

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

UNSTARRED QUESTION NO:18
ANSWERED ON:24.07.2006
BAN ON TOBACCO ADVERTISEMENT
Yerrannaidu Shri Kinjarapu

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

(a) whether the film industry's promise to 'self-regulate' tobacco promotion on screen failed as is evident from Indian films released since 2004; and

(b) if so, the measures proposed to enforce complete ban on tobacco advertising, promotion and sponsorship and stop Indian films being turned into blatant cigarette commercials?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) : No formal intimation has been given by the film industries to the CBFC for self-regulation of smoking scenes. A number of films do carry smoking scenes.

(b): The Cigarettes and other Tobacco Products(Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 prohibits tobacco advertising, promotion, sponsorship etc.. CBFC deletes visuals of promotion and glorification of smoking in films. Wherever brand names of cigarettes are visible in films, the same are deleted from the film.