

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

UNSTARRED QUESTION NO:2236  
ANSWERED ON:21.07.2009  
GUIDELINES FOR PRINT AND ELECTRONIC MEDIA  
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**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether the Government proposes to formulate guidelines for banning objectionable matter / scene appearing in the print and electronic media;
- (b) if so, the details thereof; and
- (c) the steps being taken by the Government in this regard ?

**Answer**

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

(a), (b) & (c). All the private channels are required to adhere to the Programme and Advertisement Code prescribed under the Cable TV Networks (Regulation) Act, 1995 and Rules framed thereunder. The Ministry has constituted an Inter Ministerial Committee to look into specific complaints or to take suo-motu cognizance against the violation of the Programme and Advertising Code. Action is taken as per the provisions of the Cable Act whenever any specific violation is found. The Government has also constituted a Committee for reviewing the existing Programme and Advertising Code to provide greater specificity to it. The Committee's report is available on the website of this Ministry [www.mib.gov.in](http://www.mib.gov.in). The matter is under consultations with the stakeholders before taking a final view in the matter.

In so far as the print media 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 of maintaining and improving the standards of newspapers and news agencies in India and to inculcate principles of self-regulation among the press. The Press Council of India have formed Norms of Journalistic Conduct under Article 13(2)/(b) of the Press Council Act 1978. The relevant norms are Norm 6 regarding right to privacy of an individual; Norm 17: obscenity and vulgarity to be eschewed; Norm 19 stating that violence should not be glorified and Norm 20 relating to coverage of communal disputes / clashes. The guidelines are available on the website of Press Council of India at [presscouncil.nic.in](http://presscouncil.nic.in).