

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

STARRED QUESTION NO:57
ANSWERED ON:26.07.2006
BAN ON SMOKING SCENES IN MOVIES AND SERIALS
Bhadana Shri Avtar Singh

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether the World Health Organisation (WHO) has released any statement in June 2006 in Delhi on the occasion of World No Tobacco Day;
- (b) if so, the details thereof;
- (c) whether the above Organisation said in its statement that cigarette manufacturing companies are misleading the smokers throughout the world that their various brands of cigarette are not harmful;
- (d) whether it is proposed to restrict or ban smoking scenes in movies and TV serials; and
- (e) if so, the time by which it is likely to be implemented?

Answer

THE MINISTER OF HEALTH AND FAMILY WELFARE (DR. ANBUMANI RAMADOSS)

(a)to(e): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 57 FOR 26TH JULY, 2006

On the occasion of the `World No Tobacco Day` on 31st May, 2006, the WHO released the document titled `Tobacco: Deadly in any form of disguise`. This document highlights the fact that all tobacco products are harmful and addictive and all can cause diseases and death. The report has revealed that tobacco product manufacturers are using all forms of deceptions and disguise to market their products, ranging from `mild and light` to improved health to whiter teeth, new high technology products etc. giving an illusion of relative safety in consuming such products.

This concern of WHO has already been addressed under `The Cigarettes & other Tobacco products (Prohibition of advertisement & Regulation of Trade & Commerce, production, Supply & Distribution), Act 2003, that provides for specified warning on all tobacco products packs. The Act also provides that no tobacco product package or label shall contain any information that is false, misleading or deceptive that is likely or intended to create an erroneous impression about the characteristics, health effects or health or other hazards of the tobacco products or its emission. The Government has recently notified Rules in this regard.

Rules have also been framed and notified under the aforesaid Act, to restrict the depiction of smoking scenes in movies and T.V. Serials, subject to certain exemptions. The date of implementation of the rules is subject to the outcome of the Delhi High Court decision in the matter of Mahesh Bhatt vs. Union of India.