman, CBSE
23. PS to Secretary, CBSE
24. PS to Controller of Examinations, CBSE
25. PS to Director (Special Exams and CTET), CBSE
26. PA to Director (Information Technology)

Additional Director (Research & Innovation)

Rules and Regulations

WHO theme for 2016: **GET READY FOR PLAIN PACKAGING**

Poster drawing: Tobacco: A leading risk factor for non-communicable diseases [individual]

- Convey a clear message
- Size: A4 size chart paper
- Time Limit: 2 hours
- Eligibility: Classes VI-VIII
- Hindi or English

Avoid:

- Any inappropriate content.
- Abusive language.
- Bias against any community, occupation, religion or group of people.
- Cluttering with too many images and messages.

Assessment criteria

- Relevance of content to the prescribed theme
- Visual appeal (use of colours / images/ paper cuttings etc.)
- Clarity of purpose
- Innovation and creativity
- Appropriate Slogan/Messages

Essay writing: Tobacco kills in any form or disguise.[individual]

- Supply a suitable title on their own based on the given theme.
- Time Limit: 1 hr 30 mins.
- Only one entry per participant,
- Eligibility : Classes IX-X [500- 600 words]
- Hindi or English
- Originality is a must

Avoid:

- Any abusive language.
- Plagiarism.
- Bias against any community, occupation, religion or group of people.

Assessment criteria

- Originality of content
- Relevance and appropriacy of content
- Adherence to word limit
- Logical flow of the essay (introduction, body, conclusion)
- Clarity of thought
- Fluency and accuracy

Report: Media and tobacco: how they get the message across! [02 students per team]

- Supply a suitable title.
- Time Limit: 3 hours to consolidate
- Only one entry per team
- Eligibility: -classes XI-XII [800- 1000 words]
- Report based on examples from a range of media, how commercial activities promote this evil, giving reasons and ways to change perceptions about tobacco use among all age groups and communities- urban and non-urban ,
- Hindi or English

Avoid:

- Any inappropriate content.
- Abusive language.
- Bias against any community, occupation, religion or gender

Assessment criteria

- Relevance of content
- Quality of questionnaire
- Clarity of purpose/message
- Innovative and creative approach to the issue of tobacco use in the community
- Practical recommendations

Power point: Tobacco: A leading risk factor for non-communicable diseases [02 students per team].

- Supply a suitable title.
- 15-20 slides on the given theme
- Only one entry per team
- Eligibility: classes IX-XII
- Text in Hindi or English
- Each entry must have a slide with the team members' names.

Avoid:

- Any inappropriate content.
- Abusive language.
- Bias against any community, occupation, religion or gender
- Cluttering with too many unrelated messages.

Assessment criteria

- Relevance of content
- Clear delivery by presenter
- Clarity of purpose/message
- Innovative and creative use of tune and imagery
- Overall appeal of the presentation

All entries in hard copy shall have the school stamp, name of student/s and class/es clearly written behind the poster/right hand corner of each page of essay/report.

CENTRAL BOARD OF SECONDARY EDUCATION, NEW DELHI
WORLD NO TOBACCO DAY COMPETITIONS 2016
 [To be attested and duly submitted along with entries on or before 15th May 2016]

ENTRY FORM

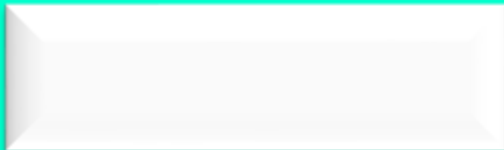
Name of the school **with complete address and pin code.** Affiliation no:

Name of School Head: Mobile no:

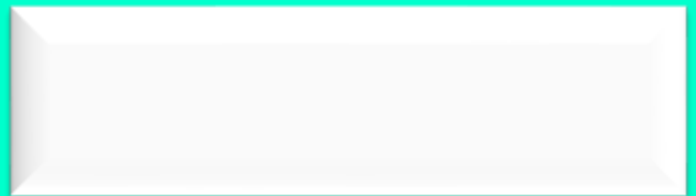
To be filled and attested by the School Head as the original work of student/s:

NO.	NAME OF STUDENT/S IN FULL	CLASS	CONTACT NO.
Category I: Classes: VI-VIII: Hindi/English-POSTER MAKING (INDIVIDUAL)			
1			
2			
3			
Category II: Classes: IX-XII : Hindi/English-POWERPOINT -Team-01			
1			
2			
Category II : Classes: IX-XII : Hindi/English- POWERPOINT- Team-02			
1			
2			
Category II : Classes: IX-XII : Hindi/English- POWERPOINT- Team-03			
1			
2			

Category III : Classes IX-X: Hindi/English- ESSAY WRITING (INDIVIDUAL)			
1			
2			
3			
Category IV: Classes :XI - XII: Hindi/English- REPORT -Team 01			
1			
2			
Category IV: Classes :XI -XII: Hindi/English- REPORT -Team 02			
1			
2			
Category IV: Classes :XI -XII: Hindi/English- REPORT -Team 03			
1			
2			



Principal's signature with date



School stamp

Please Note:

Entries received without the entry form/ without attestation/ missing information are invalid.