

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

UNSTARRED QUESTION NO:1963
ANSWERED ON:31.07.2015
Ban on Smoking Scene
Chavda Shri Vinod

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

- (a) whether the Government has banned the scenes showing cigarette smoking in movies and serials; and
(b) if so, details thereof and reasons therefor?

Answer

THE MINISTER OF FINANCE; MINISTER OF CORPORATE AFFAIRS AND MINISTER OF INFORMATION AND BROADCASTING
(SHRI ARUN JAITLEY):

(a) & (b): Scenes showing cigarette smoking in films and serials are regulated in accordance with the notification No. GSR 708(E) dated 21st September, 2012 issued by Ministry of Health & Family Welfare under the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 which contains the guidelines regarding depiction of smoking scenes. The guidelines, inter-alia, provide that anti-tobacco health spots of minimum thirty seconds duration each are screened at the beginning and middle of the film and television programme. Anti-tobacco health warning as a prominent static message is displayed at the bottom of the television screen during the period of display of the tobacco products or their use in the television programme.
