

Memorandum, clips and video prepared by
Burning Brain Society

on violations of different provisions of
“The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation
of Trade and Commerce, Production, Supply and Distribution) Act, 2003”

For the Kind attention of

“The Government of India”

through the Administrator of Chandigarh
& the Governor of Punjab
His Excellency Justice O. P. Verma



BURNING BRAIN

SOCIETY

GLASS OFFICE , HOTEL SHIVALIKVIEW, SECTOR 17, CHANDIGARH
Telephone: +91-172-2700001 (Ext. 2803), 5185600, 3233200 (Direct)
E-Mail: society@burningbrain.org URL: www.burningbrain.org

Boards of sizes much bigger than the prescribed sizes. The number of boards exceed the permitted numbers in most cases. Please note that it is the size of the board and not the print area on the board. A board exceeding the prescribed size is an offence.



Boards of all sizes can be found even at places where there are no paan-bidi or tobacco shops. Board can be found a-top provisional stores, veranda of the market, electrical shops and such other places.



Surrogate advertisements galore. Novel advertising methods can be seen on all shops. Boards with empty cartons pasted on them, sniffing/chewing tobacco packets hanging in a decorative manner, like a dangler or letters announcing a new product, giving it a semblance of legal sanction can be found in all shops of the area.





Inside the Punjab University and outside the university gates. Youngsters openly buying, selling and consuming tobacco products.



Carts, Kiosks, Street/ way-side vendors openly selling tobacco products all over the region. Totally un-authorized. These people can be provided alternate employment opportunities. These people are keen to make an honest living but there has to be an alternate way.



Minors continue to sell and buy tobacco products.



People continue to smoke in public areas.





Alcohol & Liquor advertisements can be seen all over. Big hordings, boards, kiosks and even vehicles carrying advertisement of liquor can be spotted everywhere.



Innovative ways of promoting tobacco products. Violations at the bus stand; unauthorised shops selling tobacco products (right).

