

**Before the Hon'ble High Court of Punjab & Haryana at Chandigarh**

*(IN THE INTEREST OF THE PUBLIC)*

**C.W. PETITION NO. 3131 OF 2005**

**Hemant Goswami**, (Chairperson)

**Burning Brain Society,**

A Society registered under the Societies Registration Act 1860 with administrative office at;  
#3, Glass Office, Shivalikview, Business Arcade, Sector 17-E, Chandigarh 160 017

.....*Petitioner*

*Versus*

Union of India & others

.....*Respondents*

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Feburary 22, 2005  
Chandigarh

Petitioner  
Hemant Goswami  
*for **Burning Brain Society***

- a) That paragraph No. **2, 3, 4, 5 and 15 are the law point** paragraphs and the paragraph **18- I. to 18- XI is the remedial** paragraph.
- b) **Relevant Statute, Laws and Rules:**
- I.** “Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003”
  - II.** Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, production, Supply and Distribution) Rules, 2004
  - III.** Cigarettes (Regulation of Production, Supply and Distribution) Act, 1975
  - IV.** The Constitution of India, Article 226
- c) **No other similar case** has been filed in this Court or the Supreme Court of India neither is any similar case available for reference.
- d) **No Caveat** petition with respect to this matter has been filed to the knowledge of the petitioner.

Feburary 22, 2005  
Chandigarh

Petitioner  
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*for **Burning Brain Society***

**Before the Hon'ble High Court of Punjab & Haryana at Chandigarh**

C.W. PETITION NO. 3131 OF 2005

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.....*Petitioner*

*Versus*

Union of India & others

.....*Respondents*

**List of events leading to this petition**

- |                             |   |
|-----------------------------|---|
| November 2, 2001            | Supreme Court takes note of the great loss caused to the nation because of smoking vide its order dated November 2, 2001 in the matter of Murlis Deora <i>Versus</i> Union of India and others (WRIT PETITION (CIVIL) No. 316 OF 1999).   |
| 30 <sup>th</sup> April 2003 | Lok Sabha passes the "Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003" which was already passed by Rajya Sabha on April 9, 2003. Subsequently President assented to the Act. |
| September 10, 2003          | India signs the Framework Convention on Tobacco Control (FCTC)  |
| February 5, 2004            | India ratified the Framework Convention on Tobacco Control (FCTC). Till date 168 countries have signed the FCTC, and 55 have become Parties to the treaty.  |
| February 25, 2004           | "Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003" Notified and rules made under section 31 of the said Act.  |
| May 1, 2004                 | "Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003" came into force.   |

December 1, 2004	Prohibition on sale of Cigarettes and other Tobacco Products around Educational Institutions Rules, 2004 made under section 31 of the Act came into force
December 2003 to Till date in February 2005	Godfrey Phillips India Limited continues to promote their tobacco brand “Red & White” under the guise of “Red & White” prizes. Press statements and paid advertisements appear in mass media.
January 17, 2005	Godfrey Phillips India Limited gives prizes in the name of their cigarette brand “Red & White.”
February 13, 2005	Godfrey Phillips India Limited again releases a paid advertisement in newspaper with their brand name/trade mark “Red & White” expressing their intention to give more prizes under the name of “Red & White”
April 2002 to till date in February 2005	Burning Brain Society continues to move all Government authorities against the surrogate promotion of tobacco products and proper enforcement and implementation of the “Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003.” Burning Brain Society conducted many awareness camps/workshops and seminars on the subject (one for the Chandigarh Police too) while continuing to take direct action in the form of protests, representations and mass awareness campaigns.
February 15, 2005 Chandigarh	Petitioner Hemant Goswami <i>for</i> <b>Burning Brain Society</b>

**Before the Honourable High Court of Punjab & Haryana at Chandigarh**

**PETITION NO. 3131 OF 2005**

**Hemant Goswami**, (Chairperson)

**Burning Brain Society,**

A Society registered under the Societies Registration Act 1860; with administrative office at;  
#3, Glass Office, Shivalikview, Business Arcade, Sector 17-E, Chandigarh 160 017

.....*Petitioner*

*Versus*

1. Union of India through Secretary – Health & family Welfare, Nirman Bhawan,  
Maulana Azad Road, New Delhi-110001.
2. State of Haryana through Chief Secretary, Haryana Civil Secretariat, Chandigarh
3. State of Punjab through Chief Secretary, Punjab Civil Secretariat, Chandigarh
4. Godfrey Phillips India Limited, 49, Community centre, Friends Colony New  
Delhi – 110 065
5. Administrator of Union Territory of Chandigarh, Chandigarh Secretariate, Sector  
9, Chandigarh (U.T.)
6. General (Retd.) S. F. Roudrigues; Punjab Raj Bhawan, Chandigarh
7. Harbhagwan Singh; Advocate General of Punjab, House No. 6, Sector 3-A,  
Chandigarh
8. Air Commodore S. S. Tilloo; Air Officer Commanding 12 Wing, Air Head  
Quarters, New Delhi
9. A. A. Siddiqui, Director General Of Police, Punjab, Punjab Police Head Quarters,  
Sector 9, Chandigarh
10. Major General A. K. Sakhuja, Army Head Quarter, New Delhi
11. Dharam Vir; Principal Secretary-Home of Haryana, House No. 1009, Sector 24,  
Chandigarh

12. K. C. Sharma; Financial Commissioner, Commerce & Revenue – Haryana New Haryana Secretariate, R. No. 211/2, Chandigarh
13. S. C. Chaudhary – IAS Secretary – Haryana, H. No. 503, Sector 16, Chandigarh
14. Managing Director, Chandigarh Industrial & Tourism Corporation, SCO 121-122, Sector 17-B, Chandigarh
15. Mr. Rajesh Kumar, Inspector General of Police, Police Headquarters, Sector 9, Chandigarh

.....*Respondents*

February 15, 2005

Chandigarh

Petitioner  
Hemant Goswami  
*for Burning Brain Society*

To,

**His Lordship, the Chief Justice & other erudite Judges of the  
High Court of Punjab & Haryana.**

**IN THE INTEREST OF PUBLIC**

Hemant Goswami

.....*Petitioner*

*Versus*

Union of India & Others

.....*Respondents*

**SYNOPSIS**

Gallant violations of the **“Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003,”** which among other things prohibits advertisement of tobacco products and promotion of tobacco products or the trade mark or brand name under **section 5**. Tobacco companies, Organisations, individuals and prominent people who on no account are ignorant of the law and their responsibilities keep on promoting the trade mark and/or brand name of tobacco products. **No action or cognizance taken by the Government/responsible enforcement agencies for such violation.** The recent incident being the reinstatement of **“Red & White” bravery awards** by Godfrey Phillips India Limited **promoting the trade mark/brand name** of the tobacco **cigarette brand “Red & White.” Request for intervention of the Honourable High Court** to take notice of the violation and direct strict penal action for each instance of violation so as to offset the commercial gains of the tobacco companies and other organisations helping in promotion and advertisement of tobacco products; to penalise people participating, assisting and helping in organising such forbidden promotion of tobacco product’s brand name/ trade mark with great disregard to the law, public health & morality.

**Before the Honourable High Court of Punjab & Haryana at Chandigarh**

C.W. PETITION NO. 3131 OF 2005

**Hemant Goswami**, (Chairperson)**Burning Brain Society,**

A Society registered under the Societies Registration Act 1860 with administrative office at;  
 #3, Glass Office, Shivalikview, Business Arcade, Sector 17-E, Chandigarh 160 017

.....*Petitioner**Versus***Union of India & Others**.....*Respondents*

May it please your Lordship,

The above mentioned petitioner most respectfully & humbly request for the intervention of your high office in the **INTEREST OF THE PUBLIC**. It is hereby submitted:-

- 1) That “Burning Brain Society (BBS)” is a voluntary N.G.O. registered under the “Societies Registration Act 1860” and working for the social welfare of the public, especially the young people. The area of work of the society includes working for informing the public about the health hazards of smoking, for which BBS keeps on conducting awareness programmes, public sensitizing activities & workshops on the ill effects & consequences of tobacco, etc.
- 2) That the Union of India enacted “Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003” (hereinafter referred as the **Act** for the sake of brevity)



prohibiting any form of advertisement of cigarettes or promotion of tobacco products or the trade mark or brand name under section 5 of the Act. The Act came into force from the 1<sup>st</sup> day of May, 2004.

- 3) That Section 5 (3) of the Act specifically reads ; (Quoted in *italics*)

*Sec. 5-(3) No person, shall, under a contract or otherwise promote or agree to promote the use or consumption of—*

*(a) Cigarettes or any other tobacco product; or*

*(b) Any trade mark or brand name of cigarettes or any other tobacco product in exchange for a sponsorship, gift, prize or scholarship given or agreed to be given by another person.*

- 4) That the Act provides for specific punishment under Section 22 for the violation of section 5.
- 5) That the intention of the Act is clear so as to plug all the loop holes, including that of surrogate publicity even in the form of any other activity and/or event under the guise of sponsorship, gift, prize or scholarship. Section 5(3)b makes the intention of the Act clear with regard to surrogate promotion and covers even the slightest intention/plan to promote even the trade mark or brand name of any tobacco product which may result in promotion of an actual tobacco product by similar name.
- 6) That despite such a specific law, various tobacco companies continue to promote their products through such surrogate means which are specifically prohibited under Section 5 of the said Act.
- 7) That the Government/Authorised officers/Enforcement Agencies have failed to take notice of the offences committed by various tobacco companies and individuals.

**CAUSE OF ACTION:**

- 8) That Godfrey Phillips India Ltd., the manufacturer and marketer of the “Red & White” brand of cigarette, continue to promote the brand name and trade mark of their cigarette brand “Red & White” by institution of a prize in the name of their cigarette brand “Red & White.” The prize previously called “Red & White Bravery

Award” and now renamed as “Godfrey Phillips Red & White Bravery Award” is in direct violation of Section 5 of the said Act.

- 9) That the recent instances of such violations are mentioned hereunder;
- a) Between and during the month of July 2004 and February 2005, the company Godfrey Phillips issued press statements/press releases and paid advertisement/insertions in many national and regional newspapers and electronic media regarding the reinstatement and continuation of “Red & White Bravery Award.” The prize ceremony was widely publicized and even a website by the name of “**Redandwhitebravery.com**” was instituted and made operational.
  - b) That on January 17, 2005, Godfrey Phillips India Limited organised a prize distribution function at the Government controlled hotel of “Chandigarh Industrial and Tourism Corporation Organisation Ltd.” Hotel Mountview. Prizes were given under the name of “Red & White Bravery Awards” and were widely publicized through the media and otherwise.
  - c) That despite knowing the fact that such surrogate promotion of brand name/ trade mark of tobacco products is banned many Government officials and other people assisted the tobacco company “Godfrey Phillips India Limited” in promoting the trade name of their cigarette brand “Red & White” under the guise of giving prizes.
  - d) The media reports of “Red & White” prize ceremony shows that many people for unknown considerations became a part of the activity and thereby helping “Godfrey Phillips India Limited” in promotion of their trade mark and brand name “Red & White.” By helping in arranging the function, by the way of doing publicity in varied forms, by their being a part of the arrangement, planning, selection of the prize winners and by then actually presenting the prizes in the name of cigarette brand “Red & White,” these people acted in league with the tobacco company to promote the tobacco trademark and brand name.
  - e) That among those reported (in the newspaper “Times of Chandigarh,” dated January 18, 2005, Page 5) to have participated in the activities and helped the

tobacco company “Godfrey Phillips India Ltd.” in successful execution of the activity are:

- i) General (Retd.) S. F. Roudrigues; the Governor of Punjab and Administrator of Chandigarh. *[Reportedly: Physically presented the Red & White awards]*
  - ii) Harbhagwan Singh; Advocate General of Punjab *[Reportedly: Judge for the Red & White awards and helped Godfrey Phillips India Limited in planning and selection]*
  - iii) Air Commodore S. S. Tiloo; Air Officer Commanding 12 Wing *[Reportedly: Judge for the Red & White awards and helped Godfrey Phillips India Limited in planning and selection]*
  - iv) A. A. Siddiqui, Director General Of Police, Punjab *[Reportedly: Judge for the Red & White awards and helped Godfrey Phillips India Limited in planning and selection]*
  - v) Major General A. K. Sakhuja *[Reportedly: Judge for the Red & White awards and helped Godfrey Phillips India Limited in planning and selection]*
  - vi) Dharam Vir; Principal Secretary – Home of Haryana *[Reportedly: Judge for the Red & White awards and helped Godfrey Phillips India Limited in planning and selection]*
  - vii) K. C. Sharma; Financial Commissioner, Commerce & Revenue – Haryana *[Reportedly: Judge for the Red & White awards and helped Godfrey Phillips India Limited in planning and selection]*
  - viii) S. C. Chaudhary – IAS Secretary – Haryana *[Reportedly: Judge for the Red & White awards and helped Godfrey Phillips India Limited in planning and selection]*
- 10) That on July 28, 2004, the very day when the plan for such an activity [prizes in the name of “Red & White”] was first reported in the newspaper, “The Tribune” dated July 28, 2004, the petitioner organisation “Burning Brain Society” made a written complaint in person through a delegation of five people to the office of the Inspector General of Chandigarh Police.

- 11) The complaint remained un-answered for a long period and then on our persistent follow-up, a letter dated October 13, 2004 (Ref. No. S/595/23010/UT/E-6) was received from the office of the I.G. Police, Chandigarh expressing his inability to take any action and suggested the petitioning organisation to move criminal complaint. (Copy of the letter annexed as P-4).
- 12) That by not acting on specific information regarding the proposed violation of the Act by Godfrey Phillips India Limited, and then abetting the subsequent breach of law. Some senior officials of Chandigarh Police appear to have committed an offence of wilful omission to take action for preventing an offence and for upholding the law of the land.
- 13) That Godfrey Phillips India Limited and its officials and all the people/organisations who helped, assisted, planned and/or participated in the said activity have committed an offence punishable under Section 22 of the Act.
- 14) That we feel it apt to point out here that all cigarette advertisements are directed towards young people, mostly between the age group of 10-25 years. It is often reported that the mean age of taking up smoking is 15 years and by the time one reaches 18 years of age he/she becomes addictive smoker (In most of the cases) with specific brand preferences. It is also a well known fact that near around 80% of smokers starts before the age of 18 years. When responsible individuals & organisations indulge in supporting surrogate advertising of cigarettes (even when it is specifically banned under the law) they play not only with the health & lives of people but also harm the future generation. The target of tobacco companies (as found in studies conducted world over) is to influence the minds of innocent souls in the form of our youngsters who are not yet capable of making informed choice. The intention of such activities is sheer greed to get new cigarette/tobacco users. Every youngsters who gets hooked to the tobacco trap by getting attracted to such sly subliminal publicity, not only causes a big opportunity cost loss but also results in loss of healthy manpower and irreparable damage to the nation. The additional burden because of increasing tobacco use on our already over taxed and under financed public health system is also going to cause long term repercussions. The Supreme Court had also taken note of the great loss caused to the nation because of

smoking vide its order dated November 2, 2001 in the matter of Murlis S. Deora Versus Union of India and others (WRIT PETITION (CIVIL) No. 316 OF 1999).

- 15) That under the Cigarettes (Regulation of Production, Supply and Distribution) Act, 1975 and under "Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003" (To be notified sections 7, 8, 9, 10) it is compulsory to carry a warning statement on all packs and promotion materials under the statutory law so as to make the buyer aware of the dangers and consequences of tobacco. When tobacco companies promote their brand name/trade mark through surrogate means they are able to circumvent this provision and thereby highlight only the glamour and pleasures associated with the trade mark/brand name and dishonestly conceal the dangers of the associated tobacco product. These surrogate advertisements are able to create brand/ trade mark awareness, create a positive pleasant and glamorous image of the product name/trade mark/brand name and this strategy of tobacco companies is known to influence and promote the use of the associated tobacco product. Promoting a tobacco brand name while circumventing the provisions relating to the statutory warning amounts to a clear legal offence under the law.
- 16) That in the present circumstances the petitioner has done all what was possible as any public spirited organisation should do by way of direct complaint and by creating enough public awareness on the issue. Since none of the enforcement agencies acted on specific complaint or on its own, so as an aggrieved member of the civilised society we are now left with no other remedy but to approach this Honourable court which enjoys full control over the territory of the State of Punjab, Haryana & U. T. of Chandigarh to look into the matter and intervene by giving suitable direction & instructions to the States/Enforcement Officers and agencies.
- 17) That exemption may kindly be granted for filing certified copies and translations of annexure P1 to P14 and that the compact disc (CD ROM) with the soft electronic copy of this petition and the supporting documents be treated as a part of annexure.
- 18) In the aforesaid circumstances there is **no other remedy available** to the petitioner so this petition may be treated as a writ petition **under Article 226 of the Constitution of India**. Thereby in the interest of Public Health and Justice, it is, most humbly

prayed that Your Lordship may graciously treat this to be a public interest matter and be pleased to order:

**RELIEF SOUGHT**

- I. Godfrey Phillips India Limited to discontinue the prize in the name of the cigarette brand “Red & White” or any other tobacco product or in the name of any word/phrase or name mentioned on the pack of any of its tobacco product or any deceptively similar word/phrase.
- II. Appropriate action be taken against all the organisations/companies and individuals who participated in any way in the prize ceremony of “Red & White Bravery Awards.” For this the promoters, event managers, media space providers and designers, hotel officials providing facilities and space, the judges of the award, the Government officials and other people helping in the selection and planning, the chief guest awarding the prizes and the enforcement officials omitting to perform their duties are all equally liable as without their assistance this prize ceremony in the name of a tobacco product would not have been possible and would not have generated so much of promotion of the brand name/trade mark. Suitable enforcement agencies be directed to collect the details of all such people from Godfrey Phillips India Limited, press clippings, video footage, etc. Godfrey Phillips India Limited too be directed to provide a list of the name of agencies/organisations and individuals who assisted them.
- III. Suitable directions be issued to the State and Central Government to investigate and take action against participating Government Officials for using the name of the Government Offices (so as to give it an appearance of Government endorsed activity) and misuse of official position by helping Godfrey Phillips India Limited in the planning and execution of the prize ceremony.
- IV. Recover the fine from Godfrey Phillips India Limited and the media organisations which carried the paid advertisement of Godfrey Phillips India Limited for the promotion of “Red & White” prizes; to the tune of circulation of the newspaper, treating the first copy as offence number one and subsequent copies with the

- higher rate of penalty treating it to be subsequent offences for each advertisement published.
- V. State Govt be directed to take immediate note of such other instances of offences committed by way of surrogate advertisements where any other non-tobacco product carrying the same trade mark/brand name or deceptively similar is used and promoted.
- VI. The Governments and appropriate agencies be directed to list down such instances of offences committed by way of publication of surrogate advertisements carrying the brand name/trade mark of tobacco products in the electronic and print mass media since the inception of the said act. This may further be directed to be checked from the records of the “Registrar General of Newspapers (India)” and the office of the respective periodicals (newspapers and magazines) committing offence under the Act. Accordingly the fine be recovered from such mass media organisations, supporting organisations, individuals and the tobacco companies in proportion to the circulation, treating the first copy as offence number one and subsequent copies with the higher rate of penalty treating it to be subsequent offences.
- VII. Direct the States of Punjab, Haryana and UT of Chandigarh to fully implement, execute & enforce the compliance to the provisions of the said Act.

**INTRIM RELIEF SOUGHT**

- VIII. Restrain Godfrey Phillips India Limited from awarding the “Red & White” prizes or any other prize in the name of the cigarette brand “Red & White” or any other tobacco product or in the name of any word/phrase or name mentioned on the pack of any of its tobacco product during the pendency of this petition.
- IX. Direct Godfrey Phillips India Limited to stop any promotion or mention of “Red & White” bravery prizes in any way during the pendency of the petition.
- X. Direct all tobacco companies to not use the trade mark/ brand name used on any tobacco product on any other product, whether such product be non-tobacco, edible or non-edible. For this purpose the Registrar of Trade Marks too be given suitable directions.

XI. Direct States of Punjab, Haryana and UT of Chandigarh to fully implement, execute & enforce the compliance to the provisions of the said Act and the report of such execution and enforcement of the Act be provided to the Hon'ble court in a specific time span.

Such further orders be passed by this honourable court as it deems fit in the present circumstances and which strengthens the letter and spirit of the act and its implementation.

And for this act of kindness Your Lordships' petitioner, as in duty bound, shall ever pray.

Submitted for humble consideration by

Hemant Goswami  
*for Burning Brain Society*

I Hemant Goswami, chairperson of Burning Brain Society of 3, Glass Office, Hotel Shivalikview, Sector 17, Chandigarh, do hereby solemnly declare that what is stated above is true to the best of my knowledge, belief and information.

Hemant Goswami  
*for Burning Brain Society*

February 15, 2005

Chandigarh



**Before the Honourable High Court of Punjab & Haryana at Chandigarh**

CWP No.        of 2005

**Hemant Goswami**, (Chairperson)**Burning Brain Society**,.....*Petitioner**Versus***Union of India & Others**.....*Respondents*

Affidavit of Hemant Goswami son of B. M. Goswami,  
 chairperson of Burning Brain Society, Glass office # 3,  
 Business Arcade, Hotel Shivalikview, Sector 17-E,  
 Chandigarh.

I the above named deponent do hereby solemnly affirm and declare as under:-

1. That the present writ petition is being filed by the petitioner for the proper enforcement and implementation of the “Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003” so as to stop the instances of promotion of brand name/ trade mark of tobacco products through surrogate means.
2. That the averments made from para no. 1, 2 and 6 to 13 are true and correct to my knowledge, contents of para no. 5, 14 and 15 of the petition are based on the information available with the petitioner and are believed to be true, contents of para 3 and 4 are legal and are believed to be true, no part of it is false and nothing has been kept concealed there from.

3. That the petition has been drafted by the deponent on the basis of the facts available with the deponent.
4. That all the annexure from P-1 to P-12 are true reproductions of the actual original copies, the annexure P-11 has been created for comparison of the trade marks and trade name of Godfrey Phillips India Limited promoted “Red & White” brand.
5. That the attached Compact Disc (CD-ROM) contains the true copy of this petition and the electronic scanning of the annexure, as available with Burning Brain Society. The Frame Work Convention on Tobacco Control treaty has been made available on the Compact Disc from the website of WHO and [www.fctc.org](http://www.fctc.org), all other documents enclosed in the CD are the true electronic version of the documents available with the Burning Brain Society.
6. That the petitioners have not filed any such or similar petition in this honourable Court or in the Supreme Court of India.

Place: Chandigarh

Dated: February 15<sup>th</sup> of 2005

Deponent

**Verification**

Verified that the contents of para 1 to 6 of the above affidavit are true and correct to my knowledge, no part of it is false, nothing has been concealed therein.

Place: Chandigarh

Dated: February 15<sup>th</sup> of 2005

Deponent

ANEXTURE P-1

Copy of cutting from The Tribune, Dated July 28, 2004

## Nominations invited for social service award

**T**HE Red and White Bravery Awards has doubled the cash amount of its 'Social Lifetime Achievement Award' from Rs 1 lakh to Rs 2 lakh. It has also announced fresh initiatives to promote the cause of bravery. The National Red and White Bravery Awards are divided into two categories — physical bravery and social acts of courage. The national award carries a cash award of Rs 1 lakh, Rs 50,000 and Rs 25,000 for the gold, silver and bronze medal winners, respectively.

At a function organised in Sector 10, the company, Godfrey Phillips India Limited, also invited nominations for the 'Lifetime Achievement Award for Social Service'. This award is presented in Delhi. The senior vice-president, Corporate Affairs, Mr Sundeep Kumar said, "The states of Punjab and Haryana will be the first chapter of the 13th Red and White Bravery Awards. Entries will be entertained till September 9 and Himachal Pradesh will also be included for the first time".

The winners of the national award will be selected by a panel of eminent personalities. Any individual who wins gold medal at the state level will be eligible for the judging stage of this award.

The authentication of the cases is vital to ensure that only the deserving are awarded. As part of the selection process, all shortlisted entries will be verified at the place of the incident, in person and finally, a panel of judges will select the winners. The panel comprises eminent personalities, including police officers, retired judges of the Supreme Court and high courts, renowned social



**Sundeep Kumar**

workers and media personalities.

The Red and White Bravery Awards are a tribute to the unsung heroes who have made a difference, through their selfless acts of courage. Since a selfless act of courage rarely advertises itself, Godfrey Phillips India Limited makes special efforts to seek out true and real-life heroes.

At the state-level, Red and White Bravery Awards are presented in two categories — phys-

ical bravery and acts of social courage. Physical bravery acknowledges those occasions where a person, at great risk to himself, saves another from a possible threat of life or saves valuable property. Acts of social courage acknowledges the role of people who have adopted a bold stance and opposed social evils such as dowry, child marriage, illiteracy and environmental concerns, among others. OC

ANNEXTURE P-2

Copy of cutting from The Times of India, Dated July 28, 2004

# Been brave? Enter for awards before Sept 9

TIMES NEWS NETWORK

**Chandigarh:** Entries for the 13th Red & White bravery awards for the year 2004 will be announced for Punjab and Haryana on September 29. Entries will be accepted till September 9.



**Sundeep Kumar**

announced for Punjab and Haryana on September 29. Entries will be accepted till September 9.

This year's winners will get gold, silver and bronze prizes in the categories of "physical bravery" and "social acts of daring". Other than this, the prize money under

the social lifetime achievement award has been enhanced to Rs 2,00,000.

Seventy entries, compared to the 60 entries last year, have already been received so far. Certain conditions, however, apply. Firstly, the act should not be an attempt to save the individual or his immediate family's lives. Secondly, the person should have endangered his own life also. The applicant should be above 18 years of age and the act should have been committed between June 2003 and 2004, said Sundeep Kumar, vice-president, Red & White, here, on Tuesday.

The social award has been instituted for individuals fighting against social evils of dowry, child marriage and environmental concerns.

**ANNEXTURE P-3**

Copy of cutting of paid advertisement from The Tribune, Dated August 28, 2004  
appearing on Page 7



ek chingari  
toofano mein  
raah dikhati hai

ek chingari  
sagar mein  
ubaal laati hai

ek chingari  
andhero ko  
jeena sikhati hai

**Kya aap aisi kisi chingari ko jaante hain?**

**Announcing the 13th Red & White Bravery Awards.**

Bravery is a miracle fiber that separates the rare from the ordinary. The Red & White Bravery Awards salute this uncommon spirit of the common man who puts his life at risk to help others in need. The Awards have recognised and honoured more than 800 such selfless people across 15 states in India since 1990. Today, on the occasion of the 13th Red & White Bravery Awards, we'd like you to help us find and honour this rare, brave act.

**CATEGORIES:** State Level • Physical Bravery - Brave actions such as performing a selfless act of physical bravery at great personal risk to save life or property of someone else. Please note that the Awards in this category can be given posthumously as well. • Social Acts of Courage - The Red & White Bravery Awards also recognise valiant efforts against social evils like drug abuse, dowry, child labour, illiteracy, environmental pollution, etc. Both individuals and social service organisations registered in India are welcome to participate.

Now, Godfrey Phillips has incorporated an award at the **National Level** for both the categories of Physical Bravery & Social Acts of Courage. Under this, the state level gold winners of each category automatically qualify for the National Level. A separate jury will select the winners (Gold, Silver and Bronze).

**Recommend the brave:** If you know of any such selfless act that deserves to be honoured, do write to us. Give us a detailed description of the incident or the activity in not more than 300 words. Along with the attested entry, you may also send in photocopies of newspaper reports or certificates, if any to: **The General Secretary, Red & White Bravery Awards, P.O. Box No. 3535, Lajpat Nagar, New Delhi - 110 024 or, The General Secretary, Red & White Bravery Awards, Godfrey Phillips India Ltd., 49, Community Centre, Friends Colony, New Delhi - 110 065. Last date for receipt of entries : 10th September, 2004.**

**Important Information:** To be eligible for the category of 'Physical Bravery', the incident should have occurred between 1/07/2003 and 30/06/2004. The nominee should be an adult Indian citizen and a civilian. Each entry must be attested by a gazetted or a police officer not lower than the rank of an Inspector. A passport size photograph with name and address written clearly at the back, should accompany each entry. The winners will be selected by a panel of judges. The judges decision will be final and no correspondence regarding it will be entertained. The award ceremonies will be held in the following state capitals: Ahmedabad, Bangalore, Bhopal, Bhubaneswar, Chandigarh (Punjab & Haryana), Dehradun, Delhi, Hyderabad, Jaipur, Kolkata, Lucknow, Mumbai, Patna, Raipur & Sharda. **For more information, please visit [www.redandwhitebravery.com](http://www.redandwhitebravery.com)**

**A MOVEMENT CALLED**



**GODFREY  
PHILLIPS  
RED & WHITE  
BRAVERY**

www.redandwhitebravery.com

**ANNEXTURE P-4**

BBS/0704/CP/001  
July 28, 2004

For the kind attention of;  
The **Inspector General of Police**, Chandigarh

**Call for taking Cognizance of the offence(s) committed under The Cigarette and Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003.**

Dear Sir,

Your attention is called towards the news item/interview in the page 6 of the Chandigarh Tribune dated July 28, 2004 under the head "Lifestyle". Wherein Sh. Sundeep Kumar, Senior Vice President, Corporate Affairs of the Company Godfrey Phillips India Limited has announced some awards in the brand name of one of their cigarette "Red and White" and has also declared that some eminent personalities including police officers, retired judges of the supreme court and high court, renowned social workers and media personalities have agreed to be a part of the event as judges.

We would like to draw your attention to the relevant extracts from "The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003"

**Section 5. (3) No person**, shall, under a contract or otherwise **promote or agree to promote** the use or consumption of—

- (a) cigarettes or any other tobacco product; **or**  
(b) **any trade mark or brand name of cigarettes** or any other tobacco product in exchange **for a sponsorship, gift, prize or scholarship** given **or agreed to be given** by another person.

Wherein the above mention action of Sh. Sundeep Kumar and the others mentioned by him amounts to promoting the BRAND of Tobacco which is prohibited under the law u/s 5 of the above mentioned act. You are requested to book him and the other members of the panel of judges and others who have agreed to be a part of the proposed and publicized event under section 22 and other relevant provisions of the act and initiate the action. Further those who are involved in this present act or any act agreed to be done in future should also be dealt according to the provisions of law.

We are also enclosing a raw video film (on VCD) shot by us, highlighting the open violations of the Act across the city. The same was also presented to His Excellency Justice O. P. Verma, the Administrator of Chandigarh. We were specifically asked by the Administrator to apprise your good office of any future violations in this regard. A memorandum highlighting the violations was also presented to the Administrator which we are annexing herewith to reiterate its contents and for necessary action.

Thanking you,  
Yours cordially

Sd/-  
Satish Kumar Bhatti  
For **Burning Brain Society**  
(Secretary, Legal- Action Group Against Tobacco; BBS)

*Enclosures:*

- 1) Copy of newspaper dated July 28, 2004.
- 2) Copy of the VCD highlighting violation of Advertisements of tobacco products.
- 3) Copy of the petition given to the Administrator.

ANNEXTURE P-5

From The Inspector General of Police,  
U.T., Chandigarh.

To Sh. Satish Kumar Bhatti  
Burning Brain Society,  
Glass Office, Business Arcade,  
Hotel Shivalikview, Sec-17,  
Chandigarh.

No. S/595/ 23010 ————/UT/E-6  
Dated Chandigarh, the: 13/8/04

Sub: Reg: Call for taking cognizance of the offence  
committed under the Cigarette and Tobacco  
Products.

.....

Reference your complaint bearing PW No. 3596  
dated 29.7.2004, on the subject noted above.

2. From enquiries made into the complaint submitted  
by you, it has been found that it neither discloses any  
cognizable offence nor the provisions of the Cigarette  
and Tobacco Products (Prohibition of Advertisement and  
Regulation of Trade and Commerce Production, Supply and  
Distribution) Act-2003 are attracted for the registration  
of a case. However, you may file a private complaint, if  
needed by following the procedure laid down under the  
criminal procedure code.

\_\_\_\_\_

for Inspector General of Police,  
U.T., Chandigarh.

**ANNEXTURE P-6**

Copy of cutting from Hindustan Times, HT Chandigarh Live, Page 3,  
Dated January 18, 2005

## Red & White Bravery Awards presented



HT PHOTO

UT Administrator Gen S.F. Rodrigues (retd) with the awardees.

**HT Live Correspondent  
Chandigarh, January 17**

THE 13TH Red & White Bravery Awards for the state of Punjab and Haryana were presented in a glittering ceremony at Hotel Mountview here today. Punjab Governor, General (retd.) S.F. Rodrigues gave away these awards.

The awards were presented in two categories: physical bravery and social acts of courage. In each category, the winners were awarded gold, silver and bronze medals along with cash awards and

certificates.

From the state of Haryana, the winners in the physical bravery category were Sukhbir Singh, Sukhdev Singh and G Ram Brar, while Dr. D.V. Vid-yarthi, Anita Saini and Satyadev Sagwan were given awards for social acts of courage.

From the state of Punjab, Dilbagh Singh and Balbir Singh were given the award for physical bravery, while Gurmukh Singh and Ramchandra Pannu were awarded for social acts of courage.



ANNEXTURE P-7

Copy of cutting from The Times of India enclosed Times of Chandigarh, Page 5, Dated January 18, 2005

CHANDIGARH IS TALKING A

**Meet the selfless BRAVEHEARTS**

**Rachna Sahi Sen**  
Times News Network

Chandigarh: The bravehearts chose danger, knowing what not to fear. Awarded in spite of their fears and on Monday evening Governor of Punjab, Gen (retd) S F Rodrigues presented them with Red and White Bravery Awards lauding their selfless acts. The brave men and women from Punjab and Haryana, the unsung heroes, stood there as symbols of rottagession and selflessness that knows no bounds.

Sandeep Kumar, Vice President of the group stated, "Humanity came calling and they did not disappoint. These ordinary people tried to be more human and our endeavour to honour them is merely a move to motivate more people to indulge in such acts."

The awards in their 13th year are in two categories - physical bravery and social acts of courage with gold, silver and bronze in each category. An endeavour of Godfrey Phillips, the awards have two distinct changes from the current year- along with the name of Red and White the name of Godfrey Phillips has been highlighted and there were three national awards in both categories.

**Anita Saini, Haryana - Silver Medal (Social Acts of Courage)**  
With a dream to open a school for the mentally challenged, the only woman recipient of the award, feels no guilt for giving more attention to her work than her family "sometimes". "Aptu lyse to sub jecte hair. Educating 54 girls (not fee retid you) in Kaithal, charges me to do more," she avers. Whether it's the pre natal sex detection tests or the resultant medredly terminated pregnancies, she goes the women not to kill women-to-lye.

**Dilbhag Singh, Punjab - Gold medal (physical bravery)**  
He single handedly saved the lives of ten people, who were drowning in river Satluj. After listening to the cries of a girl, he followed

his gut feeling and plunged headlong, exhibiting some extraordinary courage and setting an example.

**Sukhbir Singh, Haryana - Gold Medal (Physical Bravery)**  
The swimming champion won three golds in Belgium. It was that confidence which convinced him to save the lives of two boys "I risked my life, knowing that they could make me drown with them if they pulled at my neck," says the brave schoolteacher.

**Dr Dharam Dev Vidyarthi, Haryana - Gold Medal (Social Acts of courage)**  
He is an academician with interest in social services. In 2001 he organised mass marriages of 125 poor girls. He also adopted a village Mandukheri of district and work for its development. With the help of more than 200 public meetings, he organised a Jan Jagran Yatra against drug abuse and dowry system there.

**Rajendra Singh and Sukhdev Singh, Haryana - Silver Medal (physical bravery)**  
They followed their instincts when they overheard some shatters being broken in their village in Mendi Dabwall. They charged at the robbers sans weapons, overpowered em, sustained

several injuries not realising that the robbers had 'loaded' rifles.

**Ramchandra Pannu, Punjab - Bronze Medal (social acts of courage)**  
This policeman from Chandigarh is a die-hard social worker and environment activist. He believes that simplicity in life helps us closer to our environment. He had started his mission in 1985, when he chose cycle as his vehicle instead of scooter with the aim of doing his bit to keep the environment free from pollution.

**Balbir Singh, Punjab - Silver Medal (physical bravery)**  
He is working as senior technician, Fire Department (Ladhiana stock exchange). There was a devastating fire inside the building of Navrang Electronics and without thinking about his life, he rescued many lives and saved valuable property.

**G Ram Brar, Haryana - Bronze Medal (Physical Bravery)**  
Clerk-cum-postal assistant with GPO of Ambala Cant, he showed an exemplary act of courage by following the bid of two miscreants who had snatched cash from the post office. Without thinking twice, he risked his life and gave them a chase. His act of courage involving presence of mind won him laurels from everyone.

**Satyadev Sangwan, Haryana - Bronze Medal (Social Act Courage)**  
An ex-foreman known as "sha Mitra" has been a stalwart for thousands of villagers in plantation activities. He grows 300-400 sapling shady trees like Pipal and looks them like his own. He played a role in organising relief during recent earthquakes. Honoured with the Vireekanya Doshbhakt award, known for his deep concern for environment.

**Gurmukh Singh, Punjab - Medal of acts of our Goutan**  
Aids awareness initiatives village. He is a nurse patient's killer who change face of the village which was notorious for evergrowing number of HIV positive cases, what with it's very large population of truck drivers and sex workers. The former Sarpanch visited everyone in the village children to older people to a knowledge about AIDS. The award came out this year when no fund of AIDS was reported there.

The panel of judges who ranked nominations and selected the winners included

**FOR PUNJAB**

Harbhagwan Singh, Advocate General of Punjab; Air Commodore SS Tilloo, Air Officer Commanding (then)12 Wing; AA Siddiqui, Director General of Police, Punjab; Major General AK Sakhuja

**FOR HARYANA**

Dharam Vir, IAS, Principal Secretary-Home; KC Sharma, IAS, Financial Commissioner, Commerce and Revenue; SC Chaudhary - IAS Secretary (With inputs Shveta and Mili)

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**FOR HARYANA**

Dharam Vir, IAS, Principal Secretary-Home; KC Sharma, IAS, Financial Commissioner, Commerce and Revenue; SC Chaudhary - IAS Secretary (With inputs from Shveta and Mili)

ANNEXTURE P-8

Copy of cutting from Hindustan Times, HT City, Page 1, Dated January 18, 2005

# The Bold and the Dutiful

**Preet Onkar Singh**

When we meet them, our *filmi* heroes begin to lose all that glory. These men are real. They did not turn away from a situation when it demanded guts out of them; they came up, transcending all expectations from them, displaying a very strong spine and sense of social responsibility. These are the people who know how to act in spite of fear and are brave in the true sense of the word. These are folks from Punjab and Haryana, winners of the 13th Red and White Bravery awards for acts of bravery and social deeds.

Meet Haryana Hurricanes of their own kind...

◆ **Bravery knows no disability:** He didn't let his physical handicap come in the way when life demanded extraordinary action out of him. Sukhbir Singh of Bhiwani, the gold medalist in physical bravery

The City saw many bravehearts on Monday, courtesy the 13th Red and White Bravery awards for Punjab and Haryana category of the awards, saved lives of two boys drowning in a pond. By the way Sukhbir is also a national level swimmer and had recently participated in Para-Olympic Championship held in Belgium, where he won three gold medals in swimming. A Hindi teacher with a Government School, Sukhbir feels elated to have been honoured for his act. "It feels as good as winning a sports competition."

◆ **An uncle, a nephew and nerves:** The social responsibility of keeping their area free from anti-social elements rested on Sukhdev Singh and Rajendra Singh of Mandi Dabwali, which saw the duo get into real action when three robbers were attempting to break into a shop in their area. They fought out the robbers with courage and presence of mind, and this fetched them a silver medal in physical bravery. Tells Sukhdev, who assists an advocate & has been organising educational and social camps, "This award has inspired us to keep up our endeavours."

◆ **The social calling:** Showing utmost responsibility while on the job, G Ram Brar, clerk-cum-postal assistant at Anabala Cantt foiled the bid of two miscreants who had almost managed to burgle cash from the post office. Winning bronze medal for his act of bravery, Ram Brar has always been doing his bit for everyone around. He tells, "Prior to this, I saved a life

of a person who got almost crushed under a truck." The award came as a pleasant surprise for him and he says, "I hope that more of us could do something more concrete in life than just being bothered about making money."

◆ **Selfless service:** Serving the society in every possible way for the last two decades, Dharam Dev Vidyarthi, an academicians from Jind, has been actively involved in social activities like organising mass marriages and has worked for betterment of poor widows and development of the village in his district. He has been honoured with a gold medal in the Social Acts Of Courage category. Tells Vidyarthi, who works under the aegis of an NGO, Arya Yuva Samaj, "The need is to give the right direction to people, as they want to be involved in doing something noble." SEE PG 4

ng on Advanced Technologies

ADMISSION NOTICE

## ANNEXTURE P-9

Copy of cutting from Indian Express, simplicity, Page 1, Dated January 18, 2005

**PARU AND  
JAGMEETA THIRD JOY**

**S**TRENGTH is not physical, it's mental. Courage doesn't see situations, rewards, call of duty...it's a selfless and spirited act and those who dare, win. So told us each of the proud recipients of the 13th Red and White Bravery Awards for the states of Punjab and Haryana. Here are their brave and bold stories:

**BRAVEHEART:** HIS gold medal shines bright and his smile brighter. Twenty-five-year-old Dilbagh Singh of Roopnagar, a private truck driver, saved eight girls and one man-people from the Sutlej. Singh says he didn't think once before jumping into the roaring river. "There's not time to. Courage is about the heart, not the body," says Singh.

**FIGHTING FIRE:** "We all do things for ourselves, but what counts is what we do for others," philosophises Balbir Singh of Ludhiana, an employee at the stock exchange. Balbir helped save 19 people trapped inside a building, which was enveloped in fire. "These people were on the terrace and I, with the help of dupattas, ropes etc

reached the top and helped them get down, safe and sound," says Singh.

**SPREADING THE WORD:** A few years back, he saved his student from a terrorist, single-handedly. And now, he's responsible for making everyone in his village aware of AIDS. "Even a leproser in our village carries his own spring in the hospital," says 58-year-old Gur-mukh Singh who is Sarpanch of village Manike.

**CYCLING FOR A CAUSE:** Ram-chandra Parna believes in simple living and high thinking. So he cycles

everywhere. "That's to save the environment and advocate simplicity," says this policeman, who got the bronze medal for his environment conservation activities.

**THAT'S THE SPIRIT:** For Sukhbir Singh from Haryana, the decision to jump into deep waters to save two teenagers from drowning didn't take long. Despite a physical disability, Singh swam through to do, what he says, "It was my duty to do." A three-time para-Olympic gold medal winner, Singh believes in inner strength that makes me overcome obstacles.

**ALL IN THE FAMILY:** Not many 21-year-olds would have the courage met when held on gun point. But then Rajendra Singh is no ordinary 21-year-old who along with his uncle Sukhdev Singh from Mandi Dabwali took on armed intruders in August 2004. "I just knew that I had to catch them. That's what being brave is all about," says Singh.

**BOLD MOVES:** "I couldn't have let anyone down," reminisces G Ram Bear, a postal officer at Anzalsa Cantt who not only foiled a robbery but took the miscreants by the cuff, literally. "This is what I call desh seva and I am preparing my children likewise. I am preparing my daughter to become a teacher, my elder son will join the army and the youngest will be a doctor," says a proud Bear.

**AHEAD OF HIS TIMES:** Dr Dharam Dev Vidyarathi is an academician who takes service to society very seriously. "I have always done that. I had an inter-caste marriage without dowry and till date strive to eradicate dowry from society," says Vidyarathi who has organized mass marriages of 125 destitute girls, worked for 160 needy widows and has even adopted a village Mandokheri in district Jind.

**WOMEN POWER:** Anita Saini truly can put a smile on your face. Having started a free training centre 'Muskan' for poor and needy girls in village Kuthal, Saini also organizes awareness camps, self-defence workshops for women et al on a regular basis. "It's the least I can do for society," she beams.

**GREEN PEACE:** Suryadev Sangwan, a former serviceman, loves his trees. More popularly known as 'Vriksha Mitra', has been spreading the word and plants wherever he goes. "They are our lifeline. We need to do something and every little effort goes a long way," he said.

# Caravan of COURAGE

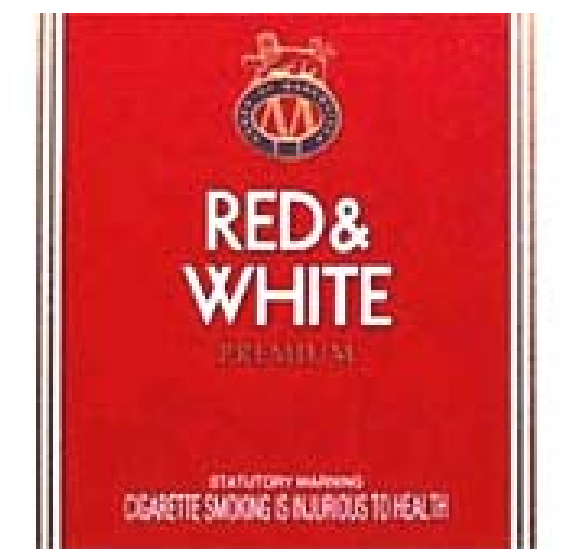
Staring death in the face, rescuing drowning teenagers, entering a burning inferno... recipients of the 13th Red and White Bravery awards tell us their bold stories

PHOTO: VIKAS/LEZ



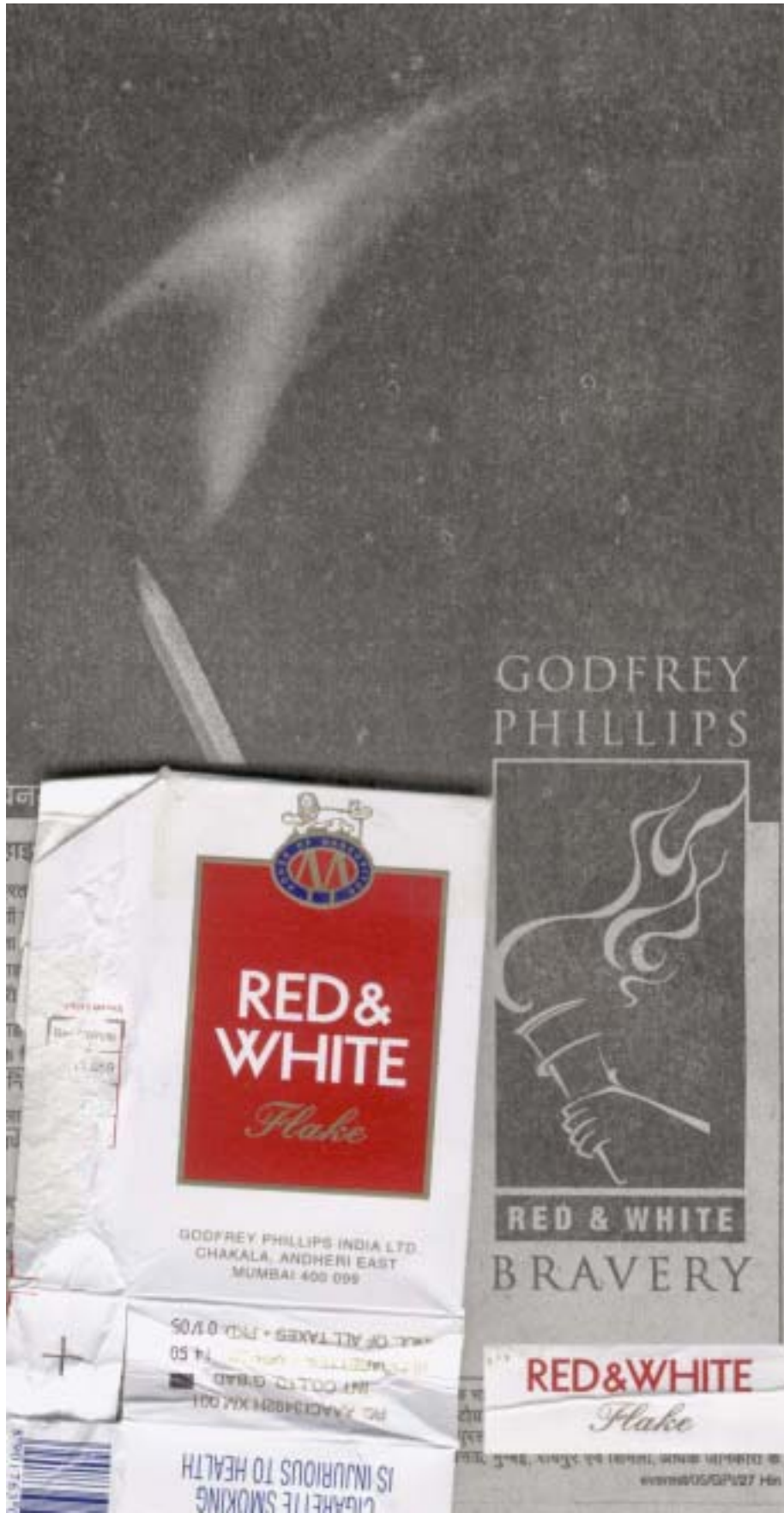
**ANNEXTURE P-10**

Image shots of one side of Red &amp; White Cigarette packs

*Scanned from an empty cigarette pack**Copied from the website of Godfrey Phillips & Company Limited*

ANNEXTURE P-11

Comparison of trademark and the brand names: from an empty pack of **Red & White** cigarette and the newspaper advertisement of **Red & White** prizes



**ANNEXTURE P-12**

Copy of the paid advertisement which appeared in the newspaper Dainik Bhaskar on February 13, 2005

हो कर।  
आ पर  
के दो  
ला दर्ज  
लेकिन  
ई।  
मांग  
पाटीं  
पेशनल  
परमीन  
पुलिस  
सिंह की  
ई मांग  
हा कि  
प्रलाफ  
आए।  
इकाई  
ग नेता  
राम  
मिले।  
मार्टम  
सगया  
युवक  
कारण  
प्राप्त  
वसा  
दे।  
या  
रही  
स में  
आक  
रमान  
सिंह  
ले 6  
तीय  
लीटा  
ई।  
कीर  
शर्म  
शिंद  
कि  
: है।  
मैन  
के  
के।  
एन  
पर  
रहा  
उन्ने

एक चिनगारी तूफानों में यह दिखाती है

एक चिनगारी सागर में उबाल लाती है

एक चिनगारी अंधेरी को जीना सिखाती है

**क्या आप ऐसी किसी चिनगारी को जानते हैं ?**

**पेश है 13वाँ रेड एम्ब वाइट बहादुरी पुरस्कार.**

बहादुरी एक ऐसा गुण है, जो असाधारण की राधारण से अलग करता है. रेड एम्ब वाइट बहादुरी पुरस्कार सामाजिक व्यक्ति के इस असाधारण गुण को सतान करता है, जिसके चलते वह अनुसृतमय लोगों की सहायता करने के लिए अपनी जान तक की परवाह नहीं करता. 1990 से यह पुरस्कार, भारतभर के 18 राज्यों में विधात निरन्तर मान्यता वाले ऐसे 800 से प्रख्यात साहसी लोगों को सम्मनित कर चुके हैं. आज, 13वाँ रेड एम्ब वाइट बहादुरी पुरस्कार के इस अवसर पर, हम चाहते हैं कि आप ऐसे असाधारण एवं साहसी कल्याणी को सम्मान देने वाले एक निरन्तरमय लोगों को सताने और उन्हें सम्मनित करने में हमारी सहायता करें.

**श्रेणियाँ:** राज्य स्तरीय • राष्ट्रीय बहादुरी: किन्तु अपनी जान की परवाह किए, किसी का जीवन वा संपत्ति बचाने के लिए कोई बहादुरी का कार्य. यह पुरस्कार सत्सोचान्त से दिए जाते हैं • सामाजिक बुराईयों के खिलाफ बहादुरी: सामाजिक बुराईयों जैसे कि दहेज, बाल मजदूरी, निष्चरता, पर्यावरण प्रदूषण या अन्य किसी सामाजिक बुराई के खिलाफ निरंतर संघर्ष. इस श्रेणी के लिए व्यक्ति व संपत्ति का संतान भी योग्य है.

अब गौडके फिलिम ने राष्ट्रीय बहादुरी एवं सामाजिक बुराईयों के खिलाफ बहादुरी, योगी जी श्रेणियों के लिए राष्ट्रीय स्तरीय पुरस्कार सम्मनित किया है. इसके अलावा प्रत्येक श्रेणी के राज्य स्तरीय स्तरीय पुरस्कार विजेता अपने आप ही राष्ट्रीय स्तर के लिए योग्य हो जाते हैं. विजेताओं को जहाँ का एक अलग दैनिक मिलेगा.

**साहसिचर्य का नाम चुनना:** अगर आप किसी ऐसे निरन्तरमय साहसी व्यक्ति को जानते हैं, जो यह सम्मान पाने का इकादार है, तो इसे इस बारे में जाकर लिखें. हमें 300 शब्दों तक में पूरी घटना या कारनामे का विवरण लिखकर भेजें. अनुसृतमय श्रेणियों के साथ ही, आप सामाजिक गुण में अपनी सखती की फोटोकॉपी या प्रमाणपत्र, अगर कोई हो, को इस पत्र पर भेजें. दि. जनरल सेक्रेटरी, रेड एम्ब वाइट बहादुरी पुरस्कार, पी. ओ. बॉक्स नं. 3535, लालमता कम्प, नई दिल्ली - 110034 या दि. जनरल सेक्रेटरी, रेड एम्ब वाइट बहादुरी पुरस्कार, गौडके फिलिम इंडिया लि., 49, सभुगिटी रोड, देवदस ओवरसी, नई दिल्ली - 110065.

**प्रतिस्पर्धी प्रान्त करने की अंतिम तिथि: 16 मार्च, 2005.**

**सम्पूर्ण सूचनाएं:** "राष्ट्रीय बहादुरी" की श्रेणी के योग्य होने के लिए, घटना 1/01/2003 से 30/09/2004 के बीच घटी होनी चाहिए. सामाजिक श्रेणी एक कालम भारतीय एवं आप सामाजिक योग्य व्यक्ति. हर प्रतिस्पर्धी साहसी को ऐसे व्यक्ति द्वारा अनुसृतमय होनी चाहिए, जो इलाका के पर से पीछे का न हो. हर प्रतिस्पर्धी के साथ एक साहसी बहादुरी फोटोकॉपी सतान होनी चाहिए, जिसके पीछे नाम व पता स्पष्ट-स्पष्ट लिखा हो. विजेताओं को जहाँ के एक दैनिक द्वारा भुक्त जायगा. जहाँ का निर्णय अंतिम होगा और इसकी संशोधन संभव नहीं करायेंगी. पुरस्कार फसाली को निरन्तरमय राज्य स्तरीय में साहसीता किताब जलाना सहायता, बंगलौर, भोपाल, बुराहान, पंजाब (सतान एवं इतिहास), देवदस, दिल्ली, बंकिम, ईश्वरदास, जयपुर, कोलकाता, लखनऊ, मुंबई, रायपुर एवं विमान. अधिक जानकारी के लिए कृपया [www.redandwhitebravery.com](http://www.redandwhitebravery.com) पर जाँच करें.

**GODFREY PHILLIPS**



**RED & WHITE BRAVERY**

**ANNEXTURE P-12 (TRANSLATION)**

Since 1990 this prize has been given to over 800 such brave people in 16 states who have not cared about their life while helping others. Today, we want you to help us in searching such unusual, brave and selfless people for the **13<sup>th</sup> Red & White Prizess**.

*(Other Details)*

**Godfrey Phillips Red & White Bravery**

Last date for receipt of entries is March 16, 2005.

Hemant Goswami  
Petitioner

This is to certify that this is the exact translation conveying the meaning of the relevant extracts from the newspaper advertisement which appeared in the newspaper Dainik Bhaskar as on February 13, 2005.

Hemant Goswami  
Petitioner

**ANNEXTURE P-13**

The enclosed Compact Disc (CD) contains;

- This petition in electronic version (in soft format)
- All the annexure in soft format i.e. in electronic version.
- A copy of the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 and rules made thereinafter, as available with Burning Brain Society.
- Copy of the Framework Convention on Tobacco Control [FCTC] as ratified by India on 5<sup>th</sup> Feb 2004.
- Reports about Burning Brain Society to indicate the work done by BBS on the subject matter.
- Some other related documents of Burning Brain Society for any reference, if so required.