SRO 655 (I) / 2003. - In exercise of the powers conferred by section 7 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (LXXIV of 2002), the Federal Government is pleased to constitute the Committee on Tobacco Advertisements Guidelines, consisting of the following members, namely:

1. Director General Health
   Chairperson, ex-officio,

2. One representative of tobacco industry
   Member

3. One representative of Consumer Association
   Member

4. Two representatives representing public and private sector media
   Members

5. One representative of Cardiac Association
   Member

6. Health Education Adviser, Ministry of Health
   Member, ex officio

7. Health Education Consultant, Ministry of Health
   Member, ex officio

8. Representatives of UNICEF and WHO
   (to be co-opted on invitation)

2. The Health Education Consultant shall act as Secretary of the Committee on Tobacco Advertisements Guidelines.

3. **Functions:**
   The Committee on Tobacco Advertisements Guidelines shall -
   a. prepare, plan and implement guidelines for the advertisements of tobacco and tobacco products;
   b. monitor the implementation of the guidelines; and
   c. evaluate effectiveness and in the light of data so collected improve upon the guidelines from time to time.

4. The Committee shall conduct proceedings under procedures to be established with the approval of the Federal Government.