

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

UNSTARRED QUESTION NO:646

ANSWERED ON:23.02.2006

GUIDELINES FOR TV PROGRAMMES

Ahir Shri Hansraj Gangaram;Gudhe Shri Anantrao;Patel Shri Kishanbhai Vestabhai;Singh Chaudhary Lal;Singh Shri Sugrib

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

- (a) whether the Government proposes to frame guidelines for TV programmes;
- (b) if so, the details thereof; and
- (c) the steps taken to check on nudity, glamoring use of drugs, smoking, alcohol, etc. in TV programmes?

**Answer**

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) to (c) All the advertisements/ programmes of satellite TV channels transmitted or re-transmitted through cable service are required to adhere to the provisions of the Advertising Code and Programme Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. The Programme Code inter alia prohibits carriage of any programme that is obscene or denigrates women. The Advertising Code Rule 7(2)

(viii) prohibits carriage of advertisements that promote directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants.

The Central Government has constituted an Inter-ministerial Committee under Section 20 of the Act to look into the violation of the Programme Code and Advertising Code. The Committee either suo-moto or on receipt of complaint, examines cases of violation of the Code. Show cause notices are issued in the first instance to TV channels for telecasting objectionable programmes / advertisements in violation of the codes and in suitable cases TV channels are directed not to telecast/ re-telecast the programme which are found to be in violation of the codes. Further action is taken as per rules.

The Government has constituted a Committee on 03.10.2005 for reviewing the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder and the Guidelines for certification of films prescribed under the Cinematograph Act, 1952. This Committee consists of representatives from film industry, music industry, Advertising Agencies Association of India (AAAI), Advertising Standards Council of India (ASCI), Indian Broadcasting Foundation (IBF), Federation of Indian Chambers of Commerce and Industry (FICCI), Confederation of Indian Industry (CII), People for the Ethical Treatment of Animals (PETA), Centre for Media Studies (CMS), Vidya Sagar Institute of Mental Health & Neurosciences (VIMHANS), Consumer Council and representatives from NGOs and some Government Departments/Ministries. The terms of reference of the Committee inter alia are to revise and harmonise the CBFC Guidelines and Cable Television Programme/Advertising Codes and AIR Code in accordance with contemporary community standards and the laws in force and to amplify the provisions of the Guidelines/Codes with a view to enable the Film/TV/Radio industry to use them for self-regulation and minimise the scope of their subjective interpretation, on the lines of OFCOM/Australian codes.