

The Undesirable Advertisements Control Act, 1952 (East Bengal Act)

(ACT NO. XV OF 1952)

An Act to control the publication of advertisements relating to the medical treatment of certain diseases and disorders. ♣

WHEREAS it is expedient to control the publication of advertisements relating to the medical treatment of certain diseases and disorders;

It is hereby enacted as follows:-

- Short title, extent and commencement**
1. (1) This Act may be called the ¹[* * *] Undesirable Advertisements Control Act, 1952.
 - (2) It extends to the whole of ²[Bangladesh].
 - (3) It shall come into force on such date as the Government may, by notification in the official Gazette, appoint.
- Definitions**
2. In this Act, unless there is anything repugnant in the subject or context,-
 - (1) "advertisement" includes any notice, sign, visible representation, announcement, bill, hand-bill, circular or pamphlet, whether pictorial or otherwise;
 - (2) "prescribed" means prescribed by rules made under this Act;
 - (3) "sexual disorder" means any ailment, irregularity, affection or diseased condition of the organs of generation;
 - (4) "venereal disease" means syphilis, gonorrhoea or soft chancre or any sign, symptom or sequela of such disease, and includes such other venereal diseases as may be prescribed by the Government in this behalf.

**Prohibition
of issue of
certain
advertisement**

3. (1) No person shall, by means of any advertisement, treat, or offer to treat, any person for, or advertise the treatment of, any venereal disease, sexual disorder, irregularity of menstruation or any other prescribed disease, infirmity or abnormality, or offer to prescribe any remedy therefore, or give or offer to give any advice in connection with the treatment thereof.

(2) No person shall print or publish, or cause to be printed or published, for distribution to the public, or circulate or cause to be circulated, to the public or to any person,-

(a) any advertisement, or

(b) any label or set of instructions, whether pictorial or otherwise, to be affixed to, or delivered with, any packet, box, bottle or phial

if such advertisement, label or set of instructions recommends, asserts or infers that any remedy, medicine, medicinal or herbal preparation or any appliance or charm of any kind, whether for use internally or externally, is a cure, or is useful or may be used, for the prevention, treatment or relief of any venereal disease, sexual disorder, irregularity of menstruation or any other prescribed disease, infirmity or abnormality.

**Confiscation
of
newspapers,
periodicals,
etc.,
containing
advertisement,
etc., which
contravenes
section 3**

4. (1) Any person prescribed under sub-section (2), who may be authorised in writing in this behalf by the District Magistrate, may at any time seize and detain any newspaper, periodical, pamphlet, hand-bill, or other document or any other article or thing which, such person has reason to believe, contains any advertisement which contravenes any of the provisions of section 3, and the Court trying such contravention may direct that such newspaper, periodical, pamphlet, hand-bill or other document or such article or thing shall be forfeited to the Government.

(2) The Government shall prescribe the persons or classes of persons who may be authorised under sub-section (1) to take the action provided for under that sub-section.

Penalty