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(जनजातीय कार्य मंत्रालय के अंतर्गत
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To
The Principals
All EMRSs,

Subject: Implementation of Tobacco Free Educational Institutions (ToFEI) Guidelines in EMRSs– reg.

The Tobacco Free Educational Institutions (ToFEI) Guidelines issued by the Ministry of Health and Family Welfare provide a framework for protecting children and adolescents from the harmful effects of tobacco use and ensuring compliance with the provisions of the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA).

Considering the residential nature of EMRSs, it is necessary to adopt a systematic approach towards prevention, monitoring, awareness generation and enforcement to ensure that all EMRSs remain tobacco-free campuses.

Accordingly, all Principals are directed to ensure implementation of the following guidelines with immediate effect:

1. Installation of Mandatory Signages

1.1 Each EMRS shall install signboards at all key locations including the main entrance, academic blocks, hostels, dining halls, corridors, and other prominent areas.

1.2 The internal campus signage shall clearly indicate that the EMRS campus is tobacco-free and shall include the details of the designated Tobacco Monitor.

Standard Text for Internal Signage:

"This EMRS Campus is Tobacco Free.
Use of any tobacco product is strictly prohibited. In case of violation, report to:
Name: _____
Designation: _____
Contact: _____"

Recommended Size: 24 inches × 18 inches

1.3 A prominent board shall be displayed at the main entrance and boundary wall indicating prohibition of sale of tobacco products within 100 yards.

Standard Text for Entrance Signage:

"Tobacco Free EMRS
Sale of tobacco products within 100 yards of this EMRS is prohibited and is a punishable offence."

Recommended Size: 36 inches × 24 inches

1.4 Additional boards shall be installed to prevent indirect evidence of tobacco use such as littering and spitting.

Standard Text for Enforcement Signage:

"Spitting and littering with cigarette/bidi butts or gutka/pan masala pouches is prohibited.
Violation will invite disciplinary action."

Recommended Size: 18 inches × 12 inches

1.5 All signages shall be maintained in legible condition and replaced whenever damaged or defaced.

2. Designation of Tobacco Monitor

2.1. Each EMRS shall designate a Tobacco Monitor from among teachers or non-teaching staff through a formal order issued by the Principal.
2.2. A Tobacco-Free EMRS Committee shall be constituted under the Chairmanship of the Principal. The Committee shall include the Vice Principal, Counsellor, House Master/Hostel Warden, Physical Education Teacher, Tobacco Monitor and one student representative from senior classes.
2.3. The designated persons shall not be a tobacco user and shall be responsible for ensuring compliance, conducting inspections, maintaining vigilance, and coordinating awareness activities.
2.4. The Committee shall meet periodically to review compliance, identify challenges and recommend corrective measures.
2.5. The details of the Tobacco Monitor, including name, designation and contact number, shall be prominently displayed within the school campus.

3. Maintenance of Tobacco-Free EMRS Campus

3.1. The EMRS shall ensure that no tobacco product is used, possessed, stored, or distributed within the campus by students, staff, visitors, or outsourced personnel.
3.2. The prohibition shall apply to students, staff members, contractual personnel, outsourced workers, visitors and vendors entering the campus.
3.3. The Principal shall ensure that there is no evidence of tobacco consumption in classrooms, hostels, staff rooms, dining halls, playgrounds, washrooms or any other part of the campus.
3.4. Discovery of cigarette or bidi butts, tobacco pouches, spit marks or any other evidence of tobacco use shall be treated as a violation requiring immediate corrective action.

4. **Inclusion in School Rules and Contracts**

4.1. The prohibition on tobacco use shall be incorporated in the school rules, student handbook, hostel rules and code of conduct.
4.2. All outsourced agencies engaged for housekeeping, security, transportation, mess management or any other service shall be informed in writing regarding the prohibition on use and supply of tobacco products within the campus.
4.3. Appropriate clauses regarding compliance with tobacco-free norms shall be included in contracts and service agreements executed with outsourced agencies.

5. **Awareness and Preventive Measures**

5.1. Every EMRS shall conduct regular awareness activities on the health hazards and social consequences of tobacco use.
5.2. Tobacco awareness shall be incorporated into morning assemblies, classroom discussions, counselling sessions and other school activities.
5.3. At least one structured awareness programme shall be conducted every quarter through lectures, competitions, exhibitions, campaigns or other suitable activities.
5.4. World No Tobacco Day shall be observed every year on 31st May through appropriate awareness activities.
5.5. The following pledge may be administered periodically:

"I pledge that I will not use any tobacco product and will encourage others to avoid it. I will contribute towards making my school and community tobacco free."

6. **Regulation of Area within 100 Yards of EMRS**

6.1. Each EMRS shall identify establishments located within a radius of 100 yards from the school boundary.
6.2. The Principal shall periodically verify that tobacco products are not being sold within the prohibited area.
6.3. Any instance of sale of tobacco products within 100 yards of the school shall be reported to the local administration, police authorities or other competent enforcement agencies for necessary action.

7. **Hostel and Residential Monitoring**

7.1. Due to the residential nature of EMRSs, special vigilance shall be maintained in hostels and residential areas.
7.2. Checking of students' belongings shall be conducted at the time of re-entry into the campus after vacations or long leave periods.
7.3. House Masters, House Mistresses and Hostel Wardens shall conduct regular inspections of dormitories/ hostel, common rooms, washrooms and other areas vulnerable to misuse.
7.4. A register shall be maintained for recording prohibited items detected during inspections and action taken thereon.\

8. **Enforcement and Corrective Measures**

8.1. Where a student is found using, possessing, or attempting to procure tobacco products, the matter shall be addressed through counselling and corrective interventions aimed at behavioural change.
8.2. Parents or guardians shall be informed and involved in the corrective process, wherever

considered necessary by the Principal.

8.3. Depending upon the nature and frequency of the violation, the school may adopt one or more of the following corrective measures:
   a. Individual or group counselling sessions by the Counsellor or designated teacher;
   b. Written reflection or behavioural improvement assignments on the harmful effects of tobacco use;
   c. Participation in awareness programmes, peer education activities, or anti-tobacco campaigns conducted by the school;
   d. Increased supervision and monitoring for a specified period by the House Master/House Mistress or Hostel Warden;
   e. Any other educational or reformative measure considered appropriate by the Principal for promoting responsible behaviour and preventing recurrence.

8.4. Repeated violations shall be reviewed by the Principal and appropriate action may be taken in accordance with the school discipline policy, while ensuring that the approach remains corrective and educational in nature.

8.5. Records of violations and action taken shall be maintained at the school level.

8.6. In cases involving staff members, disciplinary action shall be taken in accordance with applicable service rules.

8.7. In cases involving outsourced personnel, the matter shall be reported to the concerned agency and appropriate action, including removal from duty, may be initiated.

9. Monitoring and Reporting Mechanism

9.1. Every EMRS shall maintain the following records:
   a. Tobacco-Free EMRS Register;
   b. Inspection Register;
   c. Record of awareness activities conducted;
   d. Record of violations and action taken;
   e. Photographs of signages and awareness programmes.

9.2. The Principal shall review compliance periodically and ensure that deficiencies are rectified promptly.

10. Self-Assessment and Reporting

10.1. Each EMRS shall undertake self-assessment once every six months using the ToFEI criteria and maintain supporting documentation.

10.2. A monthly compliance report shall be submitted by the Principal to the concerned State/UT EMRS Society and also submitted to NESTS HQ.

10.3. State/UT Nodal Officers shall review compliance status of all EMRSs under their jurisdiction and submit a consolidated quarterly report to NESTS.

11. Responsibility

11.1. The Principal shall be responsible for overall implementation, monitoring and compliance within the school.

11.2. The Vice Principal/ Senior most teacher shall coordinate inspections, awareness activities and maintenance of records.

11.3. The Tobacco Monitor shall oversee day-to-day compliance and reporting.

11.4. House Masters, House Mistresses and Hostel Wardens shall be responsible for monitoring hostels and residential areas.

11.5. Counsellors shall provide guidance and behavioural intervention wherever required.

11.6. All teachers and staff members shall support implementation of the Tobacco-Free EMRS initiative and report violations to the competent authority.

The above instructions shall be implemented in letter and spirit. Any lapse in compliance shall be viewed seriously.

12. **Roles and Responsibilities**

12.1. State/UT Nodal Officers shall ensure effective implementation, monitoring, and reporting across all EMRSs.
12.2. Principals shall be responsible for ensuring on-ground compliance, enforcement, and documentation within their respective EMRSs.

. This issues with the approval of the Competent Authority.

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(Kumud Kushwaha)
Deputy Commissioner, NESTS

Copy to:

1. Nodal officer, State/UT EMRS Society
2. Consultant (States), NESTS – for coordination.