



केन्द्रीय माध्यमिक शिक्षा बोर्ड

(मानव संसाधन विकास मंत्रालय, भारत सरकार, के अधीन एक स्वायत्त संगठन)

शिक्षा सदन, 17, इन्सटिट्यूशनल क्षेत्र, राउज एवेन्यु, दिल्ली-110002.

CENTRAL BOARD OF SECONDARY EDUCATION

(An Autonomous Organization under the Union Ministry of Human Resource Development, Govt. of India)

"Shiksha Sadan", 17, Institutional Area, Rouse Avenue, Delhi-110002



CBSE/ACAD./ Dir (Arti)/ 2014

8th May, 2014

Circular no. Acad-13/2014

All the Heads of Institutions Affiliated to CBSE

World No Tobacco Day 2014

The facts: Tobacco is the foremost cause of preventable death and disease in the world today. India is the second largest consumer of tobacco products in the world. National Family Health Survey – 3, 2006 indicates an increasing prevalence of tobacco consumption in India, with 57% male and 10.9% females reportedly consuming tobacco in some form. Global Youth Tobacco Survey (GYTS), 2006 also indicates that approx. 14% children in the age group of 13-15 years are consuming tobacco in some form and that the age of initiation into tobacco has come down. Tobacco kills nearly six million people each year, of which more than 6,00,000 are non-smokers or passive smokers dying from breathing second hand smoke. This figure is expected to rise significantly.

Source: WHO

The **World No Tobacco Day**, designated by the World Health Organisation [WHO], is observed every year on 31st May, to highlight the health risks associated with tobacco use. Therefore, CBSE strongly feels that schools have a major responsibility to highlight and raise awareness among their students, staff and the community about this deadly habit. For instance, they must ensure that **Section 6 of Indian Tobacco Control Act COTPA 2003**, which prohibits the sale of tobacco products in an area within radius of 100 yards of any educational institution, is effectively enforced through a **display board** to be put up outside the institution.

The board strongly advises schools to create awareness through the conduct of the following competitions, **using technology and on the spot**. These will go a long way in eradicating this menace in the future.

Theme: The Harmful effects of Tobacco [Details in Annexure 1]

- Poster making
- Cartooning
- Essay writing
- Story writing
- Quiz competition [The materials for the quiz questions will be available through ITMS from 12th May 2014 onwards].

The top 2 entries of each competition may be scanned and sent **on or before 20th May 2014** by e-mail at trainings.cbse@gmail.com, and in case of hard copies, the entries are to be sent to:

Ms. P. Rajeswary, Education Officer

"Shiksha Sadan", 17, Rouse Avenue, New Delhi – 110002

- The top three entries will be selected from each CBSE region by a distinguished panel of experts.
- The winners will be awarded a certificate and a citation on **31st May**, on **World No Tobacco Day**.
- The participants will have to **make their own travel** and stay arrangements in Delhi.

The schools can create 4-5 minute videos with jingles conveying the harmful effects of tobacco and send them to us for uploading on CBSE you tube channel.

Reports along with photographs (caption) may be sent for publication in the CBSE quarterly journal CENBOSEC.

- For further queries please contact: **Ms. P. Rajeswary** on **011-23231248** or email at [:rajeswary.cbse@gmail.com](mailto:rajeswary.cbse@gmail.com)

Sd/-

(DR. SADHANA PARASHAR)

Prof & Director (Academic, Research, Training and Innovation)

Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

- The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, New Delhi- 110016.
- The Commissioner, Navodaya Vidyalaya Samiti, B-15, Institutional Area, Sector-62, Noida-201307, Uttar Pradesh.
- The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi- 110054.
- The Director of Public Instructions (Schools), Union Territory Secretariat, Sector-9, Chandigarh- 160017.
- The Director of Education, Govt. of Sikkim, Gangtok, Sikkim- 737101.
- The Director of School Education, Govt. of Arunachal Pradesh, Itanagar-791111
- The Director of Education, Govt. of A&N Islands, Port Blair- 744101.
- The Director of Education, S.I.E., CBSE Cell, VIP Road, Junglee Ghat, P.O. 744103, A&N Islands.
- The Secretary, Central Tibetan School Administration, ESS ESS Plaza, Community Centre, Sector 3, Rohini, Delhi- 110085
- All the 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.
- The Education Officers/ AEOs of the Academic Branch, CBSE.
- The Research Officer (Technology) with the request to put this circular on the CBSE website.
- The Library and Information Officer, CBSE.
- E.O. to Chairman, CBSE
- DO/ PA to Secretary, CBSE
- PA to CE, CBSE
- PA to Director (Acad.)
- PA to HOD (AIEEE)
- PA to HOD (Edusat)
- PRO, CBSE.

Prof & Director (Academic, Research, Training and Innovation)

Rules and Regulations

Theme: **Harmful Effects of Tobacco**

Poster designing/ Cartoon drawing

- Convey a clear message.
- Size: half chart paper
- Time Limit: 2 hours
- Eligibility: a. Cartoon Drawing- Classes VI-VIII
b. Poster designing- Classes IX-X

Avoid:

- Any inappropriate content.
- Abusive language.
- Bias against any community, occupation, religion or group of people.
- Cluttering with too many images and messages.

Assessment criteria

- Relevance of content
- Visual appeal (use of colours / images/ paper cuttings etc.)
- Clarity of purpose
- Innovation and creativity
- Appropriate Slogan/Caption

Essay Writing/Story Writing

- Supply a suitable title.
- Time Limit: 1.5 hours for essay/story writing.
- Word Limit: Only one entry per participant, with a word limit of 800-1000.
- Eligibility: a. Story writing -classes VI-VIII
b. Essay Writing -classes IX-X

Avoid:

- Any abusive language.
- Plagiarism.
- Bias against any community, occupation, religion or group of people.
- Story/essay should be original.

Assessment criteria

- Originality of content
- Relevance and appropriacy
- Adherence to word limit
- Logical flow of the essay/story (Introduction, Body, Conclusion) and story (Character introduction and development, plot development, Conclusion)
- Clarity of thought
- Fluency and accuracy
- A creative title

Quiz

- The schools will conduct the quiz (written or A/V) for classes VIII-XII.
- Use the questions uploaded on the CBSE ITMS, accessible through the school's ITMS Login-id and Password.