



सत्यमेव जयते

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**D.O No.8-2/2024-KT**

**06<sup>th</sup> October, 2025**

**Dear Colleague,**

As you are aware, tobacco consumption among our youth is a cause of grave concern and continues to remain one of the gravest public health challenges in our country. Tobacco consumption among youth includes both traditional forms such as smoking bidis, cigarettes, as well as chewing smokeless products such as gutka, khaini, betel quid, mawa as well as newer versions like e-cigarettes, oral nicotine pouches, heated tobacco products etc. Tobacco affects almost all body organs and causes many diseases. Most cases of head, neck, oesophagus and lung cancers are due to tobacco. Approximately one third of all cancers are tobacco related while 90% oral and lung cancers are linked to tobacco.

2. According to the fourth Global Youth Tobacco Survey 2019 for India, although there was a decline in tobacco use among children as compared to the last Survey, the survey revealed that the prevalence of tobacco use among school going children aged between 13-15 years was still high at 8.4%. The Report also highlighted that the median age for initiation of cigarette, bidi smoking and smokeless tobacco use was 11.5 years, 10.5 years and 9.9 years respectively and girls initiated the use of tobacco products earlier than boys.

3. Youth is the time when children are prone to experimenting new things and when affected by academic stress, boredom or family issues try out prohibited substances. Tobacco and electronic cigarettes act as a Gateway to other addictions and unfortunately is linked to the learning outcomes of students. According to the Global School-based Student Health Survey conducted by WHO in 2022, the percentage of students who currently smoked cigarettes (on at least 1 day during the 30 days before the survey) was 3.7%. The percentage of students who have no close friends was 11.1 % and the percentage of students who seriously considered attempting suicide (during the 12 months before the survey) was 11%. Thus, providing a protective healthy environment for children and youth in schools/colleges/universities should be our priority, and the education and health departments are jointly working towards promoting a holistic healthy environment for children /youth in schools and colleges.

4. The strong cooperation and proactive efforts extended by all States/UTs during the launch and implementation of Tobacco Free Youth Campaign 2.0 in 2024, and the implementation of ToFEI guidelines in particular is gratefully acknowledged. The success of the previous campaign

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and the progress made in ushering tobacco free educational institutions was made possible by bringing in convergence between various agencies (Law enforcement, Health, Education and Civil societies) at the grassroots level and mobilising schools, universities, and communities to spread awareness and instil healthy practices among children and youth.

5. In pursuance of the Government of India's sustained commitment to tobacco control and in line with the vision of a tobacco-free generation, the Ministry of Health & Family Welfare (MoHFW), in collaboration with partnering Ministries, is launching the Tobacco Free Youth Campaign 3.0 (TFYC 3.0) on the **9<sup>th</sup> October, 2025**. The campaign is designed to educate and empower children and youth to prevent the initiation of tobacco use and to support those who wish to quit, while also strengthening a culture of health and wellness in schools and universities across the country.

6. In this context, we would urge States/UTs to encourage all educational institutions under your jurisdiction to reaffirm their commitment towards implementing the Guidelines for Tobacco Free Educational Institutions (ToFEI) (copy enclosed). The Implementation Manual for ToFEI Guidelines is also enclosed for ready reference wherein nine activities are listed out for compliance by educational institutions with the objective of prohibiting tobacco sale and use in and around educational campuses. As part of TFYC 3.0, States/UTs may consider implementing the following activities viz;

- organising enforcement drives in making educational institutions tobacco free
- capacity building workshops for school heads, NSS/NCC volunteers in schools and colleges, to enable wider dissemination of the harmful effects of tobacco consumption among youth
- felicitation ceremonies for ToFEI compliant educational institutions,
- launch a community campaign to mark 100 yards circle around educational institutions,
- facilitate students in quitting tobacco and other forms of substance abuse,
- organising counselling sessions for children/youth in schools and colleges,
- organising competitions for creating innovative awareness content,
- participating and amplifying existing initiatives of Ministry of Education, Govt of India viz; participating in the World No Tobacco Day awareness quiz and the 'School Challenge: Towards a Tobacco Free Generation' available on the MyGov platform (<https://innovateindia.mygov.in/>)
- widely disseminating through educational channels of the States/UTs the educational videos developed by Ministry of Health & Family Welfare and also playing these videos in the schools /colleges/ education/sports coaching centres etc, where children & youth assemble.
- State/UT law enforcement departments as well as local self-government representatives be involved in awareness promotion and sensitisation activities conducted at schools and colleges/universities, so as to enable the Heads of Educational Institutions in implementing ToFEI guidelines, which calls for Marking of 100 yards area from the outer limit of boundary wall / fence of the Educational Institute with either painting a Red line on the road or fixing boards mentioning 'Tobacco Free Zone' and Shops within 100 yards of the Educational Institutes shall not sell any kind of tobacco, intoxicating or substance abuse products.

- directive may also be issued to the regional audio/visual entertainment channels in the State/UT to carry voice messages through audio spots/ text scrolls on the harmful effects of tobacco consumption among the youth during the 60-day campaign period.

7. We look forward to your personal leadership in mobilising all educational/training/coaching institutions in your respective State/UT, so that together we are able to ensure a healthy environment for our young generation.

Warm regards,

Yours sincerely,

  
(Sanjay Kumar)

  
(Vineet Joshi)

  
(Punya Salila Srivastava)

1. The Chief Secretaries, All States/UTs
2. The Additional Chief Secretaries/Principal Secretaries/ Secretaries (**School Education**), All States/UTs
3. The Additional Chief Secretaries /Principal Secretaries/Secretaries (**Higher /Vocational /Technical Education**), All States/UTs
4. The Additional Chief Secretaries /Principal Secretaries/Secretaries (**Health & Family Welfare Department / Medical Colleges**), All States/UTs
5. The Vice-Chancellors, All Central and State Universities

**Copy to:**

1. The Secretary, Ministry of Home Affairs, Govt of India
2. The Secretary, Department of Social Justice & Empowerment, Govt of India
3. The Director, Narcotics Control Bureau, Govt of India
4. The Director, Directorate of Education (**School/Higher/Technical**), All States/UTs
5. The Director, Directorate of Health Services, All States/UTs