

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

STARRED QUESTION NO:331
ANSWERED ON:13.03.2003
ADVERTISEMENT CODES FOR NEWS CHANNELS
SURESH KODIKUNNIL

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

- (a) whether provisions of the advertising code are required to be complied with by the news channels with regard to advertisements;
- (b) if so, the details thereof;
- (c) whether these provisions are being followed by all news channels;
- (d) if not, the reasons therefor; and
- (e) the steps taken / likely to be taken by the Government to ensure compliance thereof?

Answer

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

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

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 331 FOR ANSWER ON 13/03/2003

(a) to (e): The advertisements of all satellite channels when transmitted/re-transmitted through the Cable Television Networks are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.

Complaints/suggestions from members of the public and organizations are received from time to time regarding alleged violations of Advertising Code. The Central Government has constituted an Inter-Ministerial Committee under Section 20 of the Act to look into violations of the Advertising Code. Cognizance of such violations of Advertising Code is also taken suo moto by the officials and Members of the Committee.

Show Cause Notices are issued in the first instance to TV Channels telecasting advertisements in violation of provisions of the Advertising Code and in suitable cases TV Channels are directed not to telecast / re-telecast advertisements, which are found to be in violation of the Code. This is a continuous process.