

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:397
ANSWERED ON:25.02.2000
ADVERTISEMENT OF LIQUOR AND TOBACCO ON DD
SHYAMA SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) Whether the Government propose to lift ban on advertisements of liquor and tobacco on Doordarshan;
- (b) Whether the Government under the pressure of liquor barons and Multinational Companies involved in tobacco propose to take such a step;
- (c) if so, the facts thereof and the reaction of the Government thereto; and
- (d) the adverse affect on youngsters and school going children as a result thereof?

Answer

MINISTER OF STATE OF THE MINISTRY OF INFORMATION & BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY)

(a) to (d) : As per existing Doordarshan's Advertisement Codes, advertisements of liquor and tobacco are not permitted on DD Channels. Indian satellite channels, which have been given permission to uplink from India are also required to adhere to the same code. However, liquor and tobacco advertisements are being carried by the satellite TV channels uplinked from outside India. Encrypted TV channels uplinked from India are required to adhere to the advertisement code prescribed under the Cable TV Network Rules framed under the Cable TV Networks

(Regulation) Act, 1995. As per these codes, there is no prohibition on advertisement of liquor and tobacco. A proposal to bring about an uniformity in the advertisement codes of DD and encrypted satellite TV channels uplinked from abroad, is under consideration of the Government with a view to prohibit liquor and tobacco advertisements during the day and prime time when children are likely to be watching TV programmes and permit such advertisements only during the night after 11 PM and before 6 AM.