



GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
DIRECTORATE OF EDUCATION: SCHOOL BRANCH
OLD SECRETARIAT: DELHI-110054

No. F. DE.23 (386)/Tobacco/Sch.Br./2018/191

Dated: 09/02/18

CIRCULAR

Sub: "1 FOR 1" CAMPAGIN to "ADOPT ONE TOBACCO USER NOW".

Please find enclosed herewith the letter No. 18(2) / STCC / DHS / 13-14 / 7011 dated 15.01.2018 received from Addl. Director (DGHS), State Tobacco Control Office, Directorate General of Health Services, Govt. of NCT of Delhi on the subject cited above.

All Heads of Govt., Govt. Aided & Unaided Recognized Schools under Directorate of Education are to disseminate the information for all students, teachers & staff members as mentioned in the letter & spirit.

This issues with prior approval of the Competent Authority.

Encl: as above

[Signature]
09/02/2018
DDE (SCHOOLS)

All Heads of Govt., Govt Aided & Unaided Recognized Schools under Directorate of Education through DEL-E

No. F. DE.23 (386)/Tobacco/Sch.Br./2018/191

Dated: 09/02/18

Copy to:-

1. PS to Secretary (Education).
2. PS to Director (Education).
3. Addl. Director (DGHS), State Tobacco Control Office, Directorate General of Health Services, Govt. of NCT of Delhi, Pt. Deep Chand Sharma Sahkar Bhawan, 2nd Floor, Phase-1, Sector-20, Dwarka, New Delhi-110077.
4. All RDEs/DDEs (District/Zone)/DEOs.
5. OS (IT) to please paste it on the website.
6. Guard file.

[Signature]
09/02/18
DEO (SCHOOLS)

**GOVERNMENT OF NCT OF DELHI
STATE TOBACCO CONTROL OFFICE
DIRECTORATE GENERAL OF HEALTH SERVICES**

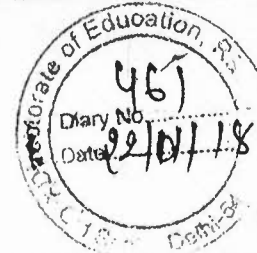
Pt. Deep Chand Sharma Sahkar Bhawan, 2nd Floor, Phase -1
Sector -20, Dwarka, New Delhi-110077
E-mail: ntcpdelhistate@gmail.com

F. No. 18(2)/STCC/DHS/13-14/7011

Date: 15-01-2018

To

The DM/DC, All Distt / Chairman, Distt Level Tobacco control Coordination Committee
The Vice Chancellor, all Universities.
The Dean / Director, All Medical Colleges
The Director, NCERT
The Director, CBSE
The Chairman, DTC, DGM Railways, DGM, Delhi Metro
The Regional Directors Health, all regions, GNCTD
The Director, Education, GNCTD
The Medical Superintendents, (All Hospitals/ Dispensaries under GNCTD, MCD, NDMC, Railway, ESI & others)
All DCPs/ SHOs, all police stations, Delhi Police
The CDMOs/ ARDHS, All regions



Handwritten notes:
DDC DE
(SCh)
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DDE (SON)

Sub: "1 FOR 1" CAMPAIGN to "ADOPT ONE TOBACCO USER NOW"

Respected Madam / Sir

With due respect it is stated that Anti Tobacco Campaign under the umbrella of Tobacco Free Delhi Initiative is going on by State Tobacco Control Cell, GNCTD in order to save people and environment from the harmful effects of tobaccos.

As you are aware that tobacco is the only consumer product which kills half of its users. The tobacco epidemic is one of the biggest public health threats the world has ever faced, killing more than 7 million people a year. More than 6 million of those deaths are the result of direct tobacco use while around 890 000 are the result of non-smokers being exposed to second-hand smoke. Tobacco smoking is the world's leading cause of avoidable premature mortality, reflecting the potent toxicity of tobacco smoke inhaled by smokers for decades. Tobacco users who die prematurely deprive their families of income, raise the cost of health care and hinder economic development. The use of tobacco is alarmingly increasing on a global level. India alone accounts for approximately 1 million annual tobacco deaths. Along with cigarette smoking, India faces additional burden of tobacco use due to the extensive use of smokeless forms of tobacco. The following facts highlight the harsh reality associated with Tobacco use in India -

- o 40% of all cancers, 90% of oral cancers, 40% of TB cases and 20-30% of diabetes, hypertension, brain stroke, heart attack are directly linked to tobacco use in India
- o India bears more than 1000 Billion Rupees worth economical losses because of tobacco habits annually
- o E-cigarette and hookah smoking (including herbal hookah) are growing at a substantially high rate in India and these are even more hazardous.

Tobacco addiction is a gateway of all kinds of drug abuse. In all forms, tobacco consumption not only causes harm to you but your loved ones too. Tobacco damages not only the whole person but also the whole planet. So, we need to be alert before it's too late.

Studies show that among smokers who are aware of the dangers of tobacco, most want to quit. But we still do not have adequate Tobacco Cessation assistance in India. Considering huge population of Tobacco users (As per GATS -2, 28.6% among adult population of India in more than 15 yrs of age group) & constraints, Community has to play a Vital role. Thus, it is a high time to help them in embracing a healthy life and curbing this Tobacco menace. A helping hand to tobacco user by the community can save our planet.

Handwritten notes:
DDC DE
24/01/2018
Mr. Rakesh

Handwritten notes:
147/Adde DE
28/1/18

Handwritten notes:
186/DDC/SCS
24/1/18

226/c

"1 FOR 1" CAMPAIGN to "ADOPT ONE TOBACCO USER NOW"

1. The campaign "1For1" is actually a mission being executed online by the Community in which one has to adopt at least one tobacco user in year 2018 in any place of India / Other countries and help him/her in quitting tobaccos. Also, once he/she quits, will be urged to help another tobacco user so the chain of quitters will be made by the community through this community connect programme .
2. To adopt tobacco user one has to watch the close surroundings. Tobacco user can be from your family, relatives, friends, colleagues, subordinates, officer, servant, driver, Gardner, security guards etc. **By helping them you will be protecting yourself also from the menace of second hand smoking as these people in your surroundings are the sources of second hand smoking.**
3. It is also stated that 1 for1 campaign is purely on voluntary basis and does not involve any expenditure.
4. It only involves our responsibility/commitment for the society. By devoting some time we can bring much needed change in the society.
5. Volunteers need to register themselves in the [change.org](http://www.change.org) site & sign this petition to become a part of this campaign by clicking at link below

<https://www.change.org/p/smokers-eliminate-tobacco-from-your-life-before-it-eliminates-you>

OR <http://chn.ge/2lUhRua>

6. The instructions for helping the adopted tobacco user to quit tobacco will be sent on the registered email to these volunteers via [change.org](http://www.change.org) which will guide them in creating awareness and cessation through messages and other modalities as applicable in individual cases also. Volunteers may share their best experiences.
7. **The contribution for society cause will be duly acknowledged and appreciated by Delhi Government**

It is worth mentioning that more than 200 Volunteers have already registered & you are also requested to join for this noble cause.

I thank you again for all your support and humbly request to forward this message to your family members, relatives, friends, colleagues & subordinates etc so that they can also register by clicking at the link as given above & become part of this movement which can contribute significantly in reducing the menace of tobaccos from this Planet.

Thanks & Regards

Yours Sincerely



**Dr. S. K. Arora
Addl. Director
DGHS, GNCTD**

Copy to:

1. Secretary (Home), GoI
2. Secretary, Education, GoI
3. Secretary (H&FW), GoI
4. The Commissioner, Delhi Police
5. Economic Advisor / JS(Public Health), GoI
6. Pr Secretary (Home), GNCTD
7. Pr. Secretary (Transport), GNCTD
8. Pr. Secretary (H&FW), GNCTD
9. Pr. Secretary, Education, GNCTD
10. Director, NTCP, GoI
11. DGHS, GNCTD
12. MD, DSHM, GNCTD

**TOBACCO KILLS - QUIT NOW / TOBACCO FREE DELHI / INDIA
To Quit give Miss call from your Mobile at: 01122901701**