



ਦਫਤਰ ਡਾਇਰੈਕਟਰ ਜਨਰਲ ਸਕੂਲ ਐਜੂਕੇਸ਼ਨ-ਕਮ-ਸਟੇਟ ਪ੍ਰੋਜੈਕਟ ਡਾਇਰੈਕਟਰ
ਵਿੱਦਿਆ ਭਵਨ, ਈ ਬਲਾਕ, ਪੰਜਵੀ ਮੰਜਿਲ, ਫੇਜ਼-8 ਅਜੀਤਗੜ੍ਹ (ਮੁਹਾਲੀ) ਫੋਨ ਨੰ:0172-5212322

ਵੱਲ


ਸਮੂਹ ਜ਼ਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ/ਐ:ਸਿ)
ਪੰਜਾਬ।
ਸਮੂਹ ਸਕੂਲ ਮੁੱਖੀ (ਵੈਬਸਾਈਟ ਰਾਹੀਂ)

ਮੀਮੋ ਨੰ : ਪਲਾਨਿੰਗ/ਰਮਸਅ/2018/ 98498 ਮਿਤੀ 10-12-18

ਵਿਸ਼ਾ :- No participation in competitions organized by Conrad challenges under "Foundation for a Smoke Free World" initiative regarding.

ਹਵਾਲਾ:- Director Health Services ਦਾ ਪੱਤਰ ਨੰ:Cell/PB/18/2514 ਮਿਤੀ: 5-11-2018

ਹਵਾਲਾ ਪੱਤਰ ਦੀ ਕਾਪੀ ਨਾਲ ਨੱਥੀ ਕਰਕੇ ਭੇਜਦੇ ਹੋਏ ਆਪ ਨੂੰ ਹਦਾਇਤ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਕਿ "Foundation for a Smoke Free World" initiative ਅਧੀਨ Conrad Challenges ਦੁਆਰਾ ਆਯੋਜਿਤ ਕੀਤੇ ਜਾਣ ਵਾਲੇ ਕਿਸੇ ਵੀ competition ਵਿੱਚ ਸਕੂਲ ਭਾਗ ਨਹੀਂ ਲੈਣਗੇ।


ਡਾਇਰੈਕਟਰ ਜਨਰਲ ਸਕੂਲ ਸਿੱਖਿਆ
ਪੰਜਾਬ।



Tobacco Control Cell
Department of Health & Family Welfare
Sec 34 A, Chandigarh



To
DCSE

The Director General
School Education
Punjab

No.Tob. Cell/PB/18/2514
Dated 5/11/18 Chd

ASPD-plan
S.Tch
16-11-18
AM/MSM

Regarding the competition organized by Conrad challenges under 'Foundation for a Smoke Free World' initiative

This is to inform you that Philip Morris International (Giant cigarette manufacturer) announced in September 2017 that it had established the Foundation for Smoke Free World. This foundation is part of the company's campaign to portray itself as part of the solution to global tobacco epidemic. **The Foundation partnered with the Conrad challenge, a competition that encourages young adults of ages 13 to 18 to create products/ or services that address some of the most pressing global challenges for year 2018-19.**

WHO Framework Convention on Tobacco Control (WHO FCTC) is the first treaty negotiated under the auspices of the World Health Organization. It was developed in response to the globalization of the tobacco epidemic. Article 5.3 of the WHO Framework Convention on Tobacco Control is to curb Tobacco Industry Interference. Article 5.3 States that *"In setting and implementing their public health policies with respect to tobacco control. Parties shall act to protect these policies from commercial and other vested interests of the tobacco industry in accordance with national law"*

Punjab has notified the Empowered Committee, for the effective Implementation of Article 5.3 of the WHO Framework Convention on Tobacco Control to curb Tobacco Industry Interference (Annexure A). A protocol has to be followed by the State while dealing with the Tobacco Industry (Annexure B).

In this regard you are requested to issues directions to all the District Education Officers to forbid participating in the competition organized by Conrad challenges under 'Foundation for a Smoke Free World'.

With regards

398479

15/11/18

Director Health Services, Punjab

Annexure A

Government of Punjab
Department of Health & Family welfare
(Health-V Branch)

Gazette Notification

No. 21/51/08-5HB5/

Dated, Chandigarh

Article 5.3 of WHO Framework Convention on Tobacco Control (FCTC) states that "in setting and implementing their public health policies with respect to tobacco control, parties shall act to protect these policies from commercial and other vested interests of the tobacco industry in accordance with national law"

The Governor of Punjab is pleased to constitute an Empowered Committee to implement Article 5.3 of WHO Framework Convention on Tobacco Control headed by Principal Secretary, Government of Punjab, Department of Health & Family Welfare, in order to deal with any kind of interference by the Tobacco Industry in the implementation of Cigarettes & Other Tobacco Products Act (COTPA) 2003/Ban on flavoured or scented Tobacco under Food Safety & Standards Act of India/ Declaration of Electronic Cigarettes (Electronic Nicotine Delivery Systems) as illegal & for considering the representations by Tobacco Industry. The Committee will have the following members:-

- | | |
|---|----------------------------|
| 1. Principal Secretary (Home) or his representative | Member |
| 2. Financial Commissioner, Taxation or his representative | Member |
| 3. Secretary Health-cum-Commissioner FDA | Designated Special Officer |
| 4. Director, Deptt. of Information and Public Relations | Member |
| 5. Director Health & Family Welfare, Punjab | Member Secretary |

The Empowered Committee will ensure that proper protocols (enclosed) are followed while dealing with the Tobacco Industry

Secretary Health cum Commissioner FDA will be the Designated Special Officer to receive representations from the Tobacco industry representatives & to decide whether they are required to be dealt with or not. The Member Secretary shall decide upon the date for meeting with the Tobacco Industry representatives, if required, in consultation with other members. The proceedings of the meetings, when held will be submitted to Hon'ble Chief Secretary, Punjab

The representation of the Tobacco Industry will be uploaded on official website of Department of Health & Family Welfare, Punjab www.phealth.gov.in for the information of stakeholders.

Sd/-

Vini Mahajan, IAS,

Principal Secretary, Government of Punjab
Department of Health & Family Welfare

Dated, Chandigarh

13-7-15

Endst.No. 21/51/08-5HB5/

Dated, Chd

A copy is forwarded to the following for information and necessary action:

1. Principal Secretary, Home
2. Financial Commissioner, Taxation
3. Secretary, Health cum Commissioner FDA Punjab
4. Director, Deptt. of Information and Public Relations
5. Director, Health and Family Welfare Punjab

Dharam Devi

Under Secretary, Health

Endst.No. 21/51/08-5HB5/ 539949/3

Dated, Chd 17/7/15

A copy is forwarded to the Controller, Printing and Stationery, Punjab with a request to publish this notification in ordinary Gazette and send 100 copies to this department.

Dharam Devi

Under Secretary, Health

Ameasure B

Protocol to be followed while dealing with Tobacco Industry:

(i) Public officials and employees shall limit interactions with the tobacco industry to those strictly necessary for its regulation and to ensure the transparency of those that occur.

(ii) In the event that a meeting is strictly necessary, officials and employees shall abide by the following rules:

1. Set the meeting agenda.

2. Ask the industry about what they want to discuss in writing and then decide whether to agree with the meeting or not. Stick to the agenda and make the meeting brief.

3. Clarify the goal and structure of the meeting.

4. Before the meeting, it must be made clear that such interaction does not imply partnership, dialogue or collaboration and indicate it in writing to the tobacco industry that they may not mischaracterize the nature of the meeting.

5. Hold the meeting at the premises of the department/institution/agency/local government. Ensure that any photograph taken of this meeting is strictly for documentation purposes only and not for the public relations activities of the tobacco industry.

6. Predetermine the meeting participants by asking for the names and positions of those who will attend the meeting.

7. Moderate the meeting. A lawyer must be present and must closely advise the official/employee/representative during the meeting.

8. Write the official minutes. A voice recording of the meeting may be made to assist the staff in preparing the transcript of the meeting. Transcript of the meeting must be filed for record purposes and be available to the public upon request.

9. Maintain the right to terminate the meeting at any point.

10. Distribute information on the meetings as appropriate. Publicly correct any misinformation regarding the meeting.

11. Decide on follow up questions that must be answered after the meeting.

12. All non-mediated exchanges (in person, phone or email) between officials, employees and representatives of the agency should be avoided.

13. Code of Conduct for Public officials and employees:

a. They shall declare any interest in the tobacco industry.

b. They shall resign from his/her position in the tobacco industry within thirty (30) days from his assumption of office and/or divest himself of his shareholdings or interest within sixty (60) days from such assumption. (For the purpose of this rule, interest in the tobacco industry means personal, financial or other interest, including, **but not limited to:**

- having an existing ownership or investment in the tobacco industry;
- being a member of the Board of Directors, an officer of the corporation or a partner in a partnership in the tobacco industry;
- receiving any contribution from the tobacco industry.)

c. They shall not demand or receive any contribution from the tobacco industry for themselves, their families, relatives, friends, or any other persons or organizations. Contributions shall include, but are not limited to, payments, gifts and services, monetary or in-kind, research funding, financial aid, policy drafts and legal advice.

d. They shall avoid the creation of any perception of real or potential partnership or cooperation with the tobacco industry, and shall publicly correct any perception of partnership that may have been created.

e. Public officials and employees of agencies which have a role in setting and implementing public health policies with respect to tobacco control, shall inform their institutions about any intention to engage in an occupational activity within the tobacco industry, whether gainful or not, within a specified period of time after leaving service; and to require applicants for such public office positions to declare any current or previous occupational activity with the Tobacco Industry.