Council of Scientific and Industrial Research
Anusandhan Bhawan, 2, Rafi Marg, New Delhi-110001

No. : 5-1(17)/2008-PD Date: 02.11.2026

OFFICE MEMORANDUM

Sub : Organization of Awareness Activities under the Tobacco Free Youth Campaign (TFYC 4.0) - reg.

The undersigned is directed to state that the Competent Authority has accorded approval to forward the D.O. letter No. Z.15014/01/2025-TC-Pt.I-2 dated 19th October, 2026 on the above subject issued by Joint Secretary, Ministry of Health and Family Welfare, Government of India to all CSIR Labs./Instts./Units for information, guidance and compliance.

Vandana Digvijay Singh
Deputy Secretary (PD)

Encl. : As above
Copy to:

1. The Directors/Heads of all CSIR National Labs./Instts./Hqrs./Units
2. Head SCDD, with a request to disseminate awareness activities under Tobacco Free Youth Campaign through the social medial handles of CSIR
3. CSIR Website
4. Office copy

प्रभाकर, आई.ए.एस.
Prabhakar, IAS
संयुक्त सचिव
Joint Secretary

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

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

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. 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. This may include dissemination of approved Information, Education and Communication (IEC) materials, integration of anti-tobacco messages into your existing apps/websites/portals/transport mediums/platforms etc., and facilitation of a No Tobacco Pledge (copy enclosed) at departments/sub-ordinate offices/autonomous bodies/institutions and other stakeholders under administrative purview of your respective ministry during the campaign period, which may be uploaded after completion at:

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

Contd.....

Room No. 1041, 'A' Wing, Kartavya Bhavan-1, New Delhi-110001
Tel.: 24013611, 24013612, E-mail: prabhakar.35@nic.in, jsp-mohfw@gov.in

4. I would also request your support in amplifying the approved TFYC 4.0 campaign messages and social media content of MoHFW through the official social media handles and other communication platforms of your Ministry and its associated organizations, to ensure wider outreach, particularly among children and youth.

I look forward to your continued cooperation and valuable support.

With Regards

Yours sincerely,

19/11/22

(PRABHAKAR)

Encl.:

1. No Tobacco Pledge

To:
The Secretary (All ministries as per list attached)

Pledge Title: Say No To Tobacco

English Version

Say No To Tobacco

As part of the Tobacco Free Youth Campaign, I pledge that

- **I shall never use**
  or consume
  any type of tobacco products
  in my life.

- **I shall motivate**
  all my family members,
  friends and acquaintances also
  to not to use any
  tobacco products.

- **I shall also contribute**
  to the protection of
  my environment from
  use of tobacco products.

- **I shall encourage**
  at least 10 other persons
  to take this pledge
  which I am taking today.

- **I shall contribute to a**
  tobacco-free society.

Hindi Version

तंबाकू को कहें ना

तंबाकू मुक्त युवा अभियान के अंतर्गत, मैं प्रतिज्ञा करता/करती हूँ कि मैं अपने जीवन में

- कभी भी किसी भी प्रकार के
  तम्बाकू उत्पाद का सेवन
  नहीं करूंगा/करूंगी।

- मैं अपने परिजनों,
  मित्रों या परिचितों को भी
  तम्बाकू उत्पादों का सेवन
  नहीं करने के लिए
  प्रेरित करूंगा/करूंगी।

- मैं अपने पर्यावरण को भी
  तम्बाकू उत्पादों के उपयोग से
  होने वाले दुष्प्रभाव से
  बचाने मे योगदान करूंगा/करूंगी।

- मैं जो आज
  शपथ ले रहा/ रही हूँ,
  उस शपथ को लेने के लिए
  मैं कम से कम
  अन्य 10 व्यक्तियों को भी
  प्रोत्साहित करूंगा/करूंगी।

- मैं समाज को तम्बाकू मुक्त बनाने में अपना योगदान दूंगा/दूंगी।

MINISTRY OF HEALTH AND FAMILY WELFARE

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

स्वास्थ्य एवं परिवार कल्याण मंत्रालय
MINISTRY OF HEALTH AND FAMILY WELFARE

TOBACCO KILLS

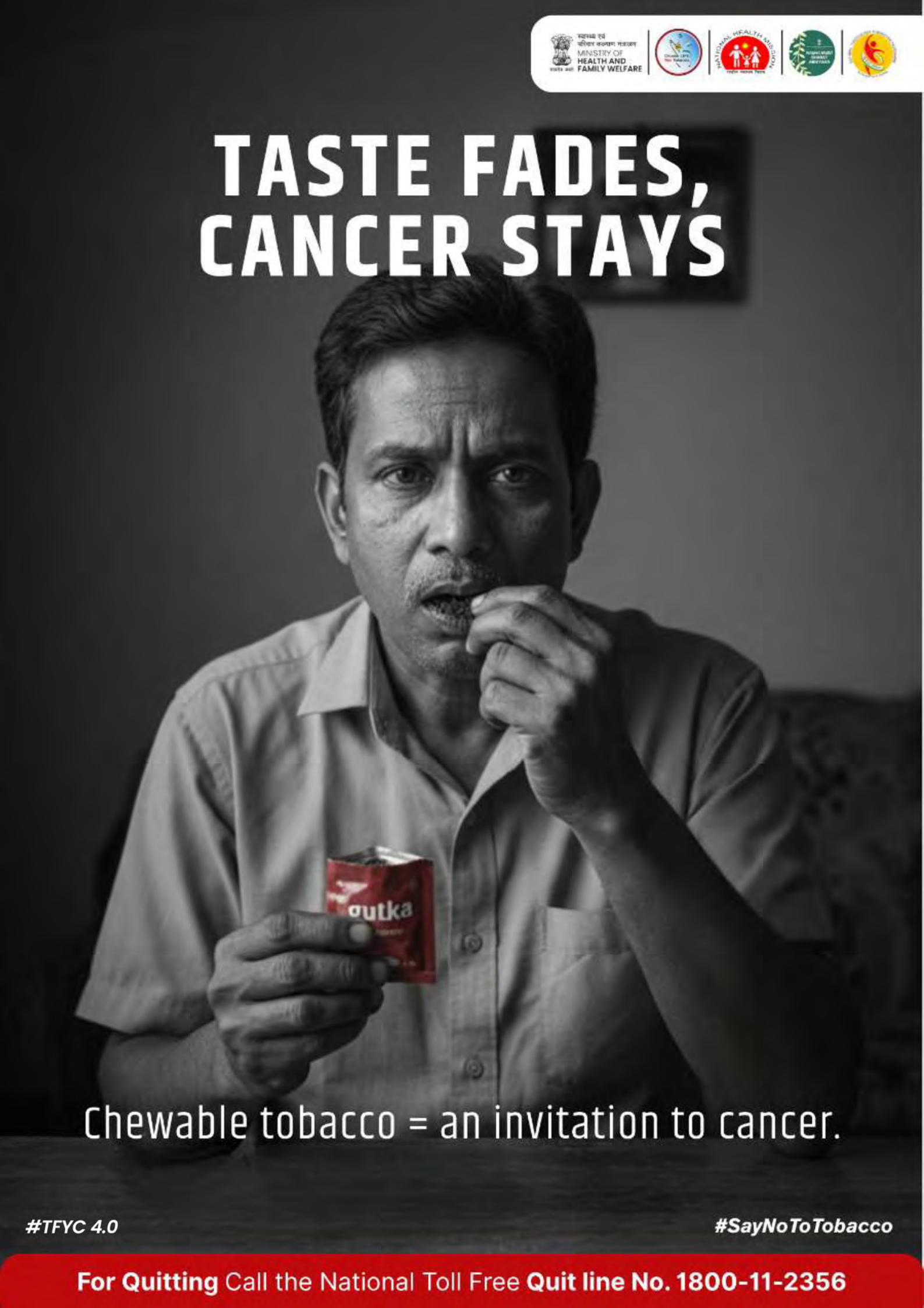
your loved ones too.



Quitting it is up to you.

#TFYC 4.0
#SayNoToTobacco

For Quitting Call the National Toll Free **Quit line No. 1800-11-2356**


MINISTRY OF
HEALTH AND
FAMILY WELFARE
TASTE FADES,
CANCER STAYS
outka
Chewable tobacco = an invitation to cancer.
#TFYC 4.0
#SayNoToTobacco
For Quitting Call the National Toll Free Quit line No. 1800-11-2356

स्वास्थ्य एवं परिवार कल्याण मंत्रालय
MINISTRY OF HEALTH AND FAMILY WELFARE

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

#TFYC 4.0

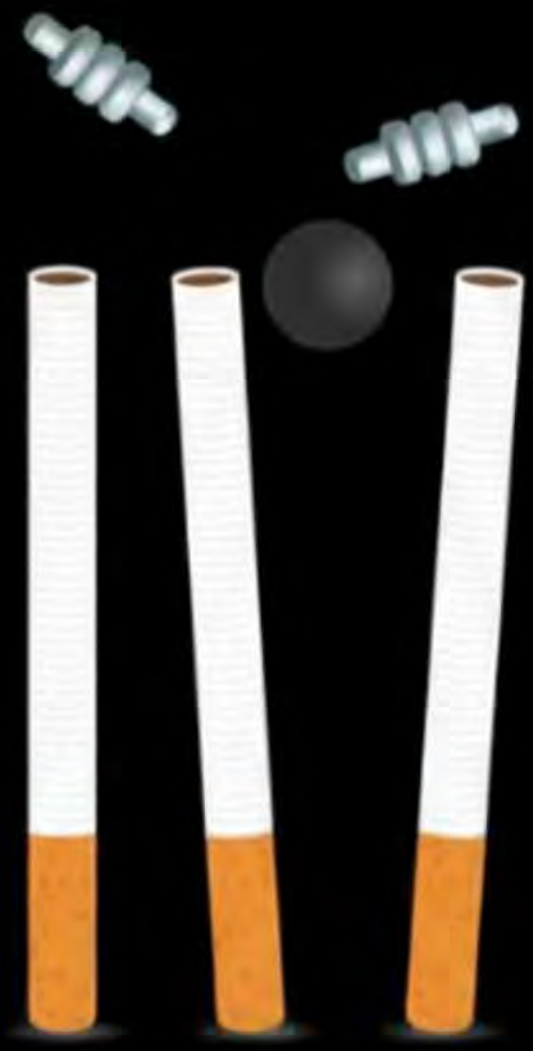
#SayNoToTobacco

For Quitting Call the National Toll Free **Quit line No. 1800-11-2356**


MINISTRY OF
HEALTH AND
FAMILY WELFARE
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

स्वास्थ्य एवं परिवार कल्याण मंत्रालय
MINISTRY OF HEALTH AND FAMILY WELFARE

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**

MINISTRY OF HEALTH AND FAMILY WELFARE

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

MINISTRY OF HEALTH AND FAMILY WELFARE

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**



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
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For Quitting Call the National Toll Free **Quit line No. 1800-11-2356**

#TFYC 4.0
#SayNoToTobacco