प्रभाकर, आई.ए.एस.
Prabhakar, IAS
संयुक्त सचिव
Joint Secretary

भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
कर्त्तव्य भवन-1, नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF HEALTH & FAMILY WELFARE
KARTAVYA BHAVAN-1, NEW DELHI-110001

DO No. Z-16016/01/2026-TC-Part(1)
Dated: 15th May, 2026

Dear Madam/Sir,

As you are aware, 31st May is observed globally as "World No Tobacco Day (WNTD), every year to draw attention to the health risks associated with tobacco use. This day is also observed to highlight the need for effective implementation of the National Tobacco Control Programme (NTCP) as well as tobacco control laws - the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, production, Supply and Distribution) Act, (COTPA), 2003 and the prohibition of Electronic Cigarettes (Production, Manufacture, Import, Export Transport, Sale, Distribution, Storage and Advertisement) Act (PECA), 2019.

2. In previous years, States UTs have actively observed World No Tobacco Day by carrying out campaigns, organising various activities and enforcing the provisions of the COTPA, 2003 and PECA, 2019. The successful and strong participation on this day would bring visibility to the National Tobacco Control program's efforts in reducing tobacco and nicotine use in India. Large-scale programmes and events across schools, colleges, offices and at village-level Panchayats would contribute towards creating information and awareness about the harmful effects of tobacco use as well as prohibited novel and emerging tobacco and nicotine products, including electronic cigarettes.

3. Hence, this year too, States UTs are requested to participate in the observance of World No Tobacco Day 2026 with renewed commitment and vigour. The theme of World No Tobacco Day 2026 is "Unmasking the Appeal – Countering Nicotine and Tobacco Addiction". States UTs may utilise the resources/funds already provisioned under the NHM to undertake various activities in commemoration of this day. The suggested activities that may be undertaken to celebrate this day are enclosed as Annexure, for information and necessary action.

4. It is also stated that a list of suggestive activities have also been communicated through letter no. Z-28015/71/2019-NHM-I Pt III dated 23rd April 2026 (copy enclosed) wherein 30 health days have been identified for active observance at the level of Ayushman Arogya Mandir (AAM), Sub Health Centres (SHCs) and Primary Health Centres (PHCs) including WNTD.

5. An action taken report in this regard may please be shared with tobaccocontrol08@gmail.com for information and further necessary action no later than 10 days after WNTD 2026.

With warm regards.

Yours Sincerely

(Prabhakar) 15/5/2026

o/c

To,

Additional Chief Secretary/Principal Secretary/Secretary, Health of all States and UTs

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Suggestive activities may be undertaken for commemoration of the WNTD 2026

The theme of World No Tobacco Day 2026 is **"Unmasking the Appeal – Countering Nicotine and Tobacco Addiction"**.

Special enforcement drives to be undertaken for the enforcement of COTPA, 2003 and PECA, 2019. Emphasis should be on **Section 4** (prohibition on ban on smoking in public places), **Section 5** (prohibition on advertisement of tobacco products), **Section 6** (prohibition on sale within 100 yards of an educational institution & sale to and by persons aged less than 18 years) and **Section 7** (prohibition on sale of tobacco products without statutory pictorial warnings) of COTPA, 2003, and **Section 4** (production, manufacturing, import, export, transport, sale, distribution, and advertisement of electronic cigarettes) and **Section 5** (storage of electronic cigarettes) of PECA, 2019.

An action plan for implementation of the revised guidelines for Tobacco Free Educational Institutions (ToFEI, 2019) should be prepared and launched at the State level events, aiming that all the educational institutions implement the guidelines strictly and be certified as tobacco free.

Other suggestive activities may also be undertaken for the WNTD campaign for 2026. Some suggestive activities are wide print media coverage, pamphlets in schools, wall paintings, hoardings, awareness drives through celebrities, making/public announcements, social media campaigns, television, radio jingles, street plays, nukkad natak, puppet shows, engagement with NCC/NSS/NYK for rallies and prabhat pheries, etc.

The Ministry has already launched the NTCP-MIS for monitoring efforts for the implementation of COTPA, PECA and activities under the NTCP. It may be noted that the above list is indicative only, and States/UTs are encouraged to undertake other measures with the objective of tobacco control in the larger interest of public health.

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