

NO.EDN-KGR (Sc. Consultant) Drug Abuse-2025-26-Drug -
O/O The Dy. Director of School Education (Secondary)
Kangra at Dharamshala- 176215
E-mail - ddhekanagra3@gmail.com
Dated: Dharamshala,

Reminder
Deputy Director of
School Education (Sec)
11 NOV 2025
Dispatch No. 14517-18
Kangra at Dharamshala
11th Nov, 2025

Website - ddhekanagra.edu.in
the

To

The Principals /Headmasters
GSSS/GHS/Private Schools
Of District Kangra

Sub: Regarding implementation of Tobacco Free Educational Institutions (ToFEI) Guidelines.
Memo,

This is in reference to D.O. No. 1058-1059 received from Worthy Deputy Commissioner Kangra ,
on Dated 06-11-2025, on subject cited above .

In this regard, you are directed to go through the letter & implement ToFEI guidelines in your
institution. You are also directed to ensure that your school should be 'Tobacco Free Institution' and you
have obtained the 'Tobacco Free certificate from your Block Medical Officer till 15th Nov, 2025.

**It has come to notice of undersigned that some schools not sending the Daily report of
ToFEI activities to their concerned BPO cum Principal. So all the school Heads ensure that share
the action taken report of activities held on Drug Abuse with their concerned BPO cum Principals
on daily basis.**

BPOs cum Principals are once again directed to submit the Daily activities report of their
block as per given below Performa & fill the Goggle sheet of Drug abuse (Daily basis) by 4.00 PM.

S N	BPO cum Principals	Blocks Name	Total No of Schools in Block	Number of Els self evaluated as per ToFEI guidelines - Today (the date of reporting)	No of Els declared Tobacco Free as per guidelines -- Today (the date of reporting)	No. of sessions conducted for Tobacco free pledge in Els - Today (the date of reporting)	No. of School Rallies conducted in Els- Today (the date of reporting)	No. of competitions (Debate, slogan writing, Poster ,Painting ,quiz conducted in Els -Today (the date of reporting)

Encls- Activities Calendar.

Any Laxity in this matter will be viewed seriously.

Dy. Director of school Education (Secondary)
Kangra at Dharamshala

Copy- The Worthy Deputy Commissioner Kangra.

Dy. Director of school Education (Secondary)
Kangra at Dharamshala

D.O. No. 1058-1059

Deputy Commissioner
Kangra at Dharamshala
Tel: 01892 - 222103 (O)
224555 (R)
223323 (Fax)
E-mail: dc-kan-hp@nic.in



Hemraj Bairwa, IAS

Dated 29/10/2025.....

Dear Sir / Madam,

As you are aware, Tobacco use continues to be one of the leading causes of preventable morbidity and mortality in India. Particularly concerning is the early age of initiation among youth, which necessitates timely and focused interventions.

In line with its commitment for tobacco control and the vision of a TOBACCO-FREE GENERATION, MoHFW, GoI has launched Tobacco Free Youth Campaign (TFYC) in 2023. The Third edition of the campaign (TFYC3.0) has been launched on 9th Oct, 2025 & will continue for 60 days till 8th Dec, 2025.

The campaign aims to educate, engage, and empower young people to resist and quit tobacco use through sustained awareness and enforcement efforts. Following activities are envisaged during this period:

1. Escalating Public Awareness on the harmful effects of tobacco use.
2. Enhancing Compliance with Tobacco-Free Educational Institutions (ToFEI) guidelines.
3. Promoting the Concept of Tobacco-Free Villages.
4. Strengthening Enforcement of COTPA 2003 and PECA 2019
5. Amplifying Social Media and Digital Engagement.
6. Capacity Building of stakeholders involved in tobacco control.

I would request you to lead the implementation of TFYC 3.0 on your respective blocks with special focus on the following:

1. Ensure implementation of provisions of COTPA 2003, PECA 2019, and HIP Prohibition of Sale of Loose Cigarettes and Beedies and Regulation of Retail Business of Cigarettes and Other Tobacco Products Act, 2016.



D.O. No. 1058-1059

Deputy Commissioner
Kangra at Dharamshala

Tel: 01892 - 222103 (O)

224555 (R)

223323 (Fax)

E-mail: dc-kan-hp@nic.in



Hemraj Bairwa, IAS

Dated 29/10/2025

2. Ensure implementation of the **Tobacco-Free Educational Institutions** (ToFEI Guidelines attached) across all Govt and Pvt Schools, Colleges, Universities, Professional colleges, IITs, B.Ed. colleges etc. The target for the campaign will be **10 to 15 Educational institutions per block per month**.
3. Activities that can be organized:
 - a. Educational videos to be played in all educational institutions.
 - b. "No Tobacco Pledge" in all Educational Institutions
 - c. Designate a Teacher/Staff/Student as "Tobacco Monitor"
 - d. Organize school activities: essay, painting, poster, quiz and debate competition on tobacco, discussion in school Assemblies
 - e. Organize School rallies and flash mobs
 - f. "Yellow Line" - Demarcation of EI to marking it tobacco free Organize enforcement drives within 100 yards of schools/universities
4. Designate a **Departmental Nodal officer** for coordination of activities and **reporting on daily basis** (Name, Designation, email Phn no and WhatsApp No)
5. Ensure **daily reporting on prescribed format** (attached) before 4 p.m.
6. Ensure **wide publicity of the campaign and social media engagement from official handles**.

Please feel free to reach out to the **District Nodal Officer, Dr. Anuradha, DPO** (Ph. 9459951286) in the office of CMO Kangra (cmokangra@yahoo.co.in) for further information and support. The details of Departmental Nodal Officer responsible for Daily reporting may be shared with the Distt. Nodal Officer TFYC 3.0.


Hemraj Bairwa (IAS)
Deputy Commissioner
District Kangra

Deputy Director Higher Education
Deputy Director Elementary Education
District Kangra