

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

UNSTARRED QUESTION NO:1459
ANSWERED ON:11.12.2003
COMMITTEE ON ADVERTISEMENTS/PROGRAMMES CODE
NIKHIL KUMAR CHOUDHARY;T.T.V. DHINAKARAN

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

- (a) whether the Government propose to ban the companies taking recourse to obscenity in advertisements of consumer durables in private T.V. Channel;
- (b) if so, the details thereof;
- (c) if so, whether an inter-ministerial committee has been set up to look into the violation of programme code by satellite TV channels;
- (d) if so, the number of complaints received and the action taken thereon; and
- (e) the details of penalty imposed on repeated violators?

Answer

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

- (a) (b) & (c); The codes for commercial advertising of AIR and Doordarshan and the Advertising Code applicable to TV channels transmitted through cable service contain safeguards against obscenity. Inter-ministerial committees have been set up under Section 20 of the Cable Television Networks (Regulation) Act, 1995 to look into violation of 'Programme Code' and 'Advertising Code' in respect of programmes and advertisements telecast through cable service.
- (d) & (e): The matter relating to serials Temptation Island, Kavita, Kyonki Saas Bhi KabhiBahu Thi, Ram Khilawan CM 'n' Family and Horror serials etc. were placed before the Programme Committee. On recommendations of the Committee, orders were issued to channels not to telecast/re-telecast serial 'Temptation Island' and a particular episode of serial 'Kavita'. All channels were asked to telecast horror serials such as 'Sssh.. Koi Hai' only after 10:00 p.m. on weekdays and avoid such telecast on weekends with visible warnings. An advisory was also issued to Indian Broadcasting Foundation, to direct its members channels, to strictly adhere to the provisions of the Programme Code. This is a continuous process. No repetitions of violations have been reported.