

**GOVERNMENT OF JAMMU & KASHMIR  
DIRECTORATE OF SCHOOL EDUCATION, JAMMU  
MUTHI CAMP, JAMMU-181205**

The Chief Education Officer (All)  
Jammu Division

No: DSEJ/Counselling/ 3983-4010 Dated: 13/05/2022

**Subject:** Mega celebration of "World No Tobacco Day" on 31<sup>st</sup> May,2022

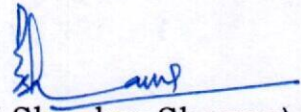
Tobacco is deadly in any form and threatens the lung health of everyone exposed to it. As per the Global Youth Tobacco Survey (GYTS), 2009, 14.6% of students in India aged between 13 to 15 years use tobacco. Directorate of School Education Jammu has already undertaken a special "Tobacco Free Schools" Campaign in Jammu Division as desired by Ministry of Health & Family Welfare, Govt. of India vide D.O.No.P.16012/16/2017-TC Dated: 31.08.2021.

So, in order to raise awareness among school children about harmful impacts of tobacco use and to inoculate them against its use, there will be mega celebration of **World No Tobacco Day on 31<sup>st</sup> May,2022** in all Govt. Schools of Jammu Division in which following initiatives will be taken:

1. **Mass Pledge-taking**---All the schools of Jammu Division will arrange pledge taking ceremony
2. **Signature Campaign**--- Under this initiative, all the students and staff members will put their signature on a Chart in their respective schools to follow signature campaign
3. **Divisional level virtual event**

In this regard, you are directed to ask HOIs of all (HSS/HS/MS) Schools of Jammu Division to observe the day by organizing the above mentioned initiatives in their respective schools and make this event a great success.

**Annexure 'A': Pledge content**

  
(Dr. Ravi Shankar Sharma) JKAS  
Director School Education  
Jammu

Copy to the:-

1. Principal Secretary to Government, School Education Department, Civil Secretariat, Jammu J&K for kind information.
2. Joint Director (All) for information
3. Principal DIET(s) Jammu Division for information.
4. Dr. Romesh Kumar, I/C Counseling Cell DSEJ for information and necessary action.
5. I/c Website for uploading it on Website.

## **Annexure 'A'**

### **प्रतिज्ञा**

विश्व तंबाकू निषेध दिवस के इस अवसर पर, मैं प्रतिज्ञा करता हूं कि मैं अपने जीवन में कभी भी धूम्रपान नहीं करूंगा और किसी भी प्रकार के तंबाकू उत्पादों का सेवन नहीं करूंगा और परिवार या परिचितों को धूम्रपान न करने और किसी भी तंबाकू उत्पाद का उपयोग करने के लिए प्रेरित करूंगा। मैं अपने सहयोगियों को भी इसके लिए प्रेरित करूंगा।

### **Pledge**

On this occasion of World No Tobacco Day, I take a pledge that I shall never smoke and consume any type of tobacco products in my life and motivate family or acquaintances to not to smoke and use any tobacco products. I shall also motivate my colleagues for the same.