



केन्द्रीय माध्यमिक शिक्षा बोर्ड

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

शिक्षा सदन, 17, इन्स्टिट्यूशनल 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, New Delhi-110002

CBSE/Acad./Dir. (ART&I)/2015

Circular No. Acad-03/2015

Dated: 07 January, 2015

All Heads of Institutions
affiliated to the Board

Subject: Display board in Hindi and English languages for Tobacco Free Educational Institutions

Dear Principal,

Tobacco is the foremost cause of preventable death and disease in the world today and India is the second largest consumer of tobacco products. Nicotine is a highly addictive drug; and adolescents, who are still going through critical periods of growth and development, are particularly vulnerable to its effects. Smoking and other tobacco use causes numerous immediate, sometimes irreversible, health effects and risks that can seriously damage kids' health well before they leave school or reach adulthood. Because of the addictive power of nicotine, about three out of four teen smokers end up smoking into adulthood, even if they intend to quit after a few years. Smoking may also be a “gateway” to illegal drug use. Studies show that nicotine addiction often precedes the use of other drugs and is a risk factor for future use of drugs and alcohol.

CBSE strongly feels that students should abstain themselves from this deadly habit and has issued **circular no. 58 'Guidelines on Protection from Exposure to Tobacco Smoke'** dated **November 20, 2009** which conveys WHO guidelines to all the schools affiliated to it on protection from exposure to tobacco/smoke. The Board had issued a detailed advisory in order to address tobacco consumption amongst adolescent population (**Circular No. Acad-04/2015 dated 24.04.2012**). The Board had also issued a latest circular **Acad.-14/2014 dated May 30, 2014** for sensitizing students for tackling Tobacco Epidemic and an **Anti-Tobacco pledge** as notification on World No Tobacco Day 2014.

In continuation to these samples of **display boards** in Hindi and English languages for **Tobacco Free Educational Institutions** is being shared. (**Annexure-1**) These have been issued by **Directorate of Health Services - Delhi** and display of both the boards is essential as per guidelines issued under **Indian Tobacco Control Act COTPA 2003** for all schools. *Non-compliance will attract fine/challan as per Tobacco Control Laws of Government of National Territory Delhi.*

Schools are in a uniquely powerful position to play a major role in reducing the serious problem of smoking and other tobacco use by kids. The above display boards may be put up at the **entrance gate outside the boundary wall, at the Reception, Cafeteria and other prominent places** in the size recommended without fail at the earliest.

Kindly refer to **Circular No. Acad.- 14/2014 Dated May 30, 2014**. An advisory was given in the third paragraph mentioning that 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 was, therefore, 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. It was also 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. It is to be further noted that these recommendations would apply only to activities and events that promote tobacco products and not otherwise.

This may be done at the earliest.

(Neha Sharma)
Deputy Director (E & R)

Distribution:

Copy with a request to respective Heads of Directorates/KVS/NVS/CTSA as indicated below to also disseminate the information to all concerned 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. 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. 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.
13. All Associate Professor & Additional Directors/ Advisors/ Consultants
14. All Additional Director/ Joint Director/ Deputy Director/ Assistant Director, Vocational Cell, CBSE.
15. The Research Officer (Technology) with the request to put this circular on the CBSE websites.
16. All Assistant Professor & Joint Directors ,CBSE
17. All Assistant Professor & Deputy Directors, CBSE
18. The Deputy Director (Examination & Reforms), 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 Professor & Director (Academics, Research, Training & Innovation),CBSE
27. PA to Director (Information Technology)

Deputy Director (E & R)