

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

UNSTARRED QUESTION NO:5669
ANSWERED ON:07.04.2017
â€œFilm Ruleâ€ under the COTPA
Singh Shri Parvesh Sahib

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

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- (a) whether the Government has taken note of the report of a study titled evaluation of tobacco free film and television policy in India which points to lax implementation of the film rule, under the Cigarettes and Other Tobacco Products Act (COTPA);
- (b) if so, the reaction of the Government thereto and the details regarding the recommendations contained in the report; and
- (c) the details of steps taken/ proposed to be taken by the Government in this regard?

Answer

ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SMT. ANUPRIYA PATEL)

(a): Yes.

(b): The Government is supportive of the recommendations contained in the report. The details regarding the recommendations contained in the Report are annexed.

(c): The Government of India, under the (COTPA), Cigarettes & Other Tobacco Products Act, 2003 has enacted Rules that regulate depiction of tobacco use in films and television programmes and inter-alia mandates display of Anti-tobacco health spots/disclaimers/message in all films/TV programme depicting tobacco products or their use. The Rules further prohibit display of brands of cigarettes or other tobacco products or any form of tobacco product placement and depiction of any tobacco products or their usage in any form in promotional materials and posters of films and television programmes. For implementation of the Film Rules, the Ministry has been working closely with Ministry of Information and Broadcasting (as the Ministry of Information and Broadcasting is the nodal Ministry on this subject) as well as with Film and Television Industry.