


Office of the Deputy Director of Elementary Education ,
Shimla District ,Shimla-171004.

Dated Shimla-171004. The 16th Jan,2021.

Endst. No:- Shiksha-Shimla[Ele]2-4B[5]1/2012-Gen/Misc---- 11990

Copy for information and necessary action to :-

1. All the Block Elementary Education Officers in District Shimla.
2. The Naib Tehsildar ,Dodrakewar, Distt. Shimla .
3. The Director of Elementary Education ,H.P.Shimla-171001 office letter no.EDN- H[Ele]4-10/2020 [Health] dated 14/01/2021.
4. Guard file .

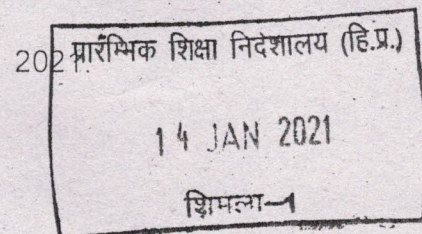

Deputy Director of Elementary Education,
Shimla District ,Shimla-171004.

EDN-H(4)(Ele)4-10/2020 (Health)
Directorate of Elementary Education,
Himachal Pradesh- Shimla-171001.

Dated, Shimla-171001 the

To

✓ All the Deputy Directors of Elementary Education,
Himachal Pradesh *Shimla*



Subject:- Regarding Foundation for Smoke Free World (FSFW) as per
guidelines issued by the Ministry of Health and Family Welfare
Government of India New Delhi..

Please find enclosed herewith photocopy of letter No EDN-B-CHHA
(10)16/2010-II dated 22.12.2020 alongwith its enclosures received from Secretary
(Education) to the Govt. of Himachal Pradesh on the subject cited above.

In this regard you are requested to go through the contents & take
further necessary action in the matter and issue necessary direction all the Educational
Institution under your control . The action taken report in this regard may be supplied to
this Directorate.

[Signature]
Joint. Director (s)
Directorate of Elementary Education,
Himachal Pradesh

Endst. No. even dated: Shimla-171001 , 2021.

Copy for information to :-

1. The Secretary (Education) to the Govt. of Himachal Pradesh for information
please.
2. Guard file.

S.H.R. Roy
[Signature]
16/01/21

[Signature]
Joint. Director (s)
Directorate of Elementary Education,
Himachal Pradesh

No. EDN-B-CHHA(10)-16/2010-II
Government of Himachal Pradesh
Department of Higher Education

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01-01

52-68B
6-1-2021



From

Secretary (Education) to the
Government of Himachal Pradesh

To

1. The Director, Higher Education,
Himachal Pradesh, Shimla-171001
2. The Director, Elementary Education,
Himachal Pradesh, Shimla-171001

Dated: Shimla-171002

22-12-2020

Subject: - Regarding Foundation for Smoke Free World (FSFW) as per
guidelines issued by the Ministry of Health and Family Welfare,
Government of India, New Delhi.

Sir,

I am directed to forward herewith a photocopy of D.O. letter No.14-37/2020-Sch.3 dated 16.11.2020 (alongwith its enclosures) as received from the Joint Secretary (Institution), Government of India, Ministry of Education Department of School Education & Literacy, Shastri Bhawan, New Delhi, on the subject cited above and to request you to look into the matter and issue necessary instructions to all concerned under your control as envisaged / mention at Para 4 & 5 of the letter dated 16.11.2020 received from Joint Secretary (Institution) Government of India.

Yours faithfully,

Under

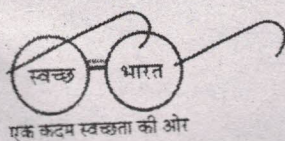
Joint Secretary (Education) to the
Government of Himachal Pradesh

DEE
SE(G)

Sh. G. K. Singh
6/01/2021



L.S. Changsan, I.A.S.
Joint Secretary (Institution)
Tel. No. 011-23383226



एक कदम स्वच्छता की ओर



सूचना का
अधिकार

(6-12-2020)
भारत सरकार
शिक्षा मंत्रालय
स्कूल शिक्षा और साक्षरता विभाग
शास्त्री भवन
नई दिल्ली - 110 115
GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF SCHOOL EDUCATION & LITERACY
SHASTRI BHAVAN
NEW DELHI-110 115

Dated 16th November 2020

D.O. No. 14-37/2020-Sch.3

Dear Sir/Ma'am,

I am to invite your kind attention to Secretary, M/o Health and Family Welfare's D.O. letter No. 16012/08/2019-TC dated 30.09.2020 (copy enclosed), wherein it has been intimated that the Convent Secretariat of the WHO-FCTC, has issued a statement about "Foundation for Smoke Free World (FSFW) stating that the said foundation is a tobacco industry- funded initiative. The FSFW was established in 20 and this foundation has received a pledge of \$80 millions USD annually for 12 years beginning in 20 from Philip Morris International (PMI), a tobacco company.

2. Apart from cigarette manufacturing, PMI is also manufacturing Electronic Nicotine Delivery Systems [ENDS] including e-cigarettes and like devices and promoting these devices as harm reduction and an alternative to cigarette smoking. It is also pertinent to mention that Philip Morris through its sponsored Foundation - A Smoke Free World and grantee "Conrad Challenge", has been trying to influence school children. Conrad Challenge has announced two new competitions in the most recent round of 2020-21.

3. In this context, it is stated that even as the Government of India has prohibited electronic-cigarettes and like devices through "The Prohibition of Electronic Cigarettes (Productions, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement) Act, 2019", the tobacco industry manufacturers have changed their strategy. Now, in the garb of Foundation for Smoke Free World (FSFW) and through Conrad Foundation, Philip Morris International (PMI) is trying to promote its products as harm reduction devices.

4. It is important that we remain vigilant against such attempts to target young children and protect them from exposure to tobacco use. As per guidelines issued by the MoHFW, a Tobacco Free Education Institute must not participate in any event sponsored by any firm or seller which promotes the manufacture or sale of tobacco product in any form. Prizes or scholarships offered by such firms should be accepted by educational institutions or students.

5. I would therefore request you to issue necessary instructions to the concerned authority(ies), State Education Department and all schools to avoid any collaboration with tobacco industry foundations in the larger interest of Public Health. Individuals, Institutes or Organizations and to adhere to the guidelines issued by MoHFW on the subject.

Yours Sincerely,
Johnel George (EDU-8)

Encl: as above

With regards,
Instructions as per Para 4, 5
be issued to DHE/DE
for information. *all*

To



1. The Principal Secretary/Secretary, School Education Department, Government of all States

2. All Autonomous Bodies under Institutions Bureau.

20 (EDU-8)



शिक्षा का अधिकार

सर्व शिक्षा अभियान
सब पढ़ें सब बढ़ें



Secy (SE&L)
01/10/2020

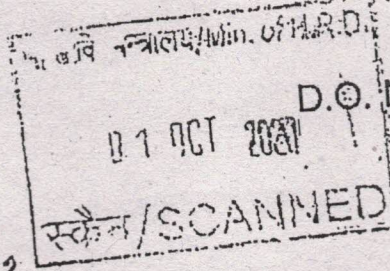


भारत सरकार
स्वास्थ्य एवं परिवार कल्याण
स्वास्थ्य एवं परिवार कल्याण मंत्रालय

Government of India
Department of Health and Family Welfare
Ministry of Health and Family Welfare

राजेश भूषण, आईएएस
सचिव

RAJESH BHUSHAN, IAS
SECRETARY



Dear Madam,

I would like to refer to this Ministry's D.O. letter dated the 24th July 2019 (copy enclosed) wherein it was brought to the notice of the Department of School Education, that the Convention Secretariat of the WHO FCTC has issued a statement about "Foundation for Smoke Free World (FSFW)", stating that the said Foundation is a tobacco industry-funded initiative. FSFW was established in 2017 and this Foundation has received a pledge of \$80 million USD annually for 12 years, beginning in 2018 from Philip Morris International. (PMI), a tobacco company.

2. It is understood that apart from cigarette manufacturing, PMI is also manufacturing Electronic Nicotine Delivery System. [ENDS] including e-cigarettes & like devices and promoting these devices as harm reduction and as an alternative to cigarette smoking. PMI is an American multinational cigarette and tobacco manufacturing company. It is also pertinent to mention that Philip Morris through its sponsored Foundation- A Smoke Free World and grantee "Conrad Challenge", has been trying to influence school children. Conrad Challenge has announced two new competitions in the most recent round of 2020-21.

3. It is clear from the above, that we have to be vigilant of such actions of the tobacco industry at targeting young minds. The provisions of COTPA, 2003 need to be effectively implemented, in order to protect the vulnerable population, especially young children from exposure to tobacco use. Accordingly, the Ministry of Health & Family Welfare in the year 2019 had issued 'the Guidelines for Tobacco Free Educational Institutions' [ToFEI] (Revised) and the key objective of these Guidelines is to provide fresh momentum for implementing tobacco control initiatives among adolescents and young adults. As per these guidelines, a Tobacco Free Educational Institute must not participate in any event sponsored by any firm or a subsidiary of a firm or a seller, which promotes the use of or manufactures/sells tobacco products in any form. Educational Institutions/Students should also not accept any prize or scholarship instituted by such firms (a copy of the Guidelines for ToFEI is enclosed).

4. As you are aware, that Government of India has prohibited the electronic-cigarettes and like devices through "The Prohibition of Electronic Cigarettes (Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement) Act, 2019", the tobacco industry/ manufactures have changed their strategy. Now, in the garb of FSFW and through Conrad Foundation, Philip Morris International (PMI) is trying to promote its products as harm reduction devices.

5. In view of the above and considering the fact that schools/Institutions are the foundry where children's behaviour is shaped as responsible citizens of the country, it is requested that necessary instructions to School Education Departments of all States/UTs may be issued to avoid any collaboration with tobacco industry-led foundations in the larger interest of Public Health as well as to abide by the statutory provisions/guidelines on the subject.

Regards

Yours sincerely,



(Rajesh Bhushan)

Encl. : as above

Smt. Anita Karwal
Secretary,
Department of School Education and Literacy,
Ministry of Education,
Shastri Bhawan,
New Delhi.



SANJEEVA KUMAR, IAS
Additional Secretary & DG (NACO & RNTCP)
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ash-mohfw@nic.in



भारत सरकार
स्वास्थ्य और परिवार कल्याण मंत्रालय
निर्माण भवन, नई दिल्ली - 110011
Government of India
Ministry of Health & Family Welfare
Nirman Bhawan, New Delhi - 110011
D.O. No. P.16012/08/2019-TC
Dated the 24th July, 2019

Dear Sir / Madam,

The WHO Framework Convention on Tobacco Control (WHO FCTC) is the first global public health treaty developed by countries in response to the globalization of the tobacco epidemic. It is the world's only tobacco control evidence based treaty and has been commended by global leaders as providing the primary road map to a tobacco-free world. It has 181 Parties, representing 180 States and the European Union, and is supported by numerous non governmental organizations. India is one of the early countries which ratified the FCTC in 2004.

2. The Article 5.3 of the FCTC obliges Parties to act to protect public health policies from commercial and other vested interests of the tobacco industry in accordance with national laws. Guidelines for implementation of Article 5.3 state clearly that governments should limit interactions with the tobacco industry and avoid partnerships. These Guidelines are also explicit that Governments should not accept financial or other contributions from the tobacco industry or those working to further their interests.

3. In this context, I wish to bring to your kind notice that the Convention Secretariat of the WHO FCTC had issued a statement about "Foundation for a Smoke-Free World" (FSFW), stating that the said Foundation is a tobacco industry-funded initiative. It is pertinent to mention that FSFW has reportedly received a pledge of \$80 million USD annually for 12 years, beginning 2018 from Philip Morris International (PMI), world's largest tobacco company. As such, the tobacco industry-led foundations like the Foundation for a Smoke Free World threaten the tobacco control efforts and their spread will jeopardize India's efforts to achieve the Sustainable Development Goals for Non-communicable diseases.

4. In the above background, it is advised that any collaboration with industry-led foundations like the Foundation for a Smoke Free World should be strictly avoided in the larger interest of Public Health. Individuals, institutes or organizations etc. under your Ministry may also kindly be advised accordingly.

5. I solicit your cooperation for effective implementation of Article 5.3 of the WHO-FCTC.

Regards,

Yours sincerely,
(Signature)
(Sanjeeva Kumar)

Secretary of all Ministries/Departments, Government of India