



स्वातंत्र्याचा अमृत महोत्सव



प्रो. (डॉ.) सदानंद भोसले

एम्.ए., पीएच.डी.

संचालक (अतिरिक्त कार्यभार)

सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७



कार्यालय क्र. : ०२०-२५६२२६८८/८९

: ०२०-२५६२२६९०/९१

: ०२०-२५६२२६९२

: ०२०-२५६९७३४९

संदर्भ : रासेयो/२०२५-२६/३१५

दि. ०७/१०/२०२५

प्रति,
मा.प्राचार्य/संचालक,
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,
पुणे, अहिल्यानगर व नाशिक जिल्हा,
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : 'तंबाखूमुक्त युवा अभियान ३.०' उपक्रम राबविण्याबाबत...

संदर्भ : मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार,
पुणे यांचा दि.०३ ऑक्टोबर २०२५ चा मेल

महोदय,

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार 'तंबाखूमुक्त युवा अभियान ३.०' उपक्रमाची अमलबजावणी करण्याबाबत कळविण्यात आले आहे.

त्यानुषंगाने सदर उपक्रमाचे आयोजन आपल्या महाविद्यालयामध्ये सर्व रासेयो स्वयंसेवकांच्या सहभागातून करण्यात यावे. या उपक्रमाचा कालावधी दि. ०९ ऑक्टोबर ते दि. ०९ डिसेंबर २०२५ दरम्यान आहे. या उपक्रमाबाबत फेसबुक, व्हाट्सअप व इतर सोशल मिडीयाच्या माध्यमातून जास्तीत जास्त प्रसिध्दी द्यावी. तसेच उपक्रमाचे My Bharat पोर्टलवर "Fit India Movement" अंतर्गत Event Create करून माहिती अपलोड करण्यात यावी. सदर उपक्रम संपन्न झाल्यानंतर त्वरीत उपक्रमाचे फोटो, व्हिडीओ व अहवाल nss_student_list@pun.unipune.ac.in, nssrcpune@gmail.com या मेलवर 'तंबाखूमुक्त युवा अभियान ३.०' या विषयासह पाठवण्यात यावा. सदर उपक्रमाचे सविस्तर पत्र आपल्या माहिती व उचित कार्यवाहीकरिता सोबत जोडले आहे. कळावे, ही विनंती.

संचालक (अतिरिक्त कार्यभार)
राष्ट्रीय सेवा योजना

सोबत: मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांचे पत्र

To

**NSS Program Coordinators
in Maharashtra & Goa**

Madam/Sir,

In reference to the subject cited above please find attached herewith letter dated 3rd Oct,2025 received from Directorate of NSS New Delhi along with MoH&FW New Delhi's D.O. letter No. Z.2102010212023-TC-Part(3), dated 25 September2025 (attached) regarding Participation of NSS units in Tobacco Free Youth Campaign 3.0 (TFYC 3.0) launched by the Ministry of Health & Family Welfare (MoH&FW) with a request for dissemination / circulation among all NSS units in your jurisdiction.

2.The campaign is scheduled to be launched on 09.10.2025 in New Delhi and aims to educate and empower young people across India to prevent the initiation and quit the use of tobacco. This campaign is aligned with the vision of creating a tobacco-free generation and aims to run for 60 days nationwide.

3. MoH&FW has proposed active collaboration with the Department of Youth Affairs, particularly the National Service Scheme(NSS), on the following action points:

- i. Identification of youth icons to serve as "Youth Ambassadors" for the campaign
- ii. Engagement of NSS volunteers for awareness generation activities.
- ii. Hosting TFYC 3.0 on the MY Bharat portal and integration of campaign activities within the Fit India Movement.
- iv. Amplification and re-sharing of MoH&FW's campaign messages through official social media channels.

4. In view of the above, all Universities NSS Coordinators / NSS Directors are requested to:

- i. **Disseminate this information to all NSS units under your jurisdiction.**
- ii. **Direct NSS functionaries to actively engage NSS volunteers in this campaign.**
- iii. **Organize and document awareness activities under the banner of TFYC 3.0 from 09th October, 2025 to 09th December, 2025.**
- iv. **Create events on MYBharat portal, integrating the campaign activities within the "Fit India Movement" and upload related photographs and videos.**
- v. **Submit a consolidated report of activities along with photographs, to this office for onward submission to the Ministry.**

5. The campaign materials, advisories and digital creatives shared by MoH&FW will be made available shortly and should be widely utilized for maximum impact

AJAY B SHINDE
Regional Director (Maharashtra & Goa)
Regional Directorate of N.S.S.
Government of India, Ministry of Youth Affairs & Sports
A Block, College of Agriculture Campus,
Shivaji Nagar, Pune- 411005

F.No.P.52/NSS/DTE/2025/2573-2588
Government of India
Ministry of Youth Affairs and Sports
Department of Youth Affairs
Directorate of National Service Scheme

Dated: 03rd Oct., 2025

To

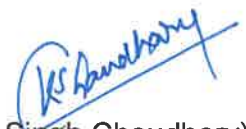
All Regional Directors
All Regional Directorates of NSS

Subject: Participation in Tobacco Free Youth Campaign 3.0 (TFYC 3.0) launched by the Ministry of Health & Family Welfare (MoH&FW) – reg.

Sir/Madam,

This has the reference of D.O. letter No. Z.21020/02/2023-TC-Part(3), dated 25th September 2025 (attached), received from the Ministry of Health & Family Welfare (MoH&FW) regarding the launch of the **Tobacco Free Youth Campaign 3.0 (TFYC 3.0)**.

2. The campaign is scheduled to be launched on 09.10.2025 in New Delhi and aims to educate and empower young people across India to prevent the initiation and quit the use of tobacco. This campaign is aligned with the vision of creating a tobacco-free generation and aims to run for 60 days nationwide.
3. MoH&FW has proposed active collaboration with the Department of Youth Affairs, particularly the National Service Scheme (NSS), on the following action points:
 - i. Identification of youth icons to serve as "Youth Ambassadors" for the campaign.
 - ii. Engagement of NSS volunteers for awareness generation activities.
 - iii. Hosting TFYC 3.0 on the MY Bharat portal and integration of campaign activities within the Fit India Movement.
 - iv. Amplification and re-sharing of MoH&FW's campaign messages through official social media channels.
4. In view of the above, all Regional Directors are requested to:
 - i. Disseminate this information to all NSS units under your jurisdiction.
 - ii. Direct NSS functionaries to actively engage NSS volunteers in this campaign.
 - iii. Organize and document awareness activities under the banner of **TFYC 3.0** from **09th October, 2025 to 09th December, 2025**.
 - iv. Create **event on MYBharat portal**, integrating the campaign activities within the **"Fit India Movement"** and upload related photographs and videos.
 - v. **Submit a consolidated report** of activities along with photographs, to this office for onward submission to the Ministry.
5. The campaign materials, advisories and digital creatives shared by MoH&FW will be made available shortly and should be widely utilized for maximum impact.


(Komal Singh Chaudhary)
Youth Officer

Copy to: The Director, NSS



सत्यमेव जयते



भारत सरकार

स्वास्थ्य एवं परिवार कल्याण मंत्रालय

निर्माण भवन, नई दिल्ली-110011

Government of India

Ministry of Health & Family Welfare

Nirman Bhawan, New Delhi-110011

वी.हेकाली झिमोमी, भा.प्र.से.

अपर सचिव

V. Hekali Zhimomi, IAS

ADDITIONAL SECRETARY

D.O. Letter No. Z.21020/02/2023-TC-Part(3)

25th September, 2025

Dear Nitesh,

As you are aware, tobacco use remains one of the leading causes of preventable diseases and deaths in India, resulting in 13.5 lakh deaths annually. In line with our continued commitment to tobacco control and the vision of a tobacco-free generation, the Ministry of Health and Family Welfare (MoH&FW) is launching the Tobacco Free Youth Campaign 3.0 (TFYC 3.0). The campaign aims to educate and empower young people in India to prevent the initiation and to quit tobacco use. The campaign is proposed to be launched on 09th October 2025 in New Delhi. MoH&FW plans to invite prominent youth ambassadors and sportspersons to participate in the launch event and to support social media engagement throughout the 60-day campaign. Their involvement will be duly acknowledged and will play a crucial role in enhancing the campaign's visibility and outreach.

2. We sincerely acknowledge and appreciate the valuable support extended by the Ministry of Youth Affairs and Sports during the launch of TFYC 2.0 in 2024. We look forward to your continued collaboration in ensuring the success of TFYC 3.0 as well.

3. In view of the above and as discussed during the Inter-Ministerial meeting held on 03.09.2025, we seek your kind support in identifying eminent sportspersons and youth icons to serve as "Youth Ambassadors" for advocating a tobacco-free generation under this important initiative, as well as in displaying the campaign's IEC materials at stadium premises and issuing advisories to sportsperson to adopt and promote a tobacco-free lifestyle. We also request your support in issuing communications/circulars for engaging NSS and NCC cadets in awareness generation on the harmful effects of tobacco use and in facilitating the participation of 100 volunteers from the MY BHARAT initiative in the launch event at New Delhi. Furthermore, we request your support in hosting TFYC 3.0 on the MY BHARAT portal and integrating the campaign activities within the "Fit India Movement" - a nationwide initiative to encourage healthy and active lifestyles. We also seek the Ministry's support in amplifying and re-sharing MoH&FW's social media campaign messages through its official social media handles to maximize outreach and impact among young people. Awareness materials will be shared by this Ministry.

4. Active collaboration from the Ministry of Youth Affairs and Sports will be invaluable in making this campaign a success and safeguarding future generations from the harmful effects of tobacco.

With regards,

Yours sincerely,

(V. Hekali Zhimomi)

Shri Nitesh Kumar Mishra

Joint Secretary (Youth Affairs)

114-C Wing, Shastri Bhawan

Ministry of Youth Affairs & Sports and

Lakshmi Bai National Institute of Physical Education (LNIFE)

New Delhi-110011