

**GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA**

UNSTARRED QUESTION NO:1520
ANSWERED ON:03.08.2010
QUALITY CERTIFICATE FOR ADVERTISED PRODUCTS
Chavan Shri Harischandra Deoram

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) whether it is mandatory for the products advertised through Government controlled media to have 'Product Quality Certificate';
- (b) if so, the details thereof;
- (c) if not, the reasons therefor; and
- (d) the steps taken or proposed to be taken for fixing the criteria for quality certificate for advertised products?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K. V. THOMAS)

(a) to (d): It is not mandatory for the products advertised through Government controlled media to have 'product quality certificate' for the products advertised through Government controlled media. However before airing, the advertisements are screened by All India and Doordarshan as per guidelines on the subject and if necessary, the advertisers are asked to substantiate their claims with supporting evidence. In case of products covered by Mandatory quality control orders, the advertisers are required to produce quality certificate from the institutions recognized by the Government for this purpose.