

LOGIN

Search

GO

HOME

Advertisement

VIDEOS

Home > News

BUSINESS

Anti-smoking activists in Kerala oppose I&B ministry decision

By IANS | Published on Wed, May 9 2012 22:06 IST

HEALTH

THIRUVANANTHAPURAM, MAY 9 : Anti-smoking activists in Kerala are up in arms over the decision of the union information and broadcasting ministry, to keep in abeyance the rules issued by the health ministry on tobacco-free movies and television shows.

As brought out from RTI applications filed by civil society groups, the I&B ministry has asked the Central Board of Film Certification (CBFC) to "maintain status quo and adhere to the certification process as was being done before the issue of the (October) notification."

It has also asked the health ministry to keep the notification in "abeyance till the time the practical difficulties faced by the film industry are resolved amicably".

Justice K. Narayana Kurup, a former judge of the Kerala High Court who delivered the pioneering ruling banning smoking in public places back in 1999, described the I&B ministry's stance as "undoubtedly a rude shock" and a "retrograde step neutralising the gains already achieved in the field of anti-tobacco drives and luring hundreds of thousands of youth to the mesmerizing hold of tobacco".

Advertisement

"If smoking scenes go without warning scrolls, it will end up in picturing a world that informs people, especially the youth, about the acceptance and prevalence of tobacco use in society, emasculating and neutralising the beneficial effect produced by the COTP (Control of Tobacco Products) legislation," said Kurup.

The Health and I&B Ministries have been on a dissenting mode ever since the former issued a gazette notification in October last on the depiction of tobacco products or tobacco use in movies and television.

Among others, the notification called for a mandatory display of health warning scroll during the duration of the scene, and a health message of 30 seconds, each in the beginning and middle of films and television programmes.

Roscotte Krishna Pillai, former director of Press Information Bureau and former member, Advisory Panels for Film Certification and CBFC said that the I&B Ministry had issued clear guidelines to the CBFC.

Advertisement

"It now comes as a shock that the resultant good effect that this decision has had on the society at large and the succour it brought to millions of smokers and non-smokers alike has been nullified by the recent decision of the I&B Ministry to do away with tobacco-free movies and television rules," said Pillai.

Studies and surveys conducted to understand the influence of movies and television on tobacco use have pointed out the positive correlation between the two.

"Fans, especially youngsters, blindly emulate screen action and it is important that filmmakers exercise greater restraint considering that tobacco use is the single largest cause of cancers in the country," said Dr.K.Ramdass, medical superintendent, Regional Cancer Centre.

Concerned by the influence that onscreen smoking has on film-goers, the High-level Committee formed for tobacco control in Kerala, headed by the Principal Secretary (Health) Rajeev Sadanandan, has decided to take up the matter of depiction of smoking screens with the Malayalam film industry.

Advertisement

You May Like

What's the trend with denim skirts?

Pistachios recipes for the win

4 stages of sleep and what you should know about them

Turmeric, gram flour and curd, the trio for skincare

Urvashi's 700th film 'Appatha', heist drama 'Choona', and more on OTT

Mercury in Virgo: Mercury is in its comfort zone.

MORE STORIES

Latest Video News:

How to make your resume ATS(Applicant Tracking Software) friendly? Here are five tips

Oneplus Nord CE 3 5g review: Packed with power but is it worth the price?

We support direct dialogue between India and Pakistan on issues of concern: US State Dept

US State Dept on Nuh clashes: Urge parties to refrain from violent actions

Should you bid for Jhunjhunwala-backed Concord Biotech IPO?

Railways taking all measures to ensure safety and security of passengers: Ashwini Vaishnav

07:15

Entertainment News

'Gadar 2, 'Jailer' to surpass 'Rocky Aur Rani' even after it nears Rs 100 cr in first week Katrina posts love-filled pics with hubby Vicky Kaushal

Rajnikanth, Shiva Rajkumar look intense in new 'Jailer' poster

Museum of Pop Culture removes exhibitions of J.K Rowling due to her 'transphobic views' Metallica forced to pay over \$300k in damages as fans damage venue property

'Bigg Boss OTT 2': Jad Hadid, Avinash Sachdev evicted in final week

MORE ENTERTAINMENT NEWS

Advertisement

Latest News

132nd Durand Cup: Bangladesh Army football team holds 10-man East Bengal 2-2

2nd T201: Tilak Varma's maiden fifty helps India reach 152/7 after electing to bat

Man found dead with gunshot wound in Delhi, suicide suspected

Pak train crash kills 30, injures over 100

Govt to seek passage of Data Protection Bill, 3 more legislations in LS on Monday

Many in NE now opting for trains instead of flight services: Assam CM

MORE NEWS

Top Stories

Mercury in Virgo: Mercury is in its comfort zone.

Turmeric, gram flour and curd, the trio for skincare

Related Stories

Urvashi's 700th film 'Appatha', heist drama 'Choona', and more on OTT

4 stages of sleep and what you should know about them

Pistachios recipes for the win

What's the trend with denim skirts?

Raghava Lawrence first look as Vettaian Raja from 'Chandramukhi 2' unveiled

Follow us on

August Horoscope	Astrology
Ringtones	Baby Names
Love Calculator	Daily Horoscope
Gender Prediction	Currency Converter

Ennexa Technologies Pvt.Ltd.
XI/476, Manganam, Kottayam, Kerala, India

Call us : 1800 425 0053,
+91 9188997650

Mon to Fri - 10 AM to 5 PM

© 2005-23 Ennexa Technologies Pvt. Ltd.

[Privacy](#) [TOS](#) [Disclaimer](#) [Cookies](#) [Contact](#)