

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA  
UNSTARRED QUESTION NO. 880  
TO BE ANSWERED ON 27/07/2023**

**PROMOTION OF ELECTRONIC CIGARETTES**

**880. SHRI B. LINGAIAH YADAV:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether Government warned the print media, TV channels, OTT platforms and digital media against directly or indirectly promoting electronic cigarettes;
- (b) whether it has been brought to the notice by the Ministry of Health and Family Welfare that in a recently organised Business Summit in New Delhi by a prominent media house, the forum was apparently used to promote electronic cigarettes, which was in violation of Section 4 of the Prohibition of Electronic Cigarettes (Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement) Act, 2019; and
- (c) if so, the details thereof and action taken thereon till now?

**ANSWER**

**MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS AND SPORTS (SHRI ANURAG SINGH THAKUR)**

(a) to (c): Advertisements telecast on private satellite TV channels are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder, which inter-alia provides that 'no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants'. Further, Section 4 of the Prohibition of Electronic Cigarettes

(Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement) Act, 2019, prohibits advertisements that directly or indirectly promote the use of electronic cigarettes.

Ministry of Information and Broadcasting takes action as and when any violation of the said Code is found, by way of issuance of warning, advisory, orders for apology scroll, etc. Appropriate advisories are also issued to all private TV channels from time to time.

On the basis of information received from the Ministry of Health & Family Welfare, the Ministry of Information & Broadcasting issued an Advisory dated 09.05.2023 to the media platforms to ensure that the provisions of Prohibition of Electronic Cigarettes Act, 2019 are not contravened either by way of advertisement or any promotion or other campaigns, etc. A copy of Advisory is available on Ministry's website i.e. [www.mib.gov.in](http://www.mib.gov.in).

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