

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

STARRED QUESTION NO:67

ANSWERED ON:28.07.2005

BAN ON SMOKING SCENES

Chinta Mohan Dr. ;Joshi Shri Pralhad Venkatesh

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

- (a) whether 52 per cent children in the country are getting addicted to smoking under the influence of films as per the survey conducted by the Ministry of Health & Family Welfare;
- (b) if so, whether there is any demand to ban scenes depicting smoking in films;
- (c) if so, the details thereof;
- (d) whether there are any differences of opinion between the Ministry of Health and Family Welfare and the Ministry of Information and Broadcasting in this regard;
- (e) if so, the details thereof; and
- (f) the steps taken by the Union Government to ban smoking in scenes in television serials and movies?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a), (b), (c), (d), (e) and (f) : A statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (f) OF LOK SABHA STARRED QUESTION NO. 67 FOR ANSWER ON 28.07.2005

(a), (b) and (c) :The World Health Organisation (WHO) in consultation with Ministry of Health and Family Welfare conducted a study on portrayal of tobacco in Indian cinema and its impact on youth audience in 2003. The study inter alia reported that youth behaviour is highly influenced by mainstream movies and exhibited a linkage between films and youth behaviour with the youth admitting that they copy smoking styles of different characters and actors in the movies. The Cigarettes and Other Tobacco Products (Prohibition of Advertisements and Regulation of Trade and Commerce, Production ,Supply and Distribution) Act,2003 prohibits all direct and indirect forms of tobacco advertising and promotion of use or consumption of cigarettes or any other tobacco products, in any form.

(d) and (e) : The matter is under examination in consultation with the Ministry of Health and Family Welfare. The film industry has opposed the directive as some of the provisions are difficult to implement.

(f) : The matter is under consideration in consultation with the Ministry of Health and Family Welfare.