

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

STARRED QUESTION NO:212

ANSWERED ON:16.08.2011

LIQUOR AND TOBACCO ADVERTISEMENTS

Mandal Shri Mangani Lal;Rajaram Shri Wakchaure Bhausahab

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

(a) whether the Government has taken note of certain misleading/ surrogate advertisements of liquor, tobacco products etc. being telecast/ published through various private/Doordarshan (DD) Television channels and in the print media;

(b) if so, the details thereof;

(c) whether the Government has urged the Advertising Standards Council of India (ASCI) to take action against such companies/news papers responsible for such incidents;

(d) if so, the details thereof along with the follow-up action taken by the ASCI during each of the last two years and the current year, channel-wise/media-wise; and

(e) the remedial measures taken/proposed to be taken by the Government in this regard?

**Answer**

THE MINISTER OF INFORMATION & BROADCASTING (SMT. AMBIKA SONI)

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

STATEMENT AS REFERRED TO IN REPLY TO PART (a) to (e) OF THE LOK SABHA STARRED QUESTION NO. 212 FOR ANSWER ON 16.08.2011

(a) & (b): Some instances of advertisements on private satellite TV channels and in Print Media pertaining to products sharing brand names with liquor and tobacco products and misleading advertisements relating to special or miraculous qualities, etc, have been brought to the notice of the Government In respect of channels of Doordarshan, no such instance has been brought to the notice of the Government The details of action taken in respect of such advertisements in the recent past are given in the statement at Annexure.

(c) & (d): In respect of advertisements telecast on private satellite TV channels, pertaining to products sharing brand names with liquor products, the Ministry of Information and Broadcasting has recently written to the Advertising Standards Council of India (ASCI) to take up the matter with advertisers for taking these advertisements off air. The response of ASCI is awaited. The details in this regard are given at Sl. Nos. 8 to 10 of Part A of the Annexure.

(e): So far as private satellite TV channels are concerned, all advertisements telecast on such channels are regulated in accordance with the Advertising Code prescribed in Rule 7 of the Cable Television Networks Rules, 1994. As per Rule 7(2)(viii)(A) thereof, no direct or indirect advertisements of liquor or tobacco products are permissible on TV channels. Provisos 1 and 2 to this Rule were notified in February, 2009 to allow advertisements of genuine brand extensions. However, guidelines to operationalise these provisos are yet to be framed. The Ministry has issued an advisory to all TV channels on 17.6.2010 directing all channels to stop carrying any advertisements of a product that uses a brand or logo which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants.

As regards Print Media, the Government has set up the Press Council of India (Pct), a statutory autonomous body under the Press Council of India Act, 1978 with the twin objectives of preserving the freedom of the press and of maintaining and improving the standards of newspapers and news agencies in India and to inculcate principles of self-regulation among the press. Accordingly, the Press Council of India have formed Norms of Journalistic Conduct under Article 13(2) (b) of the Press Council Act 1978 which cover the principle and ethic regarding journalism. These Norms should be followed by the Print Media while accepting advertisements. The Norm 36(ii) states that no advertisement shall be published, which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor and other intoxicants.