

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

UNSTARRED QUESTION NO:2275  
ANSWERED ON:23.11.2010  
SCENES DEPICTING SMOKING  
Rajaram Shri Wakchaure Bhausahb

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

- (a) whether the Government has issued any guidelines regarding scenes depicting smoking in films/serials of Doordarshan/other private channels;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor; and
- (d) the present status for imposing ban on screening of smoking scenes in films and various programmes and advertisements telecast on Doordarshan/ private channels?

**Answer**

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

(a) to (d) : Films are sanctioned for public exhibition by the Central Board of Film Certification in accordance with the Cinematograph Act, 1952, and the Rules and guidelines framed thereunder. The said guidelines mandate, inter alia, that scenes tending to encourage, justify or glamorise consumption of tobacco or smoking are not shown.

Prasar Bharati has informed that Doordarshan does not allow any tobacco smoking scenes in its serials as per their own commercial code which prohibits telecast of such advertisements. Prasar Bharati has also informed that Doordarshan telecasts only those films which have U or V/U certificates by Censor Board of Films Certification (CBFC).

So far as private channels are concerned, they have to abide by the Programme and Advertising Code mentioned under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. The advertisements of cigarettes and other tobacco products are prohibited on private TV channels under Rule 7(2)(viii)(A) of Cable TV Networks Rules, 1994.