

No. EDN-H (21) F(10) 09/2020-Misc-L

Directorate of Higher Education  
Himachal Pradesh

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Dated: Shimla-171001 the December, 2020

शिक्षा निदेशालय उच्चतर शिक्षा

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: 16<sup>th</sup> 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.

Endst. No.EDN-KGR-Misc-2020 - 457-58  
Office of the Deputy Director of Higher Education,  
Kangra at Dharamshala

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

11/01/2021

Dated Dharamshala-176215 08.01.2021



Copy forwarded to: -

01. All the Principals/ Headmasters Govt. Sr. Sec. /High Schools of Distt. Kangra for compliance & necessary action in the matter accordingly.

02. The Incharge Computer Cell to upload the same on the Departmental website.

Deputy Director of Higher Education,  
Kangra at Dharamshala.



भारत सरकार  
शिक्षा मंत्रालय  
सर्व शिक्षा और साक्षरता विभाग  
शास्त्री भवन  
नई दिल्ली - 110 110  
GOVERNMENT OF INDIA  
MINISTRY OF EDUCATION  
DEPARTMENT OF SCHOOL EDUCATION & LITERACY  
SHASTRI BHAVAN  
NEW DELHI-110 110  
Dated 16<sup>th</sup> November 2020

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

55198125  
7/12/2020

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. School Education Department and all schools to avoid any collaboration with tobacco industry or 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,

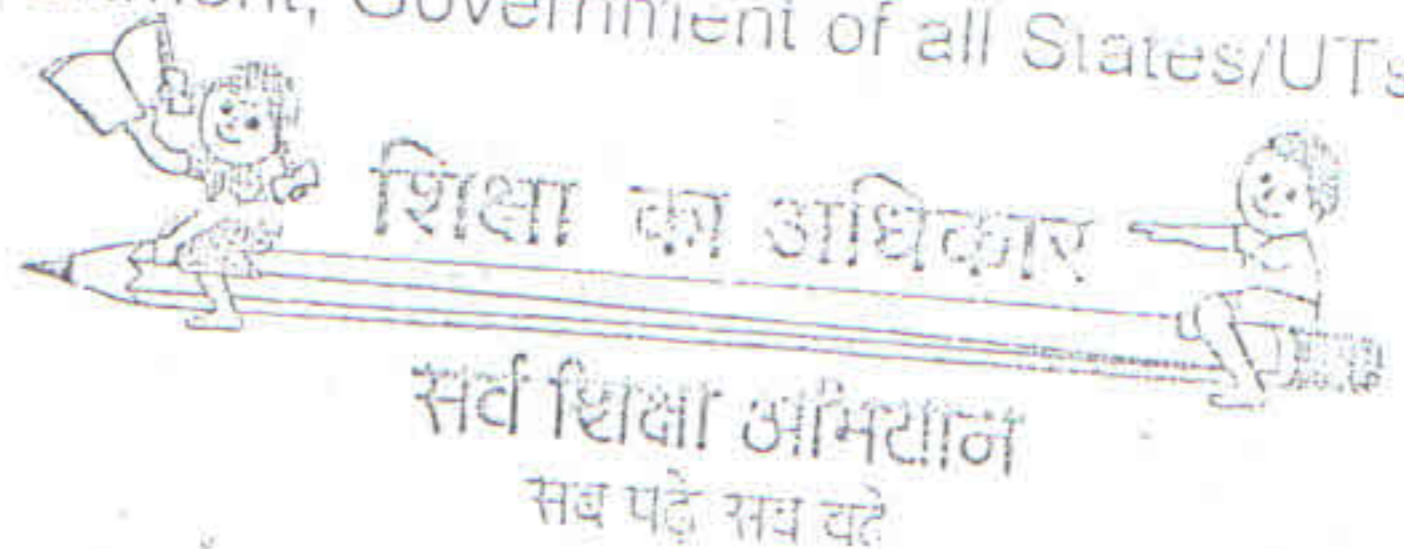
*(Signature)*  
(L.S. Changsan)

Incl: as above

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

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

150 YEARS OF CELEBRATING THE MAHATMA



*(Signature)*  
25-11-2020  
8- Y.S