

GOVT. OF NCT OF DELHI DIRECTORATE OF EDUCATION
SCIENCE & TV BRANCH
OLD GARGI COLLEGE BUILDING LAJPAT NAGAR
NEW DELHI -110024

No:-DE-40(6)/13/SCB/2020/2518-20

Date:- 31/12/20

CIRCULAR

Sub:- Avoid any collaboration with tobacco industry led foundation in the larger interest of Public Health and to adhere to the guidelines/issued by MOHFW on the subject.

This is for your kind attention 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. The FSFW was established in 2017 and this foundation has received a pledge of \$80 millions USD annually for 12 years starting in 2018 from Philip Morris International (PMI), a tobacco company.

Apart from cigarette manufacturing. PMI is also manufacturing Electronic Nicotine Delivery System (ENDS) including e-cigarettes and similar devices and promoting these devices as harm reduction and as an alternative to cigarette smoking. It is also pertinent to mention that Philip Morris interim 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.

In this context, it is stated that even as the Government of India has prohibited electronic-cigarettes and similar devices through "The Prohibition of Electronic Cigarettes (Production, 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 though Conrad Foundation, Philip Morris International (PMI) is trying to promote its products as harm reduction devices.

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 Educational Institute must not participate in any event sponsored by any firm or seller which promotes the use, manufacture or sale

of tobacco product in any form. Prizes or scholarships offered by such firms should not be accepted by educational institutions or students.

The letter received from Joint Secretary (Institution), Ministry of Education is also enclosed herewith for reference.

Encl: As above.



(PRAMOD KUMAR)
DY. DIRECTOR OF EDN. (SC. & TV)
To

All the Govt./Govt. Aided & Unaided Recognized schools,
Directorate of Education, Delhi

No:-DE-40(6)/13/SCB/2020/2518-20

Dated: 31/12/20

Copy to:-

1. PS to Director of Education, Directorate of Education, GNCT of Delhi.
2. All DDEs (Zone & District), Directorate of Education, GNCT of Delhi
3. OS (IT) with the request to upload the circular on department website in Public Circulars.



(PRAMOD KUMAR)
DY. DIRECTOR OF EDN. (SC. & TV)



सूचना का अधिकार

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

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,

287/SE/GOI
23/11/2020

15002/DE
26/11/20

I am to invite your kind attention to Secretary, M/o Health and Family Welfare's D.O.letter No.P-16012/08/2019-TC dated 30.09.2020 (copy enclosed), wherein it has been intimated 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. The FSFW was established in 2017 and this foundation has received a pledge of \$80 millions USD annually for 12 years beginning in 2018 from Philip Morris International (PMI), a tobacco company.

2. Apart from cigarette manufacturing, PMI is also manufacturing Electronic Nicotine Delivery System [ENDS] including e-cigarettes and like devices and promoting these devices as harm reduction and as 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 Educational Institute must not participate in any event sponsored by any firm or seller which promotes the use, manufacture or sale of tobacco product in any form. Prizes or scholarships offered by such firms should not be accepted by educational institutions or students.

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

With regards,

Yours Sincerely,

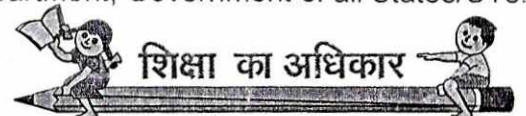
Encl: as above

DDE Science

(L.S. Changsan)

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

2. All Autonomous Bodies under Institutions Bureau.



सर्व शिक्षा अभियान
सब पढ़ें सब बढ़ें



Secy (SE&L)
01/10/2020



सत्यमेव जयते

भारत सरकार

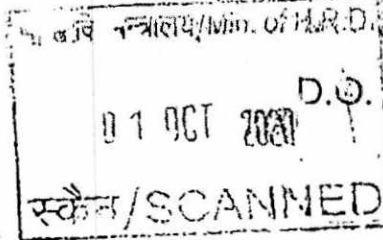
स्वास्थ्य एवं परिवार कल्याण विभाग
स्वास्थ्य एवं परिवार कल्याण मंत्रालय

Government of India

Department of Health and Family Welfare
Ministry of Health and Family Welfare

राजेश भूषण, आईएएस
सचिव

RAJESH BHUSHAN, IAS
SECRETARY



D.O. No. P.16012/08/2019-TC
30th September, 2020

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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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.

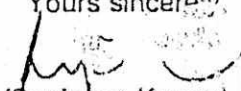
2. The Article 5.3 of the FCTC obliges Parties to act to protect public health policies from commercial and other vested interests of the tobacco industry in accordance with national laws. Guidelines for implementation of Article 5.3 state clearly that governments should limit interactions with the tobacco 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,

 (Sanjeeva Kumar)

Secretary of all Ministries/Departments, Government of India