



**PAKISTAN ELECTRONIC MEDIA
REGULATORY AUTHORITY
HEADQUARTERS
ISLAMABAD**

3rd Floor, HR Wing, PEMRA
Headquarters,
Mauve Area, Sector G-8/1,
Islamabad.
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No. 2 (06)/PR-2015/I

Islamabad the, 15th March, 2017

All Satellite TV Channels

All FM Radio Stations

Subject: **Tobacco Control Public Service Announcements (PSA) on Electronic Media.**

Reference: Secretary, Ministry of National Health Services, Regulations & Coordination's letter No. 03-17/2017/PEMRA, dated February 08, 2017 alongwith Supreme Court of Pakistan's orders dated May 04, 2016 on the subject cited above (copy enclosed).

2. As you are aware that under Section 20 "Terms & Conditions of the License" sub section (e) of PEMRA Amendment Act 2007 read with Rule 9(2) of PEMRA Rules 2009; a licensee is obliged to broadcast public service programmes, which may be provided by the Authority or by the Government. Provided that the duration of such mandatory programmes do not exceed ten percent of the total duration of broadcast or operation by a station in twenty four hours except if, by its own volition, a station chooses to broadcast such content for a longer duration.
3. All satellite TV channels and FM Radio broadcasters are requested to air tobacco control public service messages to curb menace of tobacco and sheesha on their respective networks in order to create awareness among general public.
4. This issues with the approval of the competent authority.


(Umar Azim)

Assistant General Manager
(Media & PR)

Enclosed: **As stated**

Cc:-

1. Secretary, Ministry of National Health Services, Regulations & Coordination
2. Chairman, Pakistan Broadcasters Association (PBA), Karachi.
3. Director General (Operations - Broadcasting) PEMRA Headquarters, Islamabad.
4. Director General (Monitoring) PEMRA, Headquarters, Islamabad.
5. All Regional General Managers (**For forwarding to all FM Radio Licensees**).
6. Head Litigation Wing, PEMRA Headquarters, Islamabad.
7. AGM, Chairman Secretariat, PEMRA Headquarters, Islamabad.

IN THE SUPREME COURT OF PAKISTAN
(Appellate Jurisdiction)

Present:
Mr. Justice Gulzar Ahmed
Mr. Justice Umar Ata Bandial

S.M.C.No.11 of 2006

[Action taken by HCJ regarding Tobacco Epidemic in Pakistan]

And

C.M.A.No.8731 of 2015 in S.M.C.No.11 of 2006

[impleadment as Party by Syed Zulfiqar Hussain (Consultant, Anti Drug Action taken by HCJ regarding Tobacco Epidemic in Pakistan)]

And

C.M.A.8743 of 2015 in S.M.C.No.11 of 2006

[impleadment as Party by All Pakistan Café & Restaurant Association]

And

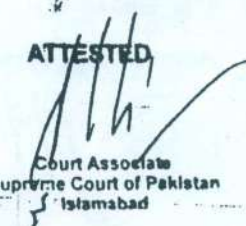
C.M.A.2352 of 2016 in S.M.C.No.11 of 2006

[Action taken by HCJ regarding Tobacco Epidemic in Pakistan]

In Attendance:

| | |
|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| For the Federation | : Mr. Sohail Mehmood, DAG |
| For the ICT | : Mian Abdul Rauf, A.G.Islamabad |
| For the Govt. of Punjab | : Mr. Mudassar Khalid Abbasi, Asstt. A.G. Punjab S.O. Home Dept. Punjab |
| For the Govt. of Sindh | : Mr. Sheharyar Qazi, A.A.O. Sindh |
| For the Govt. of KPK | : Mr. Mujahid Ali Khan, A.A.G. KPK Mr. Muhammad Ajmal Shah, Project Coordinator, D.G. Health Mr. Bakhtiar Ali, S.O. Health, KPK |
| For the Govt. of Balochistan | : Mr. Muhammad Ayaz Khan Swati, A.A.O. Balochistan. |
| Applicant (in CMA No.8731/15) | : Syed Zulfiqar Hussain, In person. |
| For the Applicant (s) (In CMA No.8743/15) | : Mr. Adnan Iqbal Chaudhry, ASC |
| For the Applicant (s) (in CMA No.2352/16) | : Mr. Ahmer Bilal Soofi, ASC |
| Date of Hearing | : 04.05.2016 |

ATTESTED

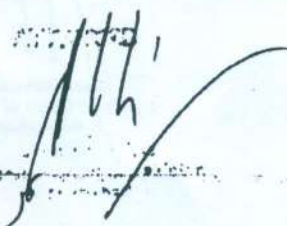

Court Associate
Supreme Court of Pakistan
Islamabad

ORDER

Further reports have been submitted by the Provincial Government of Punjab, Government of Sindh and Government of Balochistan.

2. Learned AAG for KPK has provided the photocopy of Bill of Khyber Pakhtunkhwa Prohibition of Tobacco and Protection of Non-Smokers of Health Act, 2016, which the learned AAG states that it will be submitted in the next session of the Provincial Assembly and is likely to be passed. He states that this Bill takes care of not only the use of Tobacco, Cigarettes and Cigars but also Sheesha.

3. Similarly learned A.G. for Islamabad Capital Territory states that he has already submitted report on Prohibition of use of Sheesha in the Islamabad Capital Territory. Although reports regarding legislation and making of laws by the Provincial Governments have been submitted but on ground what practical steps have been taken in this respect, the same is not so much borne out from these reports and it seems that there is a scarce implementation of the legislations made by the government in this regard as the use of Sheesha and other prohibited intoxicants are known to be available at public places. We need to know as to what laws, which were made or which are under process of being made are producing results and whether any improvement in this regard is taking place in the Society. Public awareness about the serious harmful effect on health of the public from use of Sheesha and other prohibited intoxicants should be advertised through not only the print and electronic media but also through pamphlets and hoardings etc. and by also convening meetings/workshops with the local residents in a given territory. It is noticed that the Sheesha and other prohibited intoxicants are generally used by the young people and even by the



children of tender age and the government should ensure that this should not happen.

4. Learned DAG has been asked to give a report to the Court as to what is the stand of the Federal Government with regard to the import of Sheesha. We expect that keeping in view the rampant and continuous use of Sheesha by the young generation and its harmful effect, the Government should take steps to impose complete ban on its import.

5. Let such reports be placed before the Court on the next date of hearing.

6. Mr. Adnan Iqbal Chaudhry, learned counsel appearing for the applicant in C.M.A.No.8743/15 states that some Constitution Petitions are pending in the High Court in respect of use of Sheesha and Tobacco and that they are not being decided for the reasons that the *Suo Motu* proceeding is pending before this Court. Apparently there is no order by this Court to stop the proceeding of the Constitution Petitions before the High Court. Let such Constitution Petitions be decided in accordance with law.

7. Mr. Ahmer Bilal Soofi, learned ASC states that no progress has been made in relation to the CMA No.2352/15. Learned DAG, in this context seeks time to file reply to this CMA. Adjourned. To be fixed after four weeks.

Sd/- Gulzar Ahmed, J
Sd/- Umar Ata Bandial, J



Certified to be True Copy
Judge

Court Associate
Supreme Court of Pakistan
Islamabad

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