

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

STARRED QUESTION NO:143
ANSWERED ON:14.07.2009
CONTENT CODE FOR ELECTRONIC MEDIA
Mahtab Shri Bhartruhari

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

- (a) whether the Government proposes to implement the recommendations of the Committee on Content Code under the Cable Television Networks (Regulation) Act, 1995 for telecasting advertisements through the electronic media;
- (b) If so, the details thereof;
- (c) whether the Advertising Standards Council of India has also examined this issue;
- (d) if so, the details thereof; and
- (e) the time by which it is likely to be implemented?

Answer

THE MINISTER OF INFORMATION & BROADCASTING (SMT. AMBIKA SONI)

(a) to (e) : A statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) to (e) OF LOK SABHA STARRED QUESTION NO.143 FOR ANSWER ON 14.07.2009

(a) to (e) The recommendations submitted by the Committee on Content Code is available on the Ministry's website <http://mib.gov.in> for wider consultations and may be implemented only after reaching a broad consensus in consultation with the stakeholders in the matter.

A representative from Advertising Standard Council of India (ASCI) was a member of the above committee and the draft code was formulated after studying similar regulations in other countries. No time frame has been fixed for its implementation.