

No. N-4407/20/2023-BC-I
Government of India
Ministry of Information and Broadcasting
'A' Wing, Shastri Bhawan,
New Delhi - 110 001

Dated: 09.05.2023

To,

- i. Newspapers registered under Press and Registration of Books Act, 1867.
- ii. Private Satellite TV Channels.
- iii. Publisher of news and current affairs content on digital media.
- iv. Publisher of online curated content (OTT platforms).

Subject: Compliance of existing legal provisions while organizing Conclaves/Summits by organizers/Media Houses - reg.

Sir,

It has been brought to the notice by the Ministry of Health and Family Welfare that in a recently organized Business Summit in New Delhi by a prominent Media House, the forum was apparently used to promote electronic cigarettes. Such an action was in violation of Section 4 of the Prohibition of Electronic Cigarettes (Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement) Act, 2019 which prohibits advertisements that directly or indirectly promote the use of electronic cigarettes.

2. The Print, Electronic and Digital Media entities are accordingly advised to ensure that the aforementioned statute is not contravened either by way of advertisement or any promotion or other campaigns etc.
3. This issues with the approval of competent authority in the Ministry.

Yours faithfully,



(Prateek Jain)

Deputy Director

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Copy to:

- i. Self Regulatory Bodies of TV channels registered under the Cable Television Network (Amendment) Rules, 2021.
- ii. Self Regulatory Bodies under Information Technology (Intermediary Guidelines and Digital Media Ethics Code), Rules, 2021.
- iii. Social Media intermediaries.
- iv. The Association / Bodies of Print and Electronic media.
- v. Secretary, Press council of India.
- vi. Ministry of Health & Family Welfare- for information in r/o D.O. No. Z.21020/41/2019-TC dated 06.04.2023.