

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

UNSTARRED QUESTION NO:6031  
ANSWERED ON:05.05.2005  
PROGRAMME AND ADVERTISING CODES  
Rao Shri Sambasiva Rayapati;Saradgi Shri Iqbal Ahmed

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

- (a) whether any Programme and Advertising Codes have been laid for TV Channels and Radio Broadcast;
- (b) if so, the details in this regard;
- (c) the steps taken by the Government to check violations of the Programme and Advertising Codes;
- (d) whether the Government has decided to transfer the Central Monitoring Services from Ministry of Information and Broadcasting to the National Technical Research Organisation; and
- (e) if so, the reasons therefor?

**Answer**

THE MINISTER OF INFORMATION AND BROADCASTING & CULTURE (SHRI S. JAIPAL REDDY)

(a) to (c) : Programmes and advertisements over AIR and DD are governed by their own internal Broadcast Code and Code for Commercial Advertising. Doordarshan & AIR strictly adhere to their Codes.

As regards private TV channels, programmes and advertisements of all satellite TV Channels, transmitted/retransmitted through the cable network are required to adhere the Programme and Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. Action for violations of these Codes can be taken by any authorized officer i.e. SDM, DM or Commissioner of Police or any other Officer notified in the official Gazette by the Central Government or State Government. As regards private FM broadcasts, they are required to adhere to the All India Radio Codes. Action is taken against TV Channels for violating the Codes from time to time.

(d) & (e): Yes, Sir. Keeping in view the specialized monitoring requirements of Government, it was decided to transfer Central Monitoring Services from Ministry of Information & Broadcasting to National Technical Research Organisation (NTRO). The transfer has already been effected w.e.f. 01.04.2005.