

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

UNSTARRED QUESTION NO:2263
ANSWERED ON:27.03.2012
DEPICTION OF SMOKING SCENES
Gandhi Shri Dilip Kumar Mansukhlal;Shekhawat Shri Gopal Singh

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

- (a) whether the Government has issued any guidelines regarding depicting of smoking scenes in films/advertisements/dramas and other programmes telecast by private channels;
- (b) if so, the details thereof;
- (c) the number of complaints received by the Government against such acts during each of the last one year and the current year, film/channel-wise;
- (d) the action taken by the Government against the persons/institutions found guilty in this regard; and
- (e) the concrete steps taken by the Government to stop such activities?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN)

(a) & (b) : Ministry of Health & Family Welfare has issued a Notification (No. G.S.R 786(E) dated 27.10.2011) under section 31 of the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act 2003 which became effective from 14th November, 2011. As per Notification the owner or manager of a cinema hall or theatre where an old Indian or foreign film displaying tobacco products or its use, is being screened, and the broadcaster telecasting old Indian or foreign television programme displaying tobacco products or its use, shall mandatorily screen the following, namely :-

(a) anti-tobacco health spots or messages, of minimum thirty seconds duration each at the beginning and middle of the film or the television programme ;

(b) anti-tobacco health warning as a prominent scroll at the bottom of the screen during the period of such display ;

Provided that, the anti-tobacco health warning scroll shall be legible and readable,

(i) (a) with font in black colour on white background ;

(b) with the warnings "Smoking causes cancer" or "Smoking kills" for smoking forms of tobacco use ;

(c) with the warnings "Tobacco causes cancer" or "Tobacco kills" for chewing and other smokeless forms of tobacco ;

(ii) or such other warnings as may be specified by the Central Government from time to time :

Provided further that, the anti-tobacco health warning scrolls or health spots shall be in the same language as used in the film or television programme and in case of dubbed or sub-titled films or television programmes, the scrolls or spots shall be carried in the language of dubbing or sub-title :

Provided also that such television programmes may be permitted to be telecast on television at such timings that are likely to have least viewership from persons below the age of eighteen years.

Central Board of Film Certification (CBFC) undertakes the certification process keeping in view the provisions of this notification while dealing with depiction of smoking scenes in films. All programmes telecast on private television channels are required to conform to the programme code as prescribed in the Cable Television Networks (Regulation) Act, 1995, and rules formed thereunder. Regarding depiction of smoking scenes in programmes telecast on television channels, this Ministry has not issued any guidelines.

(c) : No complaint has been received so far.

(d) & (e) : In view of (c) above, question does not arise.