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171 Secy (TW)
A.C.C.T.W.

सं. No. DGP/Genl/11/13/2010/1732

पुलिस महानिदेशक का कार्यालय

OFFICE OF THE DIRECTOR GENERAL OF POLICE

अण्डमान तथा निकोबार द्वीपसमूह

Andaman & Nicobar Islands.

पोर्ट ब्लेयर Port Blair, दिनांक Dated, 11 March 2010.

To

The Secretary(TW),
A & N Administration,
Port Blair.**Sub: Letter from 'Survival International'-reg.**

Madam,

The letter sent by Survival International to the Hon'ble Lieutenant Governor, A & N Islands and its enclosures (a copy annexed herewith) have been thoroughly perused. No cognizable offence, however, could be made out from the same which can be prosecuted under the PAT Regulations or the IPC.

At the best, the advertisements under consideration can be labeled as 'misleading' and as such, may be dealt with accordingly. Following are the recommendations in this regard.

1. The A & N Administration may lodge a complaint against such tour operators with the 'Advertising Standard Council of India' (ASCI), which is a self regulatory, voluntary organization of the advertising industry.
2. If the 'contempt theory' mooted by Survival International is to be utilized, it is recommended that the A & N Administration may move the Hon'ble High Court to get a speaking order against such advertisements following which legal action may be initiated against unscrupulous tour operators.