



ज्ञान-विज्ञान विमुक्तये

आचार्य मनिष र. जोशी  
सचिव

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Secretary



सत्यमेव जयते



विश्वविद्यालय अनुदान आयोग  
University Grants Commission  
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27 ज्येष्ठ, 1947/17<sup>th</sup> June, 2025

आदरणीय महोदया/महोदय,

As you are aware, recent studies indicate a troubling rise in tobacco consumption among the youth. Tobacco smoking and chewing are not only harmful on their own but also often serve as a gateway to the use of other substances, including drugs, within school and college environments.

To address this growing concern and to promote awareness about the dangers of tobacco use, particularly among adolescents, the Ministry of Education has launched an Awareness Quiz through the MyGov portal. This initiative precedes the global observance of **World No Tobacco Day (WNTD)**, held annually on 31<sup>st</sup> May.

In alignment with this year's WNTD theme, "**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 conducting the World No Tobacco Day Awareness Quiz – 2025 on the MyGov platform.

This interactive initiative is designed to educate students, teachers, and the general public about the harmful effects of tobacco in an engaging and informative way. It also seeks to foster strong societal norms and discourage tobacco use and provide resources for those seeking help with cessation.

**The quiz is live from 22<sup>nd</sup> May 2025 to 21<sup>st</sup> July 2025** and can be accessed at: <https://quiz.mygov.in>. All participants will receive an e-certificate of participation upon successful completion of the quiz.

All Higher Education Institutions are encouraged to actively promote the quiz among students, faculty, staff, and parents, and to motivate broad participation in order to raise awareness about tobacco-related issues. Institutions are also requested to take further proactive measures to contribute to the success of this important awareness initiative.

Your active support and collaboration in this national campaign will play a vital role in safeguarding the health and well-being of our youth.

सादर,

भवदीय,

(मनिष जोशी)

सेवा में,

सभी विश्वविद्यालयों के कुलपति।  
सभी महाविद्यालयों के प्राचार्य।