



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./AD&IC(R&I)/2015

28th May, 2015

Circular no. Acad-26/2015

All the Heads of Institutions Affiliated to CBSE

WORLD NO TOBACCO DAY 2015

Communities who profit from tobacco and human communities who fuel the trade, need to work together to end illicit trade in tobacco products. There is no second opinion that this trade has global implications for the quality of life in terms of human health, its legality, national economy and government. Going further, it may be noted that illicit trade is not a problem just in high-income countries; almost all countries throughout the world are subject to illicit trade in some form or another. In response to the threat posed by illicit tobacco trade, the international community had negotiated and adopted in November 2012, the Protocol to Eliminate Illicit Trade in Tobacco Products.

The global tobacco epidemic kills nearly 6 million people each year, of which more than 600 000 are non-smokers dying from breathing second-hand smoke. Unless we act, the epidemic will kill more than 8 million people every year by 2030. More than 80% of these preventable deaths will be among people living in low-and middle-income countries. This figure is expected to rise significantly.

Extracts: WHO Campaign

The World No Tobacco Day, designated by the World Health Organisation [WHO], is observed every year on 31st May, to highlight the global health crises triggered by easy availability of tobacco products in the market and their continued growth in popularity, especially among the young. The CBSE is, therefore, committed to supporting all initiatives by schools to break this dangerous trend. Schools have the major responsibility to highlight and raise awareness among their students, staff and the community about the negative impact of tobacco use. The Board directs all schools to ensure that Section 6 of Indian Tobacco Control Act COTPA 2003, which prohibits the sale of tobacco products in an area within a radius of 100 meters from the outer boundary of any institution of education, is effectively enforced through a display board to be put up outside the school.

Effective awareness-raising is possible through the conduct of various competitions, where students apply their knowledge, observation and creativity, through a variety of media, **on the spot**. These will go a long way in eradicating the menace of tobacco use in the future.

Theme: The Harmful Effects of Tobacco Use [see annexure 01 for details]

- Poster making
- Essay writing
- Nukkad Natak /Skit
- Jingle/Songs

Only the **top 2 entries** of each competition must be duly attested by the Principal, with complete school address, contact number and e-mail id, and submitted **on or before 20th July 2015**, as specified against each event in the annexure.

- **Essays** as soft copy in MS Word file/scanned document, to be sent by e-mail to: rajeswary.cbse01@gmail.com
- Videography of **Jingle/Song/Skit** performance on VCD with text/script and **Posters** as hard copies, to be sent to:

Ms. P. Rajeswary, Education Officer [English]

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

- The top 30 entries in each event will be selected by a distinguished panel of experts. The results will be uploaded on the academic website.
- The winners will be awarded a certificate from the Board.
- The best videos will be uploaded on CBSE channel on YouTube.

Please note: Entries received after the specified date or failing to adhere to specified norms, will be deemed invalid. Reports along with photographs (captioned) may be sent for publication in the CBSE quarterly bulletin, CENBOSEC.

For further queries please contact: 011-23231248 or email to: rajeswary.cbse01@gmail.com

(Mrs. Sugandh Sharma)
Additional Director & Incharge (Research 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:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, N D-16
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida-201309.
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110 054.
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160 017.
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim – 737101.
6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar – 791 111
7. The Director of Education, Govt. of A&N Islands, Port Blair - 744101.
8. The Director of Education, S.I.E., CBSE Cell, VIP Road, Junglee Ghat, P.O. 744103, A&N Island
9. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini
10. The Additional Director General of Army Education, A –Wing, Sena Bhawan, DHQ, PO, New Delhi-110001.
11. The Secretary AWES, Integrated Headquarters of MoD(Army),FDRC Building No. 202,Shankar Vihar (Near APS),Delhi Cantt-110010
12. 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.
13. All Associate Professor & Additional Directors/Advisors/Consultants
14. All Additional Director/Joint Director/Deputy Director/Assistant Director, Vocational Cell, CBSE
15. Incharge IT Unit with the request to put this circular on the CBSE Academic website.
16. All Assistant Professor & Joint Directors, CBSE
17. All Assistant Professor & Deputy Directors, CBSE
18. The Deputy Director (Examination & Reforms), CBSE
19. The Assistant Librarian, CBSE
20. The Public Relations Officer, CBSE
21. The Assistant Director (OL)
22. PS to Chairperson, CBSE
23. PS to Secretary, CBSE
24. PS to Controller of Examinations, CBSE
25. PS to Director (Special Exams and CTET), CBSE
26. PA to JS & IC (A & T)
27. PA to AD & IC (R&I)
28. PS to Director (Information Technology)

Additional Director & Incharge (Research & Innovation)

Rules and Regulations

Theme: Harmful Effects of Tobacco Use

Poster designing:

- Convey a clear message.
- Size: A4 size chart paper
- Time Limit: 2 hours
- Eligibility: Classes VI-VIII
- Hindi or English

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 [800-1000 words]

- Supply a suitable title.
- Time Limit: 1.5 hours
- Word Limit: Only one entry per participant, with a word limit of 800-1000.
- Eligibility: -classes IX-X
- Hindi or English

Avoid:

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

Assessment criteria

- Originality of content
- Relevance and appropriacy
- Adherence to word limit
- Logical flow of the essay (Introduction, Body, Conclusion)
- Clarity of thought
- Fluency and accuracy
- A creative title
- Hindi or English

Nukkad Natak / Skit: [not less than 10 participants]

- Supply a suitable title.
- Time Limit: 4-5 minutes
- Group only: Only one entry per team of 10 or more students.

- Eligibility: -classes IX-X
- Script in Hindi or English

Avoid:

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

Assessment criteria

- Relevance of content
- Clear, expressive dialogue delivery
- Visual appeal (use of simple costumes & props etc.)
- Clarity of purpose/message
- Innovative and creative in approach
- Overall appeal of the presentation
- Hindi or English

Jingles/Songs: upto 02 minutes with not less than 10 participants]

- Supply a suitable title.
- Time Limit: 2 minutes
- Group only: Only one entry per team of 10 or more students.
- Eligibility: -classes VI-VIII
- Text in Hindi or English

Avoid:

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

Assessment criteria

- Relevance of content
- Harmonious delivery
- Clarity of purpose/message
- Innovative and creative tune & imagery
- Overall appeal of the jingle/song