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स्कूल शिक्षा एवं साक्षरता विभाग,
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(An Autonomous Organization under
Ministry of Human Resource
Development, Department of School
Education & Literacy)
Govt. of India
B-15, Institutional Area,
Sector-62, NOIDA
Gautam Budh Nagar
Uttar Pradesh-201309

F. No. 16-5/2017-NVS(SA)/1180

Dated: 18.1.2018

The Dy. Commissioner,
Navodaya Vidyalaya Samiti,
All Regional Offices.

Sub : Implementation of National Tobacco Control Programme (NTCP) in JNVs
Ref : NVS circular 10-79/2013-NVS(SA) dated 11.3.2013.

Sir,

This is in continuation to the guidelines issued by Samiti vide its circular 10-79/2013-NVS(SA) dated 11.3.13 pertaining to the instructions on the subject.

Tobacco use is one of the main risk factors for a number of chronic diseases, including cancer, lung diseases, and cardiovascular diseases. Tobacco is misused in various forms. Apart from the smoke form that include cigarettes, bidis and cigars, a plethora of smokeless forms of consumption exist in the country.

The Government of India has enacted the National Tobacco-Control Legislation namely, "The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003" in May 2003. The Ministry of Health and Family Welfare, Government of India launched the National Tobacco Control Programme (NTCP) in 2007-08.

The guidelines of NTCP are enclosed as annexure-A for implementation in JNVs.

Suggestive activities

Suggestive activities for JNVs under the National Tobacco Control Programme are as follows :-

a) **DISPLAY OF NOTICE BOARD IN PUBLIC PLACE**

A notice board is to be displayed at a conspicuous place(s) outside the premises, prominently stating that sale of cigarettes and other tobacco products in an area within a radius of one hundred yards of the educational institution is strictly prohibited.

- Board also to be displayed prominently at least one at the entrance.
 - Minimum size of the board may be 120 cms by 60 cms.
 - It should contain the warning namely, "No Smoking Area. Smoking in the campus is an Offence "Tobacco causes cancer" or "Tobacco kills"
 - The board shall contain only picture of tobacco products and no brand name and other promotional message and picture.
- b) The video/CDs on the harmful effects of smoking and chewing tobacco have to be shown to students, staff and parents to sensitize them against smoking.
- c) The Tobacco Act and other Rules have to be posted on official Web Site of JNV
- d) Every year 31st May is to be celebrated as "World No Tobacco Day".
- e) Exhibitions and Seminars may be organised at District level to bring about the awareness on anti tobacco activities under pace setting activities.
- f) To implement the anti-tobacco act in letter and spirit.

You are requested to circulate the above guidelines to JNVs for strict compliance. Kindly send compliance report JNV wise by 5-2-18.

Enclosure:A/a

Yours faithfully,


(Kaneez Fatima)

Jt. Commissioner (P)

Copy to:-

3. The Principal,
All JNVs.....for compliance .
4. The Asst. Commissioner(IT) NVS HQ – with a request to upload the circular in the website of NVS.

नवोदय विद्यालय समिति
विद्यालय प्रशासन

Implementation of National Tobacco Control Programme (NTCP) in JNVs

Tobacco use is one of the main risk factors for a number of chronic diseases, including cancer, lung diseases, and cardiovascular diseases. A variety of forms of tobacco use is unique to India. Apart from the smoked forms that include cigarettes, bidis and cigars, a plethora of smokeless forms of consumption exist in the country.

The Government of India has enacted the national tobacco-control legislation namely, "The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003" in May, 2003. India also ratified the WHO-Framework Convention on Tobacco Control (WHO-FCTC) in February 2004. Further, in order to facilitate the effective implementation of the Tobacco Control Law, to bring about greater awareness about the harmful effects of tobacco as well as to fulfill the obligations under the WHO-FCTC, the Ministry of Health and Family Welfare, Government of India launched the National Tobacco Control Programme (NTCP) in 2007- 08 in 42 districts of 21 States/Union Territories of the country.

TOBACCO CONTROL ACT, 2003

Cigarettes and other tobacco products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and distribution) Act, 2003

SCOPE OF THE ACT

- The Act is applicable to all products containing tobacco in any form i.e. Cigarettes, Cigars, Cheroots, bidis, gutka, pan masala (containing tobacco) khaini, mawa, mishri, snuff etc. as detailed in the schedule to the Act.
- The Act extends to whole of India.

MAIN PROVISIONS OF THE ACT

- Prohibition of smoking in public places. Implement from 2, Oct, 2008. in the whole of India.

- Prohibition of advertisement, sponsorship and promotion of tobacco products.
- Prohibition of sale of tobacco products near educational institutions
- Regulation of health warning in tobacco products packs.
- Regulation of tar and nicotine contents of tobacco products.

PROHIBITION ON SMOKING IN PUBLIC PLACES (SECTION 4)

- Smoking is prohibited in public places
- A "public place" means any place to which the public have access, whether as of right or not and includes auditorium, hospital buildings, railway waiting room, amusement centers, restaurants, public offices, court buildings, educational institutions, libraries, public conveyances and the like which are visited by general public but does not include any open space.
- However, the prohibition shall also apply to certain open spaces visited by the public e.g. open auditoriums, stadiums, railway stations, bus stop and such other places.
- An offence punishable with fine up to Rs. 200 and is compoundable.

PROHIBITION OF ADVERTISEMENT OF ALL TOBACCO PRODUCTS (SECTION 5)

- An advertisement includes any visible representation by way of notice, circular, label, wrapper or any other document and also includes any announcement made orally or by any means of producing or transmitting light, sound, smoke or gas.
- All forms of audio, visual and print media are therefore included.
- Both direct & indirect advertisements are prohibited.
- Total ban on sponsoring of any sport/cultural events by cigarette and other tobacco product companies.
- No trade mark or brand name of cigarettes or any tobacco product can be promoted in exchange for sponsorship, gift, prize or scholarship.
- No person can under contract or otherwise promote or agree to promote any tobacco product.
- In case of any infringement of the law, the following persons will be held liable
 - a) Person engaged in production, supply, distribution of tobacco products.
 - b) Person having control over a medium.
 - c) Person taking part in any advertisement, which directly or indirectly suggests or promote the use or consumption of tobacco products.
- Offence punishable with maximum of 2 years of imprisonment or/and with fine up to Rs. 1000. In subsequent offence, imprisonment up to 5 years and with fine up to Rs. 5000.

PROHIBITION ON SALE TO MINORS {SECTION 6(A)}

- Sale of tobacco products to person under the age of 18 years is prohibited.
- The seller should ensure that the person who is buying the tobacco product is not a minor.
- Offence punishable with fine up to Rs. 200 and is compoundable

PROHIBITION ON SALE OF TOBACCO PRODUCTS NEAR EDUCATIONAL INSTITUTIONS {Section 6(b)}

- "Educational Institution" means places/centers where educational instructions are imparted according to the specific norms and include school, colleges and institutions of higher learning establishment or recognized by an appropriate authority.
- In order to restrict access of youth for tobacco products, the sale of the same is prohibited in an area within radius of 100 yards of any educational institution.
- Distance of one hundred yards shall be measured radically starting from the outer limit of boundary wall, fence or as the case may be, of the educational institution.

DISPLAY OF BOARD IN PUBLIC PLACE

- Board to be displayed prominently at least one at the entrance and one at a conspicuous place inside public place.
- Minimum size of the board should be 60 cms by 30 cms.
- It should contain the warnings namely, "No Smoking Area Smoking here is an Offence" in the Indian language(s) as applicable.

CREATION OF SMOKING AREAS

- Smoking areas may be created in hotels having 30 rooms, restaurants having seating capacity of 30 persons and in airports.
- Smoking Area and Non-smoking area are to be physically segregated.
- The smoking area shall be located in such a manner that the public is not required to pass through it in order to reach the non-smoking area.
- Each area should contain board indicating thereon "Smoking Area-Non Smoking Area"

BOARD AT POINT OF SALE OF TOBACCO PRODUCTS

- Size of board used for advertisement for tobacco products displayed on the entrance or inside warehouse or a shop where tobacco products are warehouse or a shop where tobacco products are sold shall not exceed 90 cms by 60 cms and number of such boards will not exceed two.
- Each such board shall contain warning "Tobacco causes cancer" or "Tobacco kills" occupying 25% of top-area of board.
- The board shall contain only brand name or picture of tobacco products and no other promotional message and picture.

BOARD INDICATING NO SALE TO MINORS

- A board is to be displayed at point of sale of tobacco products with a minimum size of 60 cms by 30 cms at conspicuous place(s) containing the warning "Sale of tobacco products to a place(s) containing the warning "Sale of tobacco products to a person under the age of eighteen years is a punishable offence" in Indian language(s) as applicable.

National Tobacco Control Programme (NTCP) in 2007- 08

Objectives :

To bring about greater awareness about the harmful effects of tobacco use and Tobacco Control Laws.

To facilitate effective implementation of the Tobacco Control Laws.

The objective of this programme is to control tobacco consumption and minimize the deaths caused by it.

The various activities planned to control tobacco use are as follows:

- 1 Training and Capacity Building
- 2 IEC activity
- 3 Monitoring Tobacco Control Laws and Reporting
- 4 Survey and Surveillance

Suggestive Activities

Suggestive Activities for JNVs under the National Tobacco Control Programme are as follows:-

- a) A board is to be displayed at a conspicuous place(s) outside the premises, prominently stating that sale of cigarettes and other tobacco products in an area within a radius of one hundred yards of the educational institution is strictly prohibited and that it is an offence punishable with the fine which may extend to two hundred rupees.
- b) The Video CDs especially designed by the WHO on the harmful effects of smoking and chewing tobacco have to be shown to students, staff and parents to sensitize them against smoking.
- c) The Tobacco Act and other Rules have to be posted on official Web Site of JNV
- d) Every year 31st May to be celebrated as "World No Tobacco Day"
- e) To arrange Exhibitions, Seminars, Banners at District level.
- f) To implement the anti- tobacco act in letter and spirit.
- g) To promote awareness on anti tobacco activities in the District .
- h) Multi-sectoral involvement for the implementation of the Act with the help of NGOs, Police department, Education Department and the Local administration

चन्द्रमौली २२/११/०८
सहायक आयुक्त (वि.प्र.)