

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

UNSTARRED QUESTION NO:2202
ANSWERED ON:22.07.2004
BAN ON ADVERTISEMENTS OF LIQUOR
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government has imposed a ban on advertisements of liquor in print and electronic media;
- (b) if so, whether this ban is being violated by the liquor manufacturing companies;
- (c) if so, the action proposed to be taken by the Government against such companies;
- (d) whether the Government propose to ban the proxy advertisement of liquor; and
- (e) if so, the details thereof?

Answer

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

(a) to (e): All India Radio and Doordarshan both follow their Code for commercial advertising which prohibits advertisements of liquor.

Advertisements on all satellite TV channels when transmitted/re-transmitted through the Cable Television Network are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. The Advertising Code inter alia prohibits advertisements, which promote directly/indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants.

Complaints/suggestions from members of the public and organizations are received from time to time regarding alleged violations of the Advertising Code. The Central Government has constituted an Inter-Ministerial Committee under Section 20 of the Act to look into violations of the Advertising code on 22.5.2002. Cognizance of such violations of Advertising Code is also taken suo moto by the Committee. On recommendations of the Committee, TV channels are directed not to telecast advertisements found to be violative of the Advertising Code. Since inception of the Advertising Committee, final orders directing various TV channels not to telecast 14 (fourteen) advertisements of brands of liquor have been issued.

In so far as private FM channels are concerned, licensees have to adhere to Code for Commercial Advertising of All India Radio.

Press in India is free from government control. The Press Council of India (PCI) is a statutory autonomous body set up under the Press Council Act, 1978, for the purpose of preserving the freedom of the Press and maintaining and improving the standards of newspapers and news agencies. As per Section 13, sub section 2 of the Act, the Council is required to ensure on the part of newspapers, news agencies and journalists, the maintenance of high standards of public taste and foster a due sense of both the rights and responsibilities of citizenship.

Press Council of India (PCI) has framed the following norms:

"No advertisements shall be published which promotes directly or indirectly, production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor and other intoxicants"