

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

STARRED QUESTION NO:497  
ANSWERED ON:24.04.2003  
POLICY FOR ADVERTISEMENTS ON DOORDARSHAN  
MANIBHAI RAMJIBHAI CHAUDHARY;PRAHLAD SINGH PATEL

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

- (a) whether inspite of directions issued by the Ministry regarding not to advertise commercial on liquor and sexist/vulgar, the satellite T.V. channels are continuing to show them;
- (b) if so, whether the satellite T.V. channels paid little or no need to notices issued by the Ministry in the month of February, 2003;
- (c) if so, the total number of satellite T.V. channels who have not adhered to the Government orders;
- (d) whether a demand is being made for formulating a policy or pre-censorship for commercial advertisements before these are beamed to the public;
- (e) if so, whether the Government have considered this demand so far;
- (f) whether any discussions have been held with the representatives of the advertising standard council impressing upon them to observe self regulating measures in the matter of advertisements;
- (g) if so, the details thereof; and
- (h) the other steps taken/proposed to be taken by the Government to ban such type of advertisements on T.V.?

**Answer**

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) to (h): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (h) OF LOK SABHA STARRED QUESTION NO.497 FOR 24.04.2003

(a) to (c): Advertisements on all satellite channels transmitted or re-transmitted through the Cable network are required to adhere to the provisions of the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. The Advertising Code provides, inter alia, that no advertisement shall be transmitted, which directly or indirectly promotes production, sale, consumption of tobacco, wine, alcohol, liquor and other intoxicants or which glorifies obscenity, offends morality/decency, projects a derogatory image of women, or has an indecent/vulgar theme.

The Government has constituted a Committee under Section 20 of the Cable Television Network (Regulation) Act, 1995 comprising officers from the Ministries of Information and Broadcasting, Law, Women and Child Development, Health and Family Welfare and a representative from the Advertising Standards Council of India to look into the violations of the Advertising Code.

Orders have been issued to television channels directing them not to telecast 11 (eleven) advertisements of liquor products, which were found to be in violation of the Advertising Code. In the year 2003, Show Cause Notices have been issued to various television channels for telecasting advertisements in violation of the Code.

(d) & (e): There are inherent practical limitations on pre-censorship of TV programmes but violation of Programme & Advertisement Codes is an offence punishable with imprisonment/fine under the Cable Television Networks Act.

(f) & (g): Representative of the Advertising Standards Council of India (ASCI) is a member of the Committee constituted under Section 20 of the Cable Act to look into the violations of the Advertising Code. A meeting was also held recently with the ASCI regarding concerns about advertisements telecast on TV channels.

(h): Complaints/suggestions regarding violations of the Code are looked into from time to time. This is a continuous and on-going process.