

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

UNSTARRED QUESTION NO:345
ANSWERED ON:14.08.2007
MISLEADING ADVERTISEMENT
Mahtab Shri Bhartruhari

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

- (a) whether TV channels and radio stations be held responsible for advertisements which are misleading or wrong;
- (b) whether the proposed code for broadcasters is being objected to;
- (c) if so, the details thereof; and
- (d) the steps taken by the Government to protect the interests of the viewers?

Answer

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

(a) Yes, Sir.

(b),(c) & (d) : The committee constituted for reviewing Programme and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act 1995 and rules framed thereunder and drafting a new content code, with a view to elaborate and update these codes and guidelines in order to give them greater specificity and details and introduce new provisions as found necessary as per contemporary community standard and to facilitate self regulation among the channels, have not submitted its Report. A draft of the proposed Code has also been posted on the website of the Ministry of Information & Broadcasting www.mib.nic.in but it is not final and representations are still being received. The Committee itself was constituted to protect the interests of the viewers. The Central Govt. has also constituted an Inter-ministerial Committee (IMC) under Section 20 of the Act to look into the violation of Programme and Advertising Codes prescribed under the Act and Rules framed thereunder. The Committee either suo-motu or on receipt of complaint, examines cases of violation of the Codes. Show cause notices are issued in the first instances to TV channels for telecasting objectionable programmes/ advertisements in violation of Codes. Further action is taken as per rules.