# केन्द्रीय माध्यमिक शिक्षा बोर्ड

(शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन)

**CENTRAL BOARD OF SECONDARY EDUCATION**

(An Autonomous Organisation Under the Ministry of Education, Govt. of India)


**CBSE/ACAD/AP&AD(AC)/2026** **Date: 20.11.2026**

**Circular No: Acad-81/2026**

**All the Heads of Schools affiliated to CBSE**

**Subject: Launch of Tobacco-Free Youth Campaign 4.0 – reg.**

In line with India's commitment to tobacco control and to safeguarding children and young people from the harmful effects of tobacco, the Ministry of Health and Family Welfare (MoHFW), under the National Tobacco Control Programme (NTCP), has launched the fourth round of the Tobacco Free Youth Campaign (TFYC 4.0) for 60 days from 28th October, 2026 with a focus on public awareness, implementation of Tobacco- Free Educational Institutions (ToFEI) Guidelines and strengthening enforcement of tobacco control laws.

You are requested to undertake the following relevant tobacco- control awareness activities during the campaign period-

1. **Administration of No Tobacco Pledge:** Facilitate the administration of the No Tobacco Pledge, enclosed as **Annexure-A**, among students, teachers and staff members.
2. **Integration of Anti-Tobacco Messages:** Incorporate and disseminate anti-tobacco messages through existing school websites, apps, portals, digital platforms, notice boards, school transport facilities etc.
3. **Dissemination of IEC Materials:** Display and circulate the Information, Education and Communication (IEC) materials enclosed as **Annexure-B** among students, teachers and other stakeholders to create awareness about the harmful effects of tobacco use.

A brief detail of the activities conducted along with photographs and videos may be uploaded on the link: https://forms.gle/BMCt4CHG872SdFJB6

Please support and make the Tobacco-Free Youth Campaign 4.0 a success through active participation and collective efforts of all stakeholders.

With best wishes!

**(Dr. Praggya M. Singh)**
**Professor & Director (Academics)**

**Copy to the respective Heads of Directorates, Organisations and Institutions with a request to disseminate the information to all the schools under their jurisdiction:**

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Shaheed Jeet Singh Marg, New Delhi-16
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida-201309
3. The Secretary, Eklavya Model Residential Schools (EMRS), Ministry of Tribal Affairs, Government of India.
4. The Secretary, Sainik Schools Society, Room No. 101, D-1 Wing, Sena Bhawan, New Delhi-110001
5. The Chairman, Odisha Adarsha Vidyalaya Sangathan, N-1/9, Near Doordarshan Kendra, PO Sainik School Nayapalli, Bhubaneswar, Odisha-751005
6. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110054
7. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160017
8. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim –737101
9. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar –791111
10. The Director of Education, Govt. of A&N Islands, Port Blair – 744101
11. The Director of School Education, Ladakh, Room No.101-102, Ground Floor, Council Secretariat, Kurbathang, Kargil – Ladakh
12. The Director of School Education, Andhra Pradesh, 3rd Floor, B block, Anjaneya Towers, VTPS Rd, Bhimaraju Gutta, Ibrahimpatnam, Andhra Pradesh – 521 456
13. The Director, Jharkhand Education Project Council, Old HEC High School, JSCA Stadium Road, Jagannathpur, Sector-III, Dhurwa, Ranchi-834004 (Jharkhand)
14. The Director, Sambhota Tibetan Schools Society (STSS), Central Tibetan Administration (CTA), Dharamshala, HP
15. The Additional Director General of Army Education, A –Wing, Sena Bhawan, DHQ, PO, New Delhi-110001
16. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt-110010
17. The Director, Navy Education Society, Directorate of Naval Education, Naval Headquarters, Ministry of Defence, West Block-V, RK Puram, Delhi-110066
18. JS to Chairperson, CBSE
19. Secretary/ Controller of Examinations/ All Directors, CBSE
20. All Professors & Directors, CBSE
21. All Regional Directors/ Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions
22. All Joint Secretary/ Deputy Secretary/ PPS/SPS/Under Secretary/ Assistant Secretary, CBSE
23. All Associate Professor & Additional Director, Assistant Professor & Joint Directors, Assistant Professor & Deputy Directors, Assistant Professor & Assistant Directors, CBSE
24. All Head(s)/ In-Charge(s), Centre of Excellence, CBSE
25. In charge IT Unit with the request to put this Circular on the CBSE Academic Website
26. In-Charge, Library
27. Record File

**Professor & Director (Academics)**

**Annexure - A**

**Pledge Title: Say No To Tobacco**

**English Version**

**Say No To Tobacco**

**As part of the Tobacco Free Youth Campaign, I pledge that**

- **I shall never use**
  **or consume**
  **any type of tobacco products**
  **in my life.**

- **I shall motivate**
  **all my family members,**
  **friends and acquaintances also**
  **to not to use any**
  **tobacco products.**

- **I shall also contribute**
  **to the protection of**
  **my environment from**
  **use of tobacco products.**

- **I shall encourage**
  **at least 10 other persons**
  **to take this pledge**
  **which I am taking today.**

- **I shall contribute to a**
  **tobacco-free society.**

## Hindi Version

### तंबाकू को कहें ना

तंबाकू मुक्त युवा अभियान के अंतर्गत, मैं प्रतिज्ञा करता/करती हूँ कि मैं अपने जीवन में

- कभी भी किसी भी प्रकार के
  तम्बाकू उत्पाद का सेवन
  नहीं करूंगा/करूंगी।

- मैं अपने परिजनों,
  मित्रों या परिचितों को भी
  तम्बाकू उत्पादों का सेवन
  नहीं करने के लिए
  प्रेरित करूंगा/करूंगी।

- मैं अपने पर्यावरण को भी
  तम्बाकू उत्पादों के उपयोग से
  होने वाले दुष्प्रभाव से
  बचाने मे योगदान करूंगा/करूंगी।

- मैं जो आज
  शपथ ले रहा/ रही हूँ,
  उस शपथ को लेने के लिए
  मैं कम से कम
  अन्य 10 व्यक्तियों को भी
  प्रोत्साहित करूंगा/करूंगी।

- मैं समाज को तम्बाकू मुक्त बनाने
  में अपना योगदान दूंगा/दूंगी।

**Annexure – B**

# E-CIGARETTES ONE VAPE, COUNTLESS REGRETS

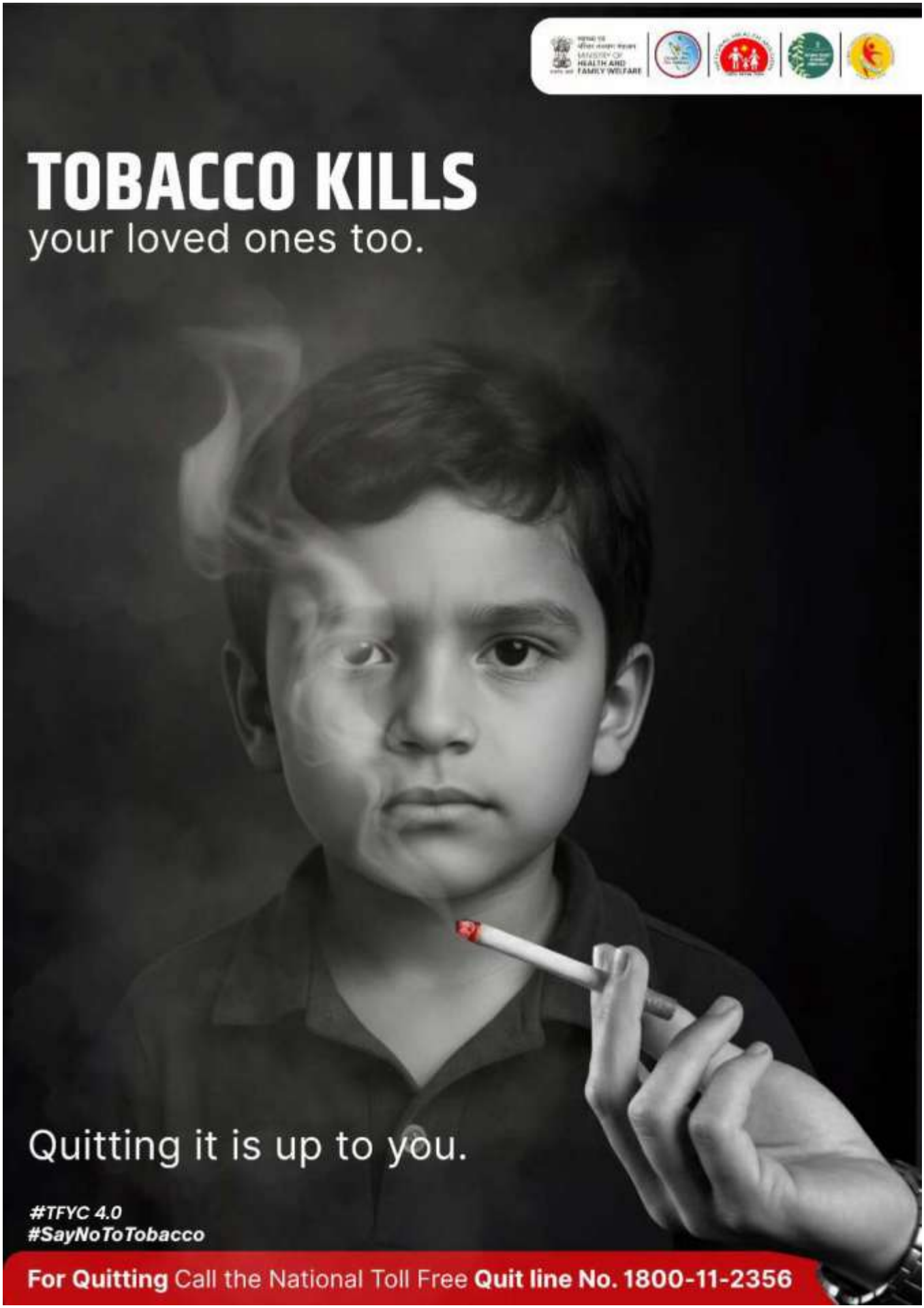
Flavors fool you, but nicotine traps your mind and empties your wallet. Every puff costs your health and your future

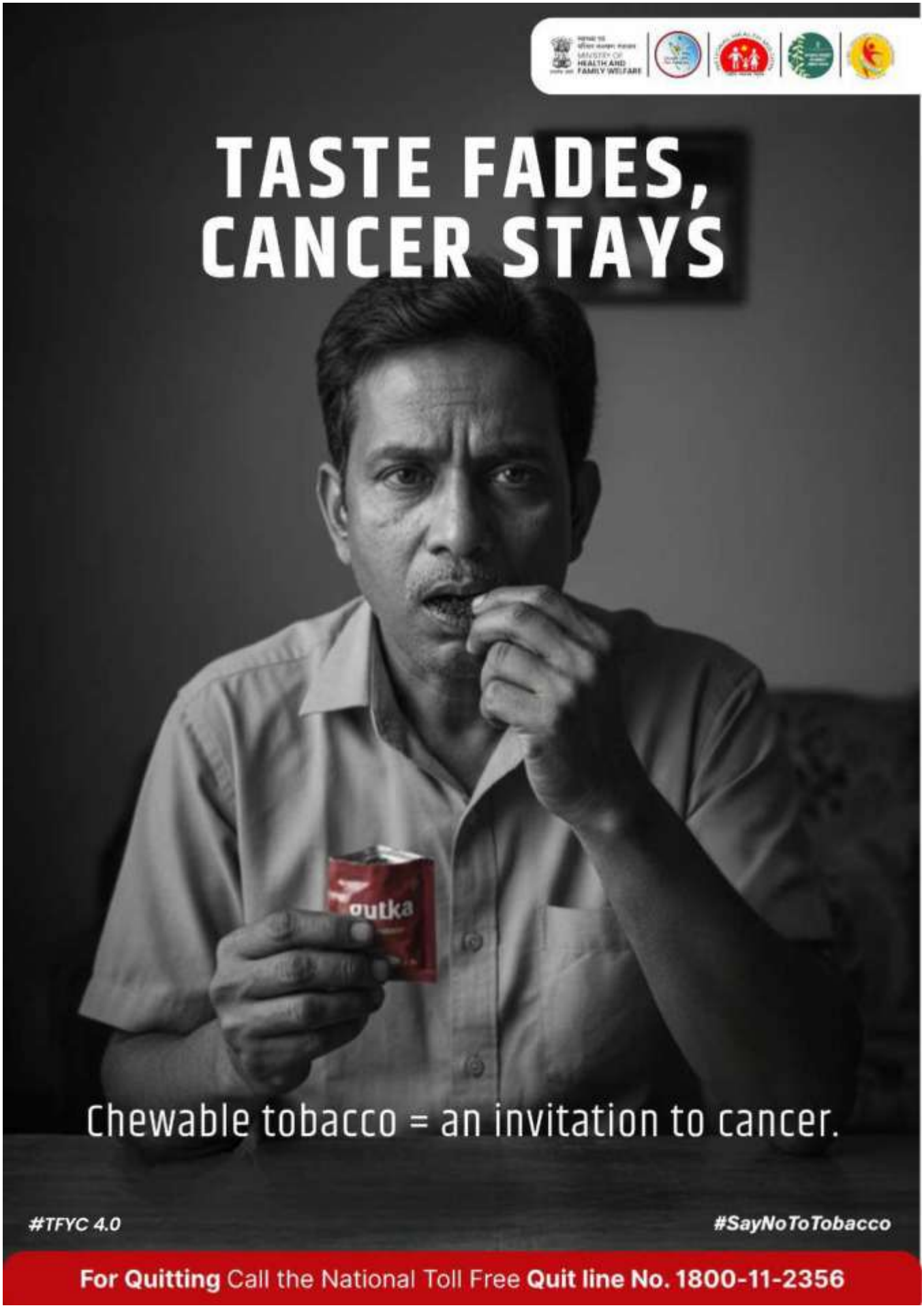


## Don't trade life for flavors

**For Quitting** Call the National Toll Free
**Quit line No. 1800-11-2356**

***#TFYC 4.0***
***#SayNoToTobacco***


MINISTRY OF HEALTH AND FAMILY WELFARE
TOBACCO KILLS
your loved ones too.
Quitting it is up to you.
#TFYC 4.0
#SayNoToTobacco
For Quitting Call the National Toll Free Quit line No. 1800-11-2356


MINISTRY OF
HEALTH AND
FAMILY WELFARE
TASTE FADES,
CANCER STAYS
Chewable tobacco = an invitation to cancer.
#TFYC 4.0
#SayNoToTobacco
For Quitting Call the National Toll Free Quit line No. 1800-11-2356

# TOBACCO
# A BAD INVESTMENT

Every Puff **Drains Your Health,**
Every Packet **Empties Your Wallet.**
Why Invest in Poison When You Can **Save for Life?**



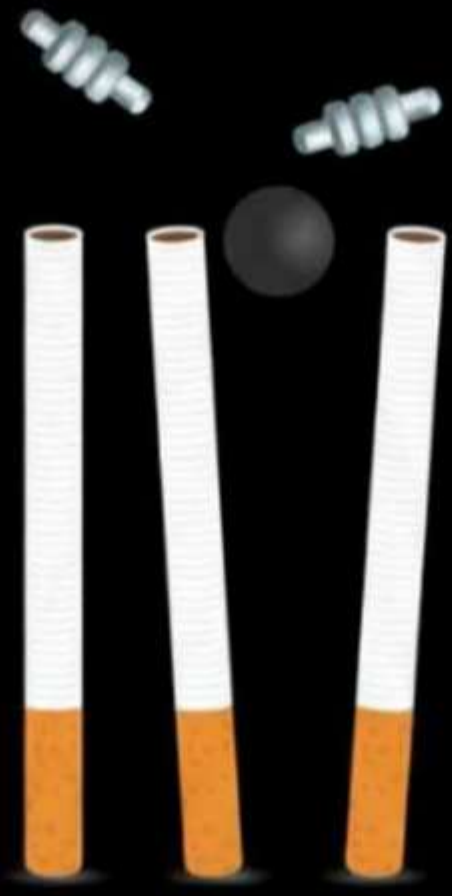
Invest in life, not death

***#TFYC 4.0*** ***#SayNoToTobacco***

**For Quitting** Call the National Toll Free **Quit line No. 1800-11-2356**


MINISTRY OF HEALTH AND FAMILY WELFARE
TOBACCO SLOWS YOU DOWN
Say No To Tobacco
Heavy Lungs.
Low Stamina.
No Progress.
#TFYC 4.0
#SayNoToTobacco
For Quitting Call the National Toll Free Quit line No. 1800-11-2356

# SAY NO TO TOBACCO



BECAUSE

## LIFE HAS NO REVIEW SYSTEM

*#TFYC 4.0*
*#SayNoToTobacco*

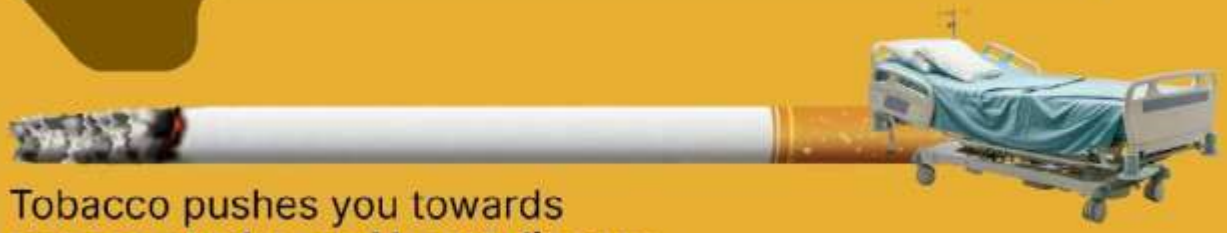
**For Quitting** Call the National Toll Free **Quit line No. 1800-11-2356**


Mirror won't lie.
Tobacco affects your appearance.
Faster Ageing • Bad Breath • Stained smile
Drop the smoke. Keep your smile.
For Quitting Call the National Toll Free Quit line No. 1800-11-2356
#TFYC 4.0
#SayNoToTobacco


Tobacco: a pack that destroys health and appearance before it steals your life.
For Quitting Call the National Toll Free Quit line No. 1800-11-2356
#TFYC 4.0
#SayNoToTobacco


You Smoke.
They Suffer.
In India, nearly 1 in 3 adults are exposed to second-hand smoke in public places
For Quitting Call the National Toll Free Quit line No. 1800-11-2356
#TFYC 4.0
#SayNoToTobacco

# Next Stop: *Hospital.*



Tobacco pushes you towards
**cancer, stroke, and heart disease.**

**For Quitting** Call the National Toll Free **Quit line No. 1800-11-2356**

#TFYC 4.0
#SayNoToTobacco

# Next Stop: *Hospital.*



Tobacco pushes you towards
**cancer, stroke, and heart disease.**

**For Quitting** Call the National Toll Free **Quit line No. 1800-11-2356**

***#TFYC 4.0***
***#SayNoToTobacco***