

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

UNSTARRED QUESTION NO:7469

ANSWERED ON:22.05.2012

DEPICTION OF ALCOHOL AND SMOKING SCENE

Angadi Shri Suresh Chanabasappa;Kumar Shri P.;Kurup Shri N.Peethambara

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

- (a) Whether a recent study has shown that alcohol drinking and smoking scenes in Indian movies as well as on TV programmes are directly influencing /encouraging alcohol drinking /use of tobacco product habits in the people;
- (b) if so, the details thereof and the reaction of the Government thereto;
- (c) whether the Government has asked the Central Board of Film Certification to maintain status quo and adherence to the certification process as was being done before issuing of the latest notification with regard to smoking and alcohol scene in films and TV programmes;
- (d) if so, the details thereof;
- (e) whether stipulations of scrolling the message 'alcohol drinking and smoking is injurious to health' in the films/TV serials has not been taken seriously by the film/TV serial makers; and
- (f) if so, the steps taken/being taken by the Government to ensure strict adherence to these stipulations by the film/TV serial makers?

Answer

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

(a) & (b): Ministry is not aware of any such study done.

(c) & (d): Several filmmakers and the Central Board of Film Certification (CBFC) brought to the notice of Ministry of Information and Broadcasting some practical difficulties being faced by them in implementing the Tobacco Notification No. GSR 786 (E) dated 27.10.2011. In the light of this Ministry of Information and Broadcasting is in discussion with the Ministry of Health and Family Welfare to review the Notification.

(e) & (f): The message regarding smoking is being taken seriously by film industry and the statutory warnings are already being put in films. Less and less films have smoking scenes now. TV serials also run anti-smoking scroll.