



Abstract

Education – Banning all the Educational Institutions from participating in the Tobacco promotions events- Orders – Issued.

**School Education (E1) Department**

G.O.(Ms.) No. 242

Dated: 26.09.2012

From the Director of Public Health and Preventive Medicine  
Letter No.R.No.152283/ST CC/10 dated 28.06.2012.

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**ORDER:**

In the letter read above, the Director of Public Health and Preventive Medicine has stated that State Tobacco Control Cell has been formed since 2007 to implement National Tobacco Control Program in the State. Consequently a series of steps have been taken to counter the tobacco company's advertising, promotion and sponsorship in Tamil Nadu, State Level Monitoring Committee is the forum, which monitor the violation of section 5 (Prohibition of direct and indirect advertisement of tobacco products) under COTPA 2003. So far, the State Monitoring Committee has taken certain action in respect of 'Sunfeast Milky Magic All Rounder event' organized by ITC Limited.

2. The Director of Public Health and Preventive Medicine has further stated that advertisement and promotion of tobacco products remains as a greater challenge at Tamil Nadu. Various strategies are being used by the tobacco companies to attract the young consumers to use the tobacco products. In India, comprehensive laws are there to prohibit direct and indirect advertisement of tobacco products; still there is a need for developing wide-range of methodologies to counter the tactics of tobacco companies. One of those strategies would be to protect youth from Tobacco Company's marketing. That can be done by involving all educational institutions to develop "Tobacco Free Policy" in their respective institutions as well as to form "Task Force Committee" at school / college level to monitor the violations of the Cigarette and Other Tobacco Products Act., (COTPA) 2003. It is also mandatory for all educational institutions to place signage board as per specification of the Act., Apart from that, in Tamil Nadu, violations were observed by means of offering sponsorship, gift, prize or scholarship to the youth which is against FCTC Article 13 and COTPA 2003.

3. In this connection, the Director of Public Health and Preventive Medicine has requested to issue order prohibiting the school children in participating in any events/sponsorship/programme in any form which involves Tobacco Company in any brand name.

4. The Government after careful examination, accept the proposal of the Director of Public Health and Preventive Medicine and issue the following orders:-

***"No educational institutions is permitted to participate through its students or its faculties in the events /Sponsorship/ gift/ prizes / scholarship or any other activities that promote any tobacco company either through the use of (tobacco) company or brand name, emblem, trademark, logo or trade insignia or any other distinctive features is connected with its tobacco or non-tobacco products or services in such a way that the tobacco products and the non-tobacco products or service are likely to be associated"***

5. The Director of School Education, the Director of Elementary Education and the Director of Matriculation Schools and Director, SCERT are requested to communicate the G.O. to all Educational Institutions under their control and instruct them to adhere the G.O. strictly.

6. The Higher Education Department are requested to issue necessary instructions to all Heads of Departments /Universities under their control in this regard.

(By Order of the Governor)

D.Sabitha  
Principal Secretary to Government.

To

The Higher Education Department, Chennai-9.  
The Director of School Education, Chennai-6.  
The Director of Elementary Education, Chennai-6  
The Director of Matriculation Schools, Chennai-6  
The Director, SCERT, Chennai-6  
The Director of Public Health and  
Preventive Medicine, Teynampet, Chennai-6

Copy to

The Health & Family Welfare Department, Chennai-9

// Forwarded by order //

  
Section Officer