

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

UNSTARRED QUESTION NO:1032
ANSWERED ON:01.03.2011
BAN ON LIQUOR AND TOBACCO ADVERTISEMENTS
Anuragi Shri Ghansyam

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

- (a) whether the Government has taken cognizance of surrogate advertisements on liquor, tobacco and other products being telecast/published through private television channels/Doordarshan channels and the print media;
- (b) if so, the details thereof and the number of such incidents reported alongwith the action taken thereon during each of the last three years and the current year, channel-wise and media-wise;
- (c) whether the Government proposes to take steps to impose a ban on such advertisements through hoardings, print media and TV channels;
- (d) if so, the details thereof;
- (e) whether the Government also proposes to amend the Cable TV Networks (Regulation) Act and the Press Council Act in order to put a ban on such advertisements; and
- (f) if so, the details thereof?

Answer

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

(a): Yes Sir. Some instances of misleading and surrogate advertisements have been brought to the notice of the Government in the electronic media (private TV channels).

(b): The details of action taken by the Government against private satellite TV channels with regard to surrogate advertisements during the last three years is enclosed as Annexure I.

(c) & (d): No Sir . As per the Cable Television Networks Rules, 1994, no surrogate advertisement shall be permitted in the cable television service in regard to cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants. The Government issued a Directive on 17.6.2010 to all the private satellite TV Channels, as also to the Indian Broadcasting Foundation and News Broadcasters Associations to ensure compliance of the clause of the Advertising Code contained in the Cable Television Networks Rules 1994 (Annexure II).

So far as print media is concerned, the Press in India is free from Government control. In pursuance of its policy to uphold the freedom of the Press, the Government does not interfere in its functioning. However, the Press Council of India (PCI) - a statutory autonomous body has been set up under the Press Council Act, 1978 for maintaining and improving the standards of newspapers and news agencies in India and to inculcate principles of self-regulation among the Press. Accordingly, PCI, in order to prevail upon the Press to practice self-regulation, have formed Norms of Journalistic Conduct under section 13(2)(b) of the Press Council Act, 1978. Norm 36 (ii) relating to liquor and tobacco advertisements states `No advertisement shall be published, which promotes, directly or indirectly, production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor and other intoxicants.`

The complaints of contents in print media, which are violative of `Norms of Journalistic Conduct` are adjudicated by PCI under section 14 of the Press Council Act, 1978.

Section 5 of the "The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, (COTPA), 2003" prohibits, direct or indirect, advertisement of cigarettes and other tobacco products. A national level Steering Committee, under the Chairmanship of Secretary (Health) has been put up to monitor the violation under Section 5 of the COTPA, 2003.

(e) & (f): No Sir.