

No. EDN-H (21) F(10) 09/2020-Misc-L
Directorate of Higher Education
Himachal Pradesh
Tel:01772653120Extn.234 e-mailgenbr@rediffmail.com Fax: 2812882

Dated: Shimla-171001 the 31 December, 2020
शिक्षा निदेशालय उच्चतर शिक्षा

To

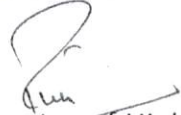
31 DEC 2020

All the deputy Directors of Higher Education
in Himachal Pradesh.

Subject: - **Regarding Foundation for Smoke Free World (FSFW)**

Please find enclosed herewith a copy of D.O. no. 14-37/2020-Sch3 dated: 16th Nov, 2020 received from Government of India, Ministry of Education & Literacy New Delhi on the subject cited above.


In this connection, you are hereby directed to circulate the same amongst all the Heads of institutions under your control to avoid any collaboration with tobacco industry led foundations in larger interest of Public Health, individuals, Institutes or Organizations and to adhere to the guidelines issued by MoHFW on the subject.


Addl. Director of Higher Education (C)
Himachal Pradesh, Shimla-1

Endst. No. Even dated: Shimla-171001 the December, 2020

Copy for information and necessary action to:-

1. The Secretary (Edu) to the Govt. of Himachal Pradesh w.r.t. letter no. EDN-A-Chha (5)10/2013 dated: 02/12/2020.
2. Guard file.

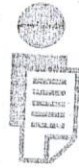
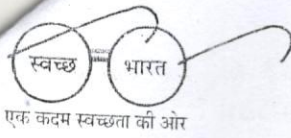

Addl. Director of Higher Education (C)
Himachal Pradesh, Shimla-1

G-II
sd
DATE: 07/01/2021
10/11/2021
10/30
Endst. No: - EDN-U (G-IIR) Dugs/ 2018/- 3072
Office of the Deputy Director of Higher Education,
UnaDistt. Una (HP).

Dated: *13/5* Una *08* January, 2021

All the Principals/ Headmasters of Govt. Senior Secondary Schools
Govt. High Schools / Private Schools in Una Distt. for information and necessary action.

10/11/2021
Dy. Director of Higher Education,
Una Distt. Una (HP).



शिक्षा का अधिकार

132

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

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

55198125
11/12/2020

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.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 (ie. State Education Department and all schools to avoid any collaboration with tobacco industry and 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,

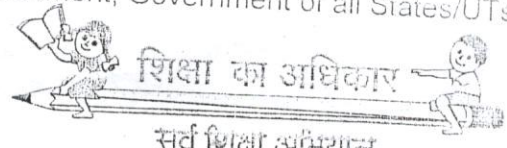
Yours Sincerely,

(L.S. Changsan)

Encl: as above

25/11/2020
S.O. (Educ. A)

To
1. The Principal Secretary/Secretary, School Education Department, Government of all States/UTs.
2. All Autonomous Bodies under Institutions Bureau.



Handwritten signature and date 11-2020