

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

UNSTARRED QUESTION NO:331
ANSWERED ON:07.07.2009
EXAGGERATED ADVERTISEMENTS
Pathak Shri Harin

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

- (a) whether the Government is aware of deceptive advertisements of several products in print and visual media;
- (b) if so, the details thereof;
- (c) whether the Government proposes to enact a comprehensive law against such exaggerated advertisements to protect the interest of the consumers;
- (d) if so, the details thereof;
- (e) whether any organisation has been consulted by the government in this regard; and
- (f) if so, the details thereof ?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a) & (b). Certain instances of such advertisement on TV channels have been noticed such as 'Roop Amrit' Fairness Cream; Height increasing products; Talisman, etc. where action under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder, have been taken.

(c), (d), (e) and (f). All the Private TV channels are required to adhere to the Programme and Advertising Code prescribed under the Cable TV Networks (Regulation) Act, 1995 and Rules framed thereunder. Whenever any complaint against violation of the Codes is brought to the notice of this Ministry, action is taken as per provisions of the Cable Act.

As far as the Press in India is concerned the Government has set up the Press Council of India (PCI) which is a statutory autonomous body set up under the Press Council Act, 1978, with the twin objectives of preserving the freedom of the press and maintaining and improving the standards of newspapers and news agencies in India and to inculcate principles of self-regulation among the press. The Government does not exercise any control on the content of the print media. However, complaints against content of print media coverage including advertisements in some cases, are adjudicated by the Press Council of India. Accordingly, Press Council of India, in order to prevail upon the press to practice self-regulation, has been issuing directions/appeals to newspapers/magazine to guide them in publication of advertisements. The Press Council of India have formed Norms of Journalistic Conduct under Article 13(2)/(b) of the Press Council Act 1978. There is also the Advertising Standards Council of India, a voluntary self-regulatory body of advertising industry which considers complaints of misleading or false or objectionable advertisements and advises the Advertising Agencies in the matter.