

[AS INTRODUCED IN THE SENATE]

A

BILL

further to amend the Pakistan Electronic Media Regulatory Authority Ordinance, 2002

Whereas it is expedient further to amend the Pakistan Electronic Media Regulatory Authority Ordinance, 2002 (Ordinance No. XIII of 2002), for the purposes hereinafter appearing;

It is hereby enacted as follows:-

1. Short title and commencement.- (1) This Act may be called the Pakistan Electronic Media Regulatory Authority (Amendment) Act, 2017.

(2) It shall come into force at once.

2. Amendment of section 20, Ordinance XIII of 2002.- In the Pakistan Electronic Media Regulatory Authority Ordinance, 2002 (Ordinance No. XIII of 2002), in section 20, in paragraph (i), for the full stop occurring at the end a semi-colon and word “; and” shall be substituted and after paragraph (i) amended as aforesaid the following new paragraph shall be inserted, namely:-

"(j) not promote the use of any kind of herbal remedies or formulas for treating different diseases; skin whitening formulas/ creams; alternative medicine treatments for various health problems including tips and “nuskhajaat”, “Totkaey” by those herbalists, Hukamah, dermatologists, alternative medical practitioners, homeopathic practitioners, beauty experts, who are not duly registered/certified by any of the councils or authority established by the Government of Pakistan for registering that specific professional; in addition to that, without possessing a valid experience certificate for that specific profession that should be not less than having 10 years of experience:

Provided that no such professional, in any manner, shall prescribe the use of any health related formulae or skin or hair treatment procedure that involve any or some of the ingredients that are not recommended by the guidelines of Drug Regulatory Authority of Pakistan or contain hazardous ingredients.”

STATEMENT OF OBJECTS AND REASONS

Now a days the practice of promoting the use of skin whitening formulas/creams; alternative medicine treatments for various health problems including tips and "Nuskhajaat", "Totkaey" by different herbalists, Hukamah, dermatologists, alterative medical practitioners, homeopathic practitioners, beauty experts is on the rise in our morning shows. The current trend is dangerous-on many sides. Firstly, our younger generation who do not have proper knowledge follow these treatments blindly and inappropriately ignoring the real causes of their health problems at individual basis. Secondly, the promotion of those people take place who are not duly registered/certified by any of the councils or authority established by the Government of Pakistan for registering that specific professional. Thirdly, a blind race of rating has started among morning shows through observing the said practice. Indeed this is a serious health concern for a large number of masses who are regular viewers of these programmes and are psychologically affected by the content. The practice should be absolutely banned and conditional with the terms and conditions of licensing.

The Bill has been designed to achieve the aforementioned purpose.

SENATOR MIAN MUHAMMAD ATEEQ SHAIKH
Member-in-Charge