



**PAKISTAN ELECTRONIC MEDIA
REGULATORY AUTHORITY
ISLAMABAD**

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F. No. 13(50)/OPS/2011

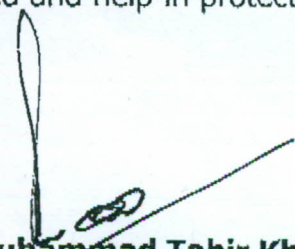
July 3, 2013

The Chairman,
Pakistan Broadcasters Association (PBA)
KARACHI

Subject: **SMOKING SCENES IN TV DRAMA SERIALS / PROGRAMS**

PEMRA has received concerns from various quarters regarding rising trend of smoking scenes in the TV Dramas which is inciting youth towards this menace.

2. The Section 7 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance 2002, SRO F.13-5/2003 IIC and SRO 882(1) 2007 bans any TV program deemed to have an impact to promote smoking during drama serials.
3. The Pakistan Broadcasters Association is therefore requested to look into the matter and ensure that its member broadcasters discharge their social & moral obligations and avoid showing smoking scenes in their drama serials.
4. Your cooperation in this regard shall highly be appreciated and help in protecting youth from the adverse effects of smoking.


Rana Muhammad Tahir Khan
Director General (Operations)

Copy for information:

1. P.S. to Chairman, PEMRA HQs
2. DG (Monitoring), PEMRA HQs
3. All RGMs, PEMRA
4. Mr. Nadeem Iqbal, The Network for Consumer Protection