

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:4174
ANSWERED ON:18.08.2000
PROGRAMME FOR CONSUMER AFFAIRS
VINAY KUMAR SORAKE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government would arrange to transmit programmes on the cases handled by MRTP and Consumer Protection Councils and their significant judgments on consumer right violations by advertiser;
- (b) whether the Government would bring in a suitable legislation to levy a cess on all commercial advertising, both in print and electronic media, which will form a Consumer Media Fund to refute fraudulent and unethical claims made by advertisers in the same media where these advertisements appear;
- (c) whether the Government would attempt to beam a regular weekly TV programme wherein all consumer complaints can be heard live;
- (d) if so, the details thereof; and
- (e) if not, the programmes which are regularly featured in media highlighting the right of consumers?

Answer

MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY)

- (a) As a Public Service Broadcaster Prasar Bharati mounts programmes on all social sector issues including consumer affairs on National as well as Regional networks. As and when a judgment on any significant case is pronounced which concerns the public, such items are covered by AIR and Doordarshan in the news and news based programmes.
- (b) No, Sir. Presently there is no such proposal.
- (c) (d) & (e) Though programmes on consumer affairs are not telecast/broadcast on a committed time slot regularly, both AIR & Doordarshan endeavour to develop consumer awareness and also educate and inform the consumers of their rights through various programmes.