



सत्यमेव जयते
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GOVERNMENT OF JAMMU & KASHMIR
DIRECTORATE OF SCHOOL EDUCATION KASHMIR
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CIRCULAR.

With the objective of protecting children and young adults against initiation on tobacco use, several provisions have been made in the Cigarettes and Other Tobacco Products Act (COTPA) 2003 which include Prohibition of sales of tobacco products within 100 yards of an Educational Institution; Prohibition of sale of tobacco products to or by persons aged less than 18 years and prohibition of any form of direct or indirect advertisements of tobacco products etc.

Recognizing the need for early intervention and for increased awareness about the ill effects/harms associated with tobacco use, the Ministry of Health and Family Welfare has released the 'Guidelines for Tobacco Free Educational Institutions (ToFEI)'. As such the role of Educational Institutions is extremely important in creating a healthy and tobacco free environment in the society.

This Directorate in collaboration with Directorate of Health Services Kashmir has launched a full-fledged campaign from 31st May till 31st July 2023 under which different activities are being conducted which include conducting of awareness programmes, Pledge taking ceremonies, Essay , Painting and Quiz competitions, Road Rallies and Prabhat Pheries etc .

Accordingly, the heads of all Educational Institutions of Kashmir Division are once again placed under strict instructions to spread awareness among the students, teachers and other stakeholders regarding the 'Guidelines for Tobacco Free Educational Institutions (ToFEI)' and put in their best efforts in making India a healthier nation.

The circular instructions shall be strictly adhered to.

Leaving
21/06/23
Dr. Tassaduq Hussain (JKAS)
Director School Education
Kashmir

No: DSEK/CEW/Circular/23/ 887

Date: 22-06-2023

Copy to the:

- Principal Secretary to Government School Education Department J&K, for favour of information.
- Director Health Services Kashmir for information.
- Chief Education Officer _____ (All) for information and with the request to circulate the instructions amongst the Hol's of their respective Districts.
- Office file