

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

UNSTARRED QUESTION NO:7214  
ANSWERED ON:12.05.2000  
PROJECTION OF WOMEN ON DD  
ASHOK KUMAR SINGH CHANDEL;BHAL CHANDRA YADAV

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

- (a) : whether the damage is being caused to the Indian culture owing to the manner of presentation of women while propagating beauty cosmetics and advertising for market products on Doordarshan;
- (b) : if so, the details thereof; and
- (c) the various steps taken to protect the Indian culture?

**Answer**

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT

( SHRI ARUN JAITLEY )

(a) to (c) : No Sir. Advertisements on Doordarshan are governed by its `Code for Commercial Advertising` which, inter-alia, prohibits projection of women in a derogatory manner. It is ensured that the portrayal of the female form is tasteful and aesthetic, and is within the well established norms of good taste and decency.