



सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७



प्रा.डॉ. गणेश भामे

एम.ए., पीएच.डी.

संचालक (अतिरिक्त कार्यभार)

कार्यालय क्र. : ०२०-२५६२२६८८/८९
: ०२०-२५६२२६९०/९१
: ०२०-२५६२२६९२
: ०२०-२५६९७३४९

संदर्भ : रासेयो/२०२६-२७/३२४

दि. २६/१०/२०२६

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

विषय: 'तंबाखूमुक्त युवा मोहीम ४.०, २०२६ (Tobacco-Free Youth Campaign 4.0) बाबत...

संदर्भ: १.मा.संयुक्त सचिव, आरोग्य आणि कुटुंब कल्याण मंत्रालय, कर्तव्य भवन-१, नवी दिल्ली
यांचे D.O.No.Z-15014/01/2025-TC-Pt.I-2, Date: 19th October, 2026 रोजीचे पत्र

२. मा.कुलसचिव यांचे कार्यालयामार्फत संदर्भ क्र.१ पत्र दि. २३ ऑक्टोबर २०२६ रोजी मेलद्वारे
अग्रेषित

महोदय,

उपरोक्त विषय आणि संदर्भीय पत्रान्वये 'तंबाखूमुक्त युवा मोहीम ४.०' अंतर्गत 'तंबाखू सेवन न करण्याची शपथ' घेण्यासाठीचा QR कोड आणि मोहिमेसाठीची माहिती, शिक्षण व संवाद यशस्वी राबविण्या संदर्भात निर्देशित करण्यात आले आहे.

त्यानुषंगाने आपल्या महाविद्यालयामध्ये रासेयो विद्यार्थ्यांमार्फत 'तंबाखूमुक्त युवा मोहीम ४.०' मोहीम प्रभावीपणे राबविण्यात यावी. सदर उपक्रम यशस्वी करण्याकरिता आपल्यास्तरावर योग्य ती कार्यवाही करावी. अधिक माहिती व उचित कार्यवाहीकरिता सोबतच्या पत्राचे अवलोकन करावे.

तसेच याबाबतची माहिती BOD लॉगिनमध्ये NSS - Gov Other Reports - Add New - योजना/उपक्रम निवडा यामध्ये उपक्रमाचे नाव "तंबाखूमुक्त युवा मोहीम ४.०" या विषयाची निवड करून सादर करणे अनिवार्य आहे. अहवाल सादर करताना 'संक्षिप्त अहवाल/अभिप्राय/टिपणी/ प्रतिक्रिया' याठिकाणी सदर उपक्रमाकरिता सहभागी विद्यार्थ्यांची माहिती आणि सविस्तर अहवाल सादर करावा. कळावे, ही विनंती.

(Signature)

संचालक(अतिरिक्त कार्यभार)
राष्ट्रीय सेवा योजना

सोबत : वरिल संदर्भीय पत्र



प्रभाकर, आई.ए.एस.

Prabhakar, IAS

संयुक्त सचिव

Joint Secretary

D.O. No. Z-15014/01/2025-TC-Pt.I-2



सत्यमेव जयते



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
कर्तव्य भवन-1, नई दिल्ली-110001

GOVERNMENT OF INDIA
MINISTRY OF HEALTH & FAMILY WELFARE
KARTAVYA BHAVAN-1, NEW DELHI-110001

Dated, the 19th October, 2026

Dear Sir/Madam,

As you are aware, tobacco use remains one of the leading causes of preventable morbidity and mortality in India, accounting for approximately 13.5 lakh deaths annually. 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), is launching the fourth round of the Tobacco Free Youth Campaign (TFYC 4.0) for 60 days, beginning from 28th October 2026. The campaign aims to raise awareness about the harmful effects of tobacco, prevent initiation among children and youth, promote tobacco cessation, and foster tobacco-free environments. The campaign is to be launched by the Hon'ble Minister of State for Health and Family Welfare on **28th October 2026 at 11:00 A.M. in auditorium, ABVIMS & Dr. RML Hospital, New Delhi.**

2. TFYC 4.0 envisages a coordinated, whole-of-government approach, with active engagement of Ministries/Departments, States/UTs, educational institutions, communities and other stakeholders. The campaign will focus on public awareness, implementation of Tobacco-Free Educational Institutions (ToFEI) Guidelines, strengthening enforcement of tobacco control laws, social media engagement and mobilisation of universities and colleges.

3. In this regard, an Inter-ministerial Briefing was held on 14th October 2026, to deliberate upon the proposed campaign strategies and explore opportunities for convergence with the ongoing programmes and initiatives of various Ministries/Departments. Based on the discussions and suggestions received during the meeting, a Ministry-wise suggestive list of activities has been enclosed for consideration and appropriate action.

4. I would request your Ministry's active support and participation in TFYC 4.0 by encouraging Departments, subordinate offices, attached and autonomous bodies, institutions and other stakeholders under your administrative purview to undertake relevant tobacco-control awareness activities during the campaign period, which may be uploaded after completion at:

<https://drive.google.com/drive/folders/12f4CxpqV56E3MC72U60eYURRNMXeMAhV?usp=sharing>

Contd.....

: 2 :

I look forward to your continued cooperation and valuable support.

With Regards

Yours sincerely,


19/10/26
(PRABHAKAR)

Encl.:

1. Ministry-wise suggestive activities for TFYC 4.0
2. No Tobacco Pledge
3. Minutes of Meeting held on 14-10-2026

To:

1. Secretary (Ministry of Education (Department of School Education & Literacy and Department of Higher Education))
2. Secretary (Ministry of Information and Broadcasting)
3. Secretary (Ministry of Electronics and Information Technology)
4. Secretary (Ministry of Youth Affairs and Sports)
5. Secretary (Ministry of Home Affairs (Police Administration))
6. Secretary (Ministry of Social Justice and Empowerment)
7. Secretary (Ministry of Rural Development)
8. Secretary (Ministry of Panchayati Raj)
9. Secretary (Ministry of Tribal Affairs)
10. Secretary (Ministry of Finance (Department of Financial Services and Department of Public Enterprises))
11. Secretary (Ministry of Corporate Affairs; Ministry of Housing and Urban Affairs)

Annexure-I

Ministry-wise 'Suggestive' Activities for TFYC 4.0

Based on the Inter-ministerial Briefing held on 14 October 2026 under the chairpersonship of Joint Secretary, MoHFW

S. No.	Ministry / Department	Suggestive activities
1	Ministry of Education (Department of School Education & Literacy and Department of Higher Education)	<ol style="list-style-type: none"> 1. Communicate with States/UTs, schools, colleges, universities and higher educational institutions to promote implementation of the Tobacco-Free Educational Institutions (ToFEI) Guidelines https://ntcp.mohfw.gov.in/assets/document/TEFI-Guidelines.pdf 2. Disseminate tobacco-control educational videos, approved IEC materials and TFYC 4.0 messages through educational networks and communication channels – available through MoHFW social media handles during the duration of the campaign. 3. Explore integration of tobacco-control content into teacher-training programmes, including through the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, and development of an e-course. 4. Explore alignment of TFYC 4.0 messaging with the forthcoming UGC Drug-Free Campus framework and the Nasha Mukta Bharat Abhiyaan (NMBA).
2	Ministry of Information and Broadcasting	<ol style="list-style-type: none"> 1. Facilitate campaign outreach through PIB and other relevant media units and platforms. 2. Encourage PIB offices in States/UTs to highlight campaign activities, field-level good practices and success stories through news and social media. 3. Explore public-service announcements during the campaign and dissemination of educational videos through relevant media platforms, subject to applicable procedures. 4. Explore PIB Vartalaap/media interactions, including in tribal areas and with participation of doctors, where feasible.
3	Ministry of Electronics and Information Technology	<ol style="list-style-type: none"> 1. Support digital outreach and amplification of TFYC 4.0 messaging through suitable digital channels. 2. Explore a 'No Tobacco Pledge' on MyGov and healthy-habit or reel-making competitions. 3. Explore engagement with social media influencers and dissemination through MyGov emails, website notices and other digital channels. 4. Explore tobacco-control messages on frequently used applications, subject to feasibility and applicable platform requirements.
4	Ministry of Youth Affairs and Sports	<ol style="list-style-type: none"> 1. Mobilize MyBharat Volunteers for youth-led tobacco-control awareness activities, through suitable coordination. 2. Explore integration of TFYC 4.0 messaging with the Fit India Movement, MY Bharat and other youth and sports programmes. 3. Promote awareness activities at stadiums and sports events, wherever feasible. 4. Facilitate short tobacco-control advocacy messages by sportspersons.
5	Ministry of Home Affairs (Police Administration)	<ol style="list-style-type: none"> 1. Consider issuing communication to States/UTs on enforcement of COTPA, 2003 and PECA, 2019 and support enforcement drives. Particular attention may be given to enforcing non-compoundable offenses (Sections 5 and 7 of COTPA, which include the prohibition of tobacco advertising and mandatory health warnings on tobacco products in India), in addition to compoundable offenses, to strengthen enforcement. 2. Support enforcement through the relevant State/district authorities and NTCP enforcement squads, consistent with applicable law and administrative arrangements.
6	Ministry of Social Justice and Empowerment	<ol style="list-style-type: none"> 1. Facilitate convergence of TFYC 4.0 with the Nasha Mukta Bharat Abhiyaan (NMBA). 2. Explore dissemination of tobacco-control awareness messages through suitable NMBA outreach activities including NMBA 100 weeks campaign under Vision Document on Narcotics Control 2026-2029. 3. Facilitate display of approved tobacco-control IEC materials at Addiction Treatment Facilities (ATFs) under MoSJE, wherever appropriate.
7	Ministry of Rural Development	<ol style="list-style-type: none"> 1. Support dissemination of the Standard Operating Procedures (SoP) for Tobacco-Free Villages to States(ntcp.mohfw.gov.in/assets/document/Guideline-manuals/SOP for Villages - Oct 2024.pdf). 2. Facilitate awareness through Block Development Officers, village functionaries and Self-Help Groups, including circulation of TFYC 4.0 videos and IEC materials.

8	Ministry of Panchayati Raj	<ol style="list-style-type: none"> 1. Disseminate SOPs for Tobacco-Free Villages to States and Panchayati Raj Institutions (ntcp.mohfw.gov.in/assets/document/Guideline-manuals/SOP for Villages - Oct 2024.pdf.) 2. Encourage awareness activities through Sarpanches and village functionaries. 3. Consider advising Gram Sabhas to include tobacco control / Tobacco-Free Villages as agenda items during meetings.
9	Ministry of Tribal Affairs	<ol style="list-style-type: none"> 1. Promote awareness activities in tribal areas through tribal leaders, community influencers and local institutions. 2. Explore community meetings and workshops on the harms of tobacco use and tobacco-free lifestyles. 3. Issue suitable communications to Eklavya Model Residential Schools and State tribal welfare departments to promote awareness and compliance with ToFEI Guidelines.
10	Ministry of Finance (Department of Financial Services and Department of Public Enterprises)	<ol style="list-style-type: none"> 1. Department of Financial Services: Circulate IEC materials to banks for display and awareness generation, including standees at branches during the campaign. 2. Encourage workplace wellness activities promoting tobacco-free environments in banks. 3. Explore display of National Tobacco Quitline Services (NTQLS) and Tele-MANAS information at branches, where appropriate https://ntqls.in/ 4. Explore awareness messages through payment/banking applications under the Department's purview, subject to feasibility, and amplify TFYC through relevant official channels. 5. Department of Public Enterprises: Encourage Central Public Sector Enterprises to integrate tobacco-control awareness into workplace wellness activities.
11	Ministry of Corporate Affairs	<ol style="list-style-type: none"> 1. Facilitate outreach through industry associations including FICCI, ASSOCHAM and CII to promote awareness for tobacco control in private-sector workplaces. 2. Encourage tobacco-free workplaces and tobacco-control messaging through corporate wellness initiatives. 3. Encourage organizations to administer a 'No Tobacco Pledge' and disseminate approved IEC materials among employees.
12	Ministry of Housing and Urban Affairs	<ol style="list-style-type: none"> 1. Facilitate TFYC awareness space through Metro Rail Corporations for the two-month campaign period, if feasible. 2. Encourage Municipal Corporations and Urban Local Bodies to integrate tobacco-control messaging into Swachh Bharat Mission and Smart Cities initiatives, including awareness about tobacco-related spitting and littering. 3. Consider an advisory to States/UTs and ULBs for adoption or strengthening of Tobacco Vendor Licensing.

Common activities for all participating Ministries/Departments: Facilitate a No Tobacco Pledge at relevant institutions; disseminate approved TFYC 4.0 IEC materials; amplify MoHFW campaign messages through official social media handles and other channels; and identify additional feasible activities.



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

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

TASTE FADES, CANCER STAYS



Chewable tobacco = an invitation to cancer.

#TFYC 4.0

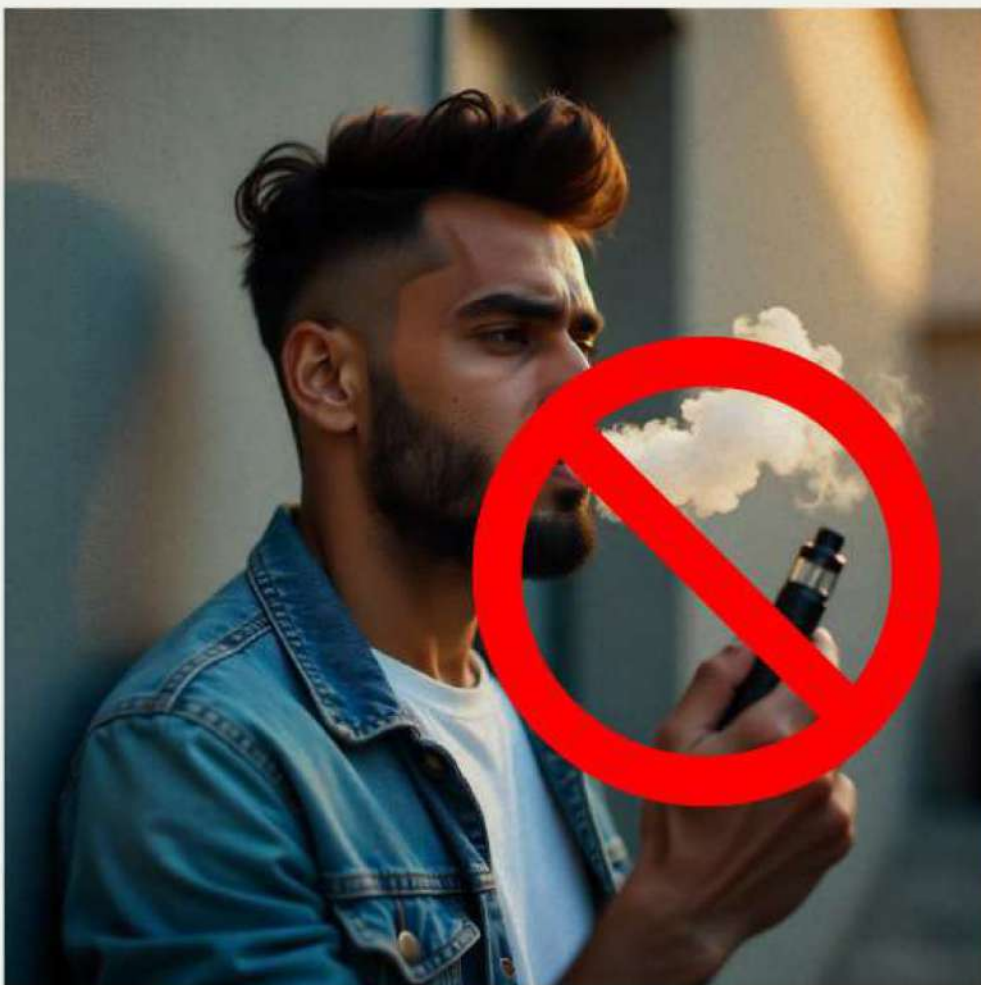
#SayNoToTobacco

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

TOBACCO SLOWS YOU DOWN

Say No To Tobacco

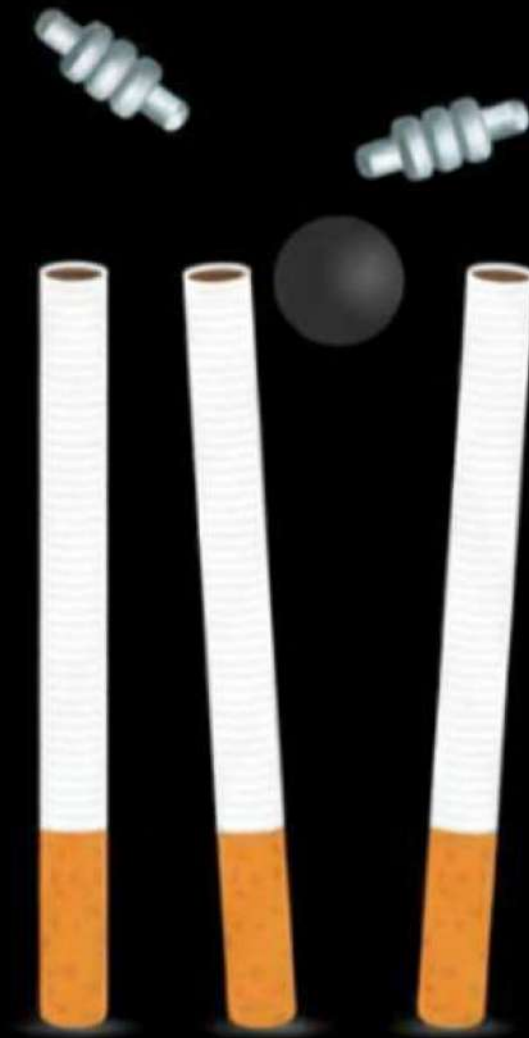
Heavy Lungs.
Low Stamina.
No Progress.

#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.**



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**



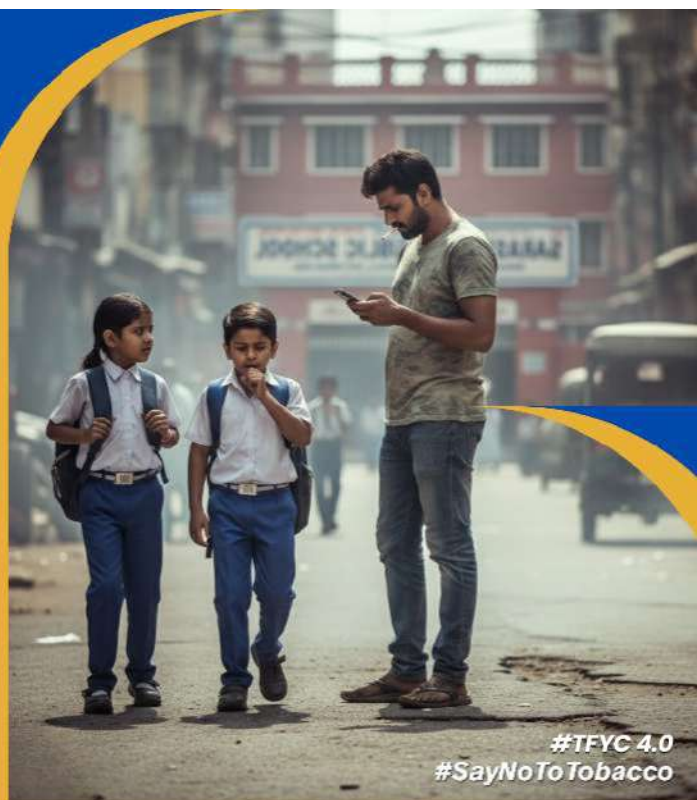
#TFYC 4.0
#SayNoToTobacco



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