

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

UNSTARRED QUESTION NO:1637  
ANSWERED ON:31.07.2003  
INSTRUCTIONS TO BROADCASTERS OF ADVERTISEMENTS  
VILAS BABURAO MUTTEMWAR

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

(a) whether the Government have now decided to set its sights on advertisements and have directed the broadcasters to stop airing films, songs and music videos certify as `A` by the censor board; and

(b) if so, the details of the instructions issued by the government in this regard and how the proposed instructions are to be enforced on the broadcasters strictly so as to ensure that the objectionable or vulgar films/songs/advertisements are not aired?

**Answer**

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

(a) & (b): Programmes and advertisements of all TV channels, when transmitted/retransmitted through the cable network are required to adhere to provisions of the Programme and Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. The Central Government has constituted two inter-ministerial committees under Section 20 of the Cable Television Networks (Regulation) Act, 1995 to look into the violations of the Programme and Advertising Code. Cognizance of any violation of Codes is taken suo-moto or on receipt of specific complaints by the Committees. Action for violations of the Code can also be taken by `Authorised Officers` described under the Act. The Programme Code, inter alia, prescribes that programmes carried in the cable service should be suitable for unrestricted public exhibition.