

**GOVERNMENT OF INDIA  
HEALTH AND FAMILY WELFARE  
LOK SABHA**

UNSTARRED QUESTION NO:2755

ANSWERED ON:09.12.2011

ADVERSE EFFECTS OF TOBACCO PROMOTIONAL ACTIVITIES

Bajwa Shri Partap Singh;Ray Shri Rudramadhab

**Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:**

- (a) whether the Government has taken cognizance of the adverse effects of portrayal of smoking and use of gutkha and pan masala in films/television programmes and various tobacco promotional activities which pose a big challenge to anti-tobacco campaign;
- (b) if so, whether the Government has taken note of brand promotion activities carried out by national and international tobacco companies during various sport events including recently concluded Formula One Race in the country;
- (c) if so, the details thereof alongwith the reaction of the Government thereto;
- (d) whether the Government proposes to ban/restrict smoking and use of gutkha/ pan masala in films and television programmes and also curb brand promotional activities by tobacco companies during sport and other such events; and
- (e) if so, the details thereof and if not, the reasons therefor?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF HEALTH & FAMILY WELFARE (SHRI GHULAM NABI AZAD)

(a): Yes.

(b) & (c): This Ministry has written letter to all State Governments/ UTs to ensure strict compliance of Section- 5 of "the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, (COTPA), 2003, which prohibits all direct or indirect advertisements, promotion and sponsorship of all tobacco products.

Further, this Ministry had written to State Health Secretary, Uttar Pradesh, Ministry of Information and Broadcasting, Ministry of Youth Affairs and Sport and JP sports, organizer F-1 motor race for ensuring that no brand promotion activities carried out by national and international tobacco companies during the Formula One Race in the country.

(d) & (e): Government of India has notified "the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) (Second Amendment) Rules, 2011 vide G.S.R. No. 786(E) dated 27-10-2011, which provide regulations for displaying tobacco products or its use, is being screened and telecast in films and television programme.

Section 5 of COTPA, 2003 provides, no person engaged in, or purported to be engaged in the production, supply or distribution of cigarettes or any other tobacco products shall advertise and no person having control over a medium shall cause to be advertised cigarettes or any other tobacco products through that medium and no person shall take part in any advertisement which directly or indirectly suggests or promotes to use or consumption of cigarettes or any other tobacco products.