

सोबत मा. तंत्रशिक्षण संचालनालय कार्यालयाचे दिनांक ०६/१०/२०२५ रोजीचा ई-मेल अन्वये **Tobacco Free Youth Campaign ३.०** या मोहिमेमध्ये सहभागी होण्याबाबत कळविण्यात आले आहे. सदर मोहिमेमध्ये सहभागी होण्याबाबतचे सविस्तर माहितीपत्र सोबत जोडले असून सदर पत्रासोबत जोडलेल्या पत्रान्वये कार्यवाही करण्यात यावी तसेच केलेल्या कार्यवाहीचा अहवाल सादर करावा.

पृष्ठांकन क्र: तंशिविकाअ/शिक्षण/२०२५/2589  
तंत्रशिक्षण विभागीय कार्यालय, अमरावती.  
दिनांक. ०६ OCT 2025

प्रति,

प्राचार्य, सर्व व्यावसायिक तांत्रिक अभ्यासक्रमांच्या संस्था, अमरावती विभाग, अमरावती (संस्था समन्वय, राष्ट्रीय सेवा योजना) यांना कळविण्यात येते की, सोबतच्या पत्रात दिल्यालेल्या सुचनेप्रमाणे आवश्यक कार्यवाही करावी व केलेल्या कार्यवाहीचा अहवाल या कार्यालयास सादर करावा.

  
(मनोज म. अंधारे)  
प्र. सहसंचालक,  
तंत्रशिक्षण विभागीय कार्यालय, अमरावती.

प्रत :- प्रोग्रामर, तंत्रशिक्षण विभागीय कार्यालय, अमरावती यांना संकेतस्थळावर प्रसिद्ध करण्याकरीता.

Endos

F.No.P.52/NSS/DTE/2025/2573-2588  
Government of India  
Ministry of Youth Affairs and Sports  
Department of Youth Affairs  
Directorate of National Service Scheme

Dated: 03<sup>rd</sup> Oct, 2025

To

All Regional Directors  
All Regional Directorates of NSS

**Subject: Participation in Tobacco Free Youth Campaign 3.0 (TFYC 3.0) launched by the Ministry of Health & Family Welfare (MoH&FW) – reg.**

Sir/Madam,

This has the reference of D.O. letter No. Z.21020/02/2023-TC-Part(3), dated 25<sup>th</sup> September 2025 (attached), received from the Ministry of Health & Family Welfare (MoH&FW) regarding the launch of the **Tobacco Free Youth Campaign 3.0 (TFYC 3.0)**.

2. The campaign is scheduled to be launched on 09.10.2025 in New Delhi and aims to educate and empower young people across India to prevent the initiation and quit the use of tobacco. This campaign is aligned with the vision of creating a tobacco-free generation and aims to run for 60 days nationwide.
3. MoH&FW has proposed active collaboration with the Department of Youth Affairs, particularly the National Service Scheme (NSS), on the following action points:
  - i. Identification of youth icons to serve as "Youth Ambassadors" for the campaign.
  - ii. Engagement of NSS volunteers for awareness generation activities.
  - iii. Hosting TFYC 3.0 on the MY Bharat portal and integration of campaign activities within the Fit India Movement.
  - iv. Amplification and re-sharing of MoH&FW's campaign messages through official social media channels.
4. In view of the above, all Regional Directors are requested to:
  - i. Disseminate this information to all NSS units under your jurisdiction.
  - ii. Direct NSS functionaries to actively engage NSS volunteers in this campaign.
  - iii. Organize and document awareness activities under the banner of TFYC 3.0 from 09<sup>th</sup> October, 2025 to 09<sup>th</sup> December, 2025.
  - iv. Create event on MYBharat portal, integrating the campaign activities within the "Fit India Movement" and upload related photographs and videos.
  - v. Submit a consolidated report of activities along with photographs, to this office for onward submission to the Ministry.
5. The campaign materials, advisories and digital creatives shared by MoH&FW will be made available shortly and should be widely utilized for maximum impact.

  
(Komal Singh Chaudhary)  
Youth Officer

Copy to: The Director, NSS



वी. हेकाली झिमोमी, आ.प्र.से.  
अपर सचिव

V. Hekali Zhimomi, IAS  
ADDITIONAL SECRETARY



भारत सरकार  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय  
निर्माण भवन, नई दिल्ली-110011  
Government of India  
Ministry of Health & Family Welfare  
Nirman Bhawan, New Delhi-110011

D.O. Letter No. Z.21020/02/2023-TC-Part(3)  
25<sup>th</sup> September, 2023

*Dear Nitesh,*

As you are aware, tobacco use remains one of the leading causes of preventable diseases and deaths in India, resulting in 13.5 lakh deaths annually. In line with our continued commitment to tobacco control and the vision of a tobacco-free generation, the Ministry of Health and Family Welfare (MoH&FW) is launching the Tobacco Free Youth Campaign 3.0 (TFYC 3.0). The campaign aims to educate and empower young people in India to prevent the initiation and to quit tobacco use. The campaign is proposed to be launched on 09<sup>th</sup> October 2023 in New Delhi. MoH&FW plans to invite prominent youth ambassadors and sportspersons to participate in the launch event and to support social media engagement throughout the 60-day campaign. Their involvement will be duly acknowledged and will play a crucial role in enhancing the campaign's visibility and outreach.

2. We sincerely acknowledge and appreciate the valuable support extended by the Ministry of Youth Affairs and Sports during the launch of TFYC 2.0 in 2024. We look forward to your continued collaboration in ensuring the success of TFYC 3.0 as well.

3. In view of the above and as discussed during the Inter-Ministerial meeting held on 03.09.2023, we seek your kind support in identifying eminent sportspersons and youth icons to serve as "Youth Ambassadors" for advocating a tobacco-free generation under this important initiative, as well as in displaying the campaign's IEC materials at stadium premises and issuing advisories to sportsperson to adopt and promote a tobacco-free lifestyle. We also request your support in issuing communications/circulars for engaging NSS and NCC cadets in awareness generation on the harmful effects of tobacco use and in facilitating the participation of 100 volunteers from the MY BHARAT initiative in the launch event at New Delhi. Furthermore, we request your support in hosting TFYC 3.0 on the MY BHARAT portal and integrating the campaign activities within the "Fit India Movement" - a nationwide initiative to encourage healthy and active lifestyles. We also seek the Ministry's support in amplifying and re-sharing MoH&FW's social media campaign messages through its official social media handles to maximize outreach and impact among young people. Awareness materials will be shared by this Ministry.

4. Active collaboration from the Ministry of Youth Affairs and Sports will be invaluable in making this campaign a success and safeguarding future generations from the harmful effects of tobacco.

With regards,

Yours sincerely,

  
(V. Hekali Zhimomi)

Shri Nitesh Kumar Mishra  
Joint Secretary (Youth Affairs)  
114-C Wing, Shastri Bhawan  
Ministry of Youth Affairs & Sports and  
Lakshimbai National Institute of Physical Education (LNIPF)  
New Delhi-110011