

**GOVERNMENT OF INDIA
WOMEN AND CHILD DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:5799
ANSWERED ON:30.04.2010
TV SERIALS ON CHILD MARRIAGE AND BIGAMY
Mahajan Smt. Sumitra

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- (a) whether telecast of misleading serials on child marriage and bigamy by some T.V. channels is leaving an adverse effect on viewers particularly youth and the children:
- (b) if so, the details of such channels which have been asked to stop the telecast of serials ;and
- (c) the action taken by the Government in this regard?

Answer

MINISTER OF STATE OF THE MINISTRY OF WOMAN AND CHILD DEVELOPMENT (SHRIMATI KRISHNA TIRATH)

(a), (b) & (c): While there is no authentic study on the effects of T.V. Serials on viewers, the Government had received complaints against a serial 'Balika Vadhu' being telecast on Colors channel alleging that the serial was promoting and glorifying child marriage. When the matter was taken up with the channel, the channel informed that it had taken certain pro-active efforts to clarify that the serial in no way glorifies the issue of child marriage and accordingly they had increased the frequency of social message against child marriage during each episode. The channel had also displayed short message to convey evils of child marriage during the promos of the serial. Therefore, no further action was taken on this issue by the Government.