

No.N-41015/5/2026-BC.III
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

Workhall No. 23076, 3rd Floor,
Kartavya Bhawan-2, New Delhi

Dated: 20th August, 2026

ADVISORY

To,

All Private Satellite Television Channels

Subject: Display of Disclaimer relating to the Harmful Effects of Drug Abuse on Private Satellite Television Channels – reg.

The abuse of narcotic drugs, psychotropic substances and other intoxicants poses a serious threat to public health, particularly among young persons, and has adverse social, economic and behavioural consequences. As television continues to be one of the most widely accessible mediums of communication, broadcasters can play an important role in promoting awareness regarding the harmful effects of drug abuse and in reinforcing responsible social messaging among viewers.

2. Attention is invited to the provisions of the Programme Code prescribed under the Cable Television Networks Rules, 1994, framed under the Cable Television Networks (Regulation) Act, 1995, which require broadcasters to ensure that programmes telecast on television adhere to the applicable statutory and regulatory framework and are presented in a socially responsible manner.

3. With a view to promoting public awareness regarding the harmful effects of drug abuse and encouraging informed and responsible viewing, all private satellite television channels are advised to display the following disclaimer in a clear, legible and prominent manner:

***“Illicit Narcotics Destroy Health and Guarantees Imprisonment.
Say No to Drugs”***

4. The disclaimer referred to in para 3 above may be displayed at appropriate intervals during the telecast of all programmes, including general entertainment and non-news programmes, as a public awareness measure aimed at sensitizing viewers about the harmful effects of drug abuse.

5. The disclaimer shall be displayed in a manner that is easily readable by viewers and for a duration sufficient to ensure its effective visibility and communication.

6. This shall apply to all programmes broadcast from the date of issuance of this advisory and is intended to contribute to the broader objective of raising awareness about the harmful effects of drug abuse.

7. This issues with the approval of Competent Authority.

Yours faithfully,
Digitally signed by
Navneet Kumar
Date: 20-08-2026
17:44:57

(Navneet Kumar)

Under Secretary to the Government of India

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Copy to: -

1. President, The Indian Broadcasting & Digital Foundation (IBDF), New Delhi.
2. President, News Broadcasters Federation (NBF), New Delhi.
3. Other associations of News Broadcasters.