

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

UNSTARRED QUESTION NO:1903
ANSWERED ON:09.03.2010
ADVERTISEMENT OF LIQUOR AND TOBACCO PRODUCTS
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether advertisement on liquor, tobacco Gutakha and cigarettes through the electronic and print media are increasing;
- (b) if so, the details thereof during each of the last three years and the current year, media-wise;
- (c) whether the Government proposes to ban such advertisements;
- (d) if so, the details thereof, and
- (e) the details of the revenue presently earned by the Government from such advertisements annually?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

- (a) No such study has been brought to the notice of the Government.
- (b) Does not arise.
- (c) & (d) Under the Cable Television Networks Rules, 1994, advertisements of cigarettes and tobacco products are prohibited on TV Channels. As regards print media, Norms of Journalistic Conduct, Part-A, No.36 (ii) provides that no advertisement shall be published which promotes directly or indirectly production, sale or consumption of cigarettes and tobacco products.
- (e) No revenue is earned by the Government from such advertisements.