

**No. U5/90821/12**

Police Head Quarters

Kerala, Thiruvananthapuram

Dated: 18/10/2012

**Circular No. 31/12**

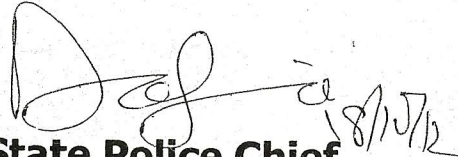
Sub: Indecent Representation of Women (Prevention)  
Act 1986 -Instructions – Reg.

Ref : Circular No.26/94 Dated 28/07/1994

In spite of standing directions contained in the circular No. 26/94, the efforts at enforcement of relevant provisions of the Indecent Representation of Women (Prevention) Act 1986 need further improvement in view of the changing social scenario. Being a law enforcing agency, the police cannot turn a blind eye on the overwhelming demand for the strict implementation of legal provisions of the statute to bring down the increasing trend of prurience in commercial advertisements. The act aims to prohibit indecent representation of women through advertisements or in publications, writings and paintings or in any other manner and for matters connected therewith or incidental thereto. Social commitment coupled with legal obligations play a vital role to uphold public morality. The need of the hour is reorientation of attitude to bring about an ostensible change in the detection of cases under relevant sections of the Indecent Representation of Women (Prevention) Act 1986. Needless to say, the police need to become proactive in dealing with

such cases, taking care, however, not to wound the sentiments of different sections of the people.

In this context it is reiterated to follow the Circular No.26/94 in letter and spirit and police shall detect more cases under relevant provisions of the Indecent Representation of Women (Prevention) Act. The District Police Chiefs should analyze the progress of the implementation of the direction in their monthly conference. The Range Inspectors General of Police may do a quarterly evaluation of the status of implementation of the provisions of the Indecent Representation of Women (Prevention) Act 1986 in their respective jurisdictions.

  
**State Police Chief**

To

All Officers in List 'B'.

Copy to: CA to SPC, ADGP (Amn), IGP (HQ), AIG (I), AIG (II),

AIG (PG), SP (HQ), SP Special cell

" JS - D Section for follow up action

" Stock File / Circular Book / Operation Cell