

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

UNSTARRED QUESTION NO:2218
ANSWERED ON:21.07.2009
CHILDREN AFFECTED BY TV PROGRAMME
Ponnam Shri Prabhakar

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

- (a) whether the Government are aware of adverse impact of television programmes on children; and
- (b) if so, the details thereof and the steps being taken in this regard?

Answer

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

(a) & (b) : With a view to containing the adverse effect of programmes and advertisements on viewers, specially the children, the Government had set up a Committee to review the existing Programme and Advertisement Codes prescribed under the Cable Television Networks(Regulation) Act, 1995 and rules framed thereunder. The Committee has submitted its report on 5.3.2008 which is available on the Ministry's website <http://mib.gov.in>. Further, consultations with the stakeholders is required before arriving at a broad consensus.

The Government has also constituted an Inter-Ministerial Committee (IMC) to look into the violations of the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. The IMC either suo-motu or on receipt of complaints looks into the violation and thereafter gives its recommendations to the Government, based on which action is taken as per rules.