

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

UNSTARRED QUESTION NO:720

ANSWERED ON:24.11.2009

BAN ON ADVERTISEMENTS OF LIQUOR AND TABACCO PRODUCTS

Anuragi Shri Ghansyam

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

- (a) whether the Government is aware about the surrogate advertisements of liquor and tobacco shown on various TV channels;
- (b) if so, the details thereof during each of the last three years and the current year, channel-wise;
- (c) whether the Government proposes to amend the Cable Television Networks (Regulation) Act, 1995 in order to put a ban on such advertisements; and
- (d) if so, the details of action/steps taken by the Government to ban such advertisements through electronic/print media and hoardings during the said period, media-wise?

Answer

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

(a) & (b) Yes, Sir. Some instances of such advertisements have been brought to the notice of the Government in the Electronic Media (Private TV channels). A statement showing complaints received against surrogate advertisements and action taken thereon during last three years and current year is annexed.

(c) & (d) No, Sir. The surrogate advertisements on the private TV channels are regulated by the Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. So far as Print Media is concerned, the Press Council of India monitors and takes cognizance, suo motu or on complaints, of advertisements, which it is prima facie satisfied, are violative of the ethics of journalistic practice. Accordingly Press Council of India, in order to prevail upon the Press to practice self-regulation, has been issuing directions/ appeals to newspapers/ magazines to guide them in publication of advertisements etc. The Press Council of India have formed Norms of Journalistic Conduct under Article 13(2)(b) of the Press Council Act, 1978.