

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

STARRED QUESTION NO:342
ANSWERED ON:14.08.2003
QUALITY CERTIFICATION FOR SALE OF PRODUCTS THROUGH MEDIA
RAM SHAKAL

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

- (a) whether the main objective of advertisements through the media is to promote the sale of various products;
- (b) if so, whether the products advertised through Government owned media do not need certification of quality of the products;
- (c) if so, the reasons therefore; and
- (d) the steps taken/ being taken to ensure that any of the products so advertised fulfill the norms of quality certification?

Answer

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

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

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 342 FOR ANSWER ON 14.08.2003.

(a) The primary aim of government advertisements is to generate awareness and to inform people on various issues, to publicise Government's programmes, welfare schemes, policies and also the achievements.

(b) to (d) The primary objective of Directorate of Advertising and Visual Publicity (DAVP), which is a Government media, is to secure the widest possible coverage of the Government's schemes, programmes, policies and achievements on various social issues only, the question of certification of quality of the product does not arise.

The advertisements over All India Radio (AIR) and Doordarshan, both under the control of Prasar Bharati, a statutory autonomous organization, are governed by Code for Advertising. These Codes provide that the advertisers shall conform to the laws of land.

Press Council of India, a statutory autonomous self-regulatory body of the Press, have evolved Norms of Journalistic Conduct, which inter-alia prescribe do's and don't for the journalists. The advertising sector is mainly in private hands and is overseen by the Advertising Standard Council of India, a self-regulatory body of the advertising industry.