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(ਕੋਆਰਡੀਨੇਸ਼ਨ ਸ਼ਾਖਾ)

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ਸੇਵਾ ਵਿਖੇ

1. ਸਮੂਹ ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈਸਿ/ਐਸਿ), ਪੰਜਾਬ।
2. ਸਮੂਹ ਸਕੂਲ ਮੁਖੀ, ਪੰਜਾਬ।

ਮੀਮੋ ਨੰ. 450825/DPISE-Cord/12/2025 *152015*

ਮਿਤੀ: *29-05-2025*

ਵਿਸ਼ਾ:- Launch of the 'World No Tobacco Day Awareness Quiz-2025' on MyGov.

ਹਵਾਲਾ: Ministry of Education, Department of School Education & Literacy (Key Tasks Section) ਦਾ ਪੱਤਰ ਨੰ. 8-2/2024 KT Part (1) ਮਿਤੀ 23.05.2025.

- 1.0 ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਤੇ ਹਵਾਲਾ ਅਧੀਨ ਪੱਤਰ ਸਬੰਧੀ ਤੰਬਾਕੂ ਦੀ ਵਰਤੋਂ ਨੂੰ ਰੋਕਣ ਅਤੇ ਇਸ ਲਈ ਬੱਚਿਆਂ ਅਤੇ ਯੁਵਾਵਾਂ ਨੂੰ ਜਾਣਕਾਰ ਕਰਨ ਲਈ ਮਨਿਸਟਰੀ ਆਫ ਐਜੂਕੇਸ਼ਨ ਵੱਲੋਂ MyGov ਪੋਰਟਲ ਰਾਹੀਂ awareness quiz launch ਕੀਤਾ ਗਿਆ ਹੈ।
- 2.0 ਆਪ ਨੂੰ ਪੱਤਰ ਦੀ ਕਾਪੀ ਭੇਜਕੇ ਲਿਖਿਆ ਜਾਂਦਾ ਹੈ ਕਿ ਹਦਾਇਤਾਂ ਅਨੁਸਾਰ ਕਾਰਵਾਈ ਕੀਤੀ ਜਾਵੇ ਅਤੇ ਵੱਧ ਤੋਂ ਵੱਧ ਵਿਦਿਆਰਥੀਆਂ ਅਤੇ ਅਧਿਆਪਕਾਂ ਵੱਲੋਂ ਇਸ ਵਿੱਚ ਭਾਗ ਲਿਆ ਜਾਵੇ।

29-05-25
ਸਹਾਇਕ ਡਾਇਰੈਕਟਰ (ਕੋਆਰਡੀਨੇਸ਼ਨ)

Does the personal staff of
SSE and SHE not read?
Why has this been marked

F No: 8-2/2024-KT-Part(1)

Ministry of Education
Department of School Education & Literacy
(Key Tasks Section)

to USHE?

Shastri Bhawan, New Delhi
Date: 23rd May, 2025

SSE/ASSE/
DSE
(SE)

and DSE (EE)
for n/a.

Ani hi
28/05/25

To

1. The Additional Chief Secretary/Principal Secretary/Secretary, School & Higher Education of all States/UTs
2. The Heads of all Autonomous Bodies of DoSEL & DHE

Subject: Launch of the 'World No Tobacco Day Awareness Quiz - 2025' on MyGov

Sir/Ma'am,

As you are aware, study reports indicate the consumption of tobacco among the youth is rapidly increasing. Tobacco smoking or chewing is also a pathway to experimenting with other forms of substance abuse within the school/college premises.

2. To arrest this growing menace and to promote awareness against tobacco consumption in any form among children and youth, especially the adolescent age group, the Ministry of Education has launched an awareness quiz through the MyGov portal as a precursor to the World No Tobacco Day (WNTD) celebrations observed globally on 31st May every year. In alignment with this year's theme for WNDT i.e. "Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products," the Department of School Education and Literacy (DoSEL), in collaboration with NCERT and MyGov, is organizing the World No Tobacco Day Awareness Quiz - 2025 on MyGov platform.

3. This initiative aims to educate students, teachers and the general public on the harmful effects of tobacco in a fun manner, as a step towards shaping strong societal norms discouraging tobacco use. It also empowers them with knowledge on ways to seek help for tobacco cessation.

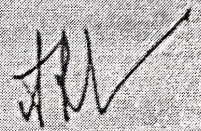
4. The Quiz has been made live from 22nd May, 2025 at <https://quiz.mygov.in> and will continue till 21st July, 2025. All the participants will receive an e-certificate of participation upon successful completion.

5. All States/UTs/ABs are urged to encourage all students (Class 6 onwards), teachers, and parents associated with educational institutions under their purview to actively participate in the World No Tobacco Day Awareness Quiz - 2025 to enhance public awareness surrounding tobacco use. Schools may also utilize School Management Committees (SMCs) to further

promote the quiz and build enthusiasm for increased participation. Data on participation will be shared at regular intervals with States/UTs/ABs to improve response and maximize awareness.

6. This issues with the approval of the Competent Authority.

Yours faithfully,



(Anusree Raha)

Deputy Secretary to the Government of India

Email: anusree.raha@gov.in

Copy to:

The Director, Directorate of Education (School/ Higher Education) of all States/UTs.