

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

UNSTARRED QUESTION NO:1450
ANSWERED ON:03.08.2010
COMMITTEE TO SCREEN ADVERTISEMENTS
Ray Shri Rudramadhab ;Semmalai Shri S.

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

- (a) whether the Government proposes to set up any committee to screen programmes and advertisements before their telecast and to formulate the Content Code;
- (b) if so, the details thereof and details of powers to be delegated to the said committee;
- (c) whether the Government also proposes to empower the said committee to confirm authenticity of claims made by the advertising companies to safeguard the interest of the consumers;
- (d) if so, the details thereof;
- (e) whether the Government has any proposal to take action on advertising companies/product manufacturer for releasing misleading advertisements of products; and
- (f) if so, the details thereof and the remedial measures taken by the Government in this regard?

Answer

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

(a) & (b) No, Sir.

(c) & (d) Does not arise.

(e) & (f) Rule-7(4) of the Cable Television Networks Rules, 1994 provides that the goods or services advertised shall not suffer from any defect or deficiency as mentioned in Consumer protection Act, 1986. Rule-7(5) of above rules provides that no advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality. Action is taken against the TV Channels and not against the Advertising Companies/Product Manufacturer, whenever any violation of these rules is brought to the notice of the Government.