

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

STARRED QUESTION NO:194

ANSWERED ON:23.11.2010

COMPLAINTS AGAINST ADVERTISEMENTS

Bapurao Shri Khatgaonkar Patil Bhaskarrao;Singh Shri Radha Mohan

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

- (a) whether complaints about exaggerated claims being made by some manufacturing companies have been received from various quarters including the Advertising Standards Council of India in the recent past;
- (b) if so, the details thereof and the reaction of the Government thereto;
- (c) whether the Government has set up any mechanism to verify such claims made by the companies about their products in advertisements;
- (d) if so, the details thereof; and
- (e) the other steps taken to protect the interest of consumers from such unscrupulous manufactures?

**Answer**

THE MINISTER OF INFORMATION & BROADCASTING (SMT. AMBIKA SONI)

(a) to (e) A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PART (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 194 FOR ANSWER ON 23.11.2010

(a) Some instances of exaggerated/misleading advertisements shown on Television channels and in Print Media have been brought to the notice of the Government. Some instances of exaggerated and misleading advertisements received by Advertising Standards Council of India (ASCI) have also been brought to the notice of the Government.

(b) So far as Electronic Media (Private Television) is concerned, all programmes and advertisements telecast on TV channels, transmitted/ retransmitted through the Cable TV network, are required to adhere to the Programme and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act, 1995 and rules framed thereunder. Action is taken as per rules whenever any violation of Code is brought to the notice of the Government.

As regards Print Media, the Government has set up the Press Council of India (PCI) which is a statutory autonomous body under the Press Council of India 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 Government does not exercise any control over the content of print media. However, the Press Council monitors and takes cognizance, suo motu or on complaints, of advertisements, which it is prima facie satisfied, are violative of the ethics of journalistic practice. Accordingly Press Council of India, in order to prevail upon the Press to practice self-regulation has been issuing directions/appeals to newspapers/magazines to guide them in publication of advertisements etc. The Press Council of India has formed Norms of Journalistic Conduct under Article 13(2) (b) of the Press Council Act 1978.

A statement showing the number of complaints received and details of action taken thereon is annexed. So far as ASCI is concerned it has informed that 57 complaints have been received which have been upheld pertaining to advertisement considered to be false, misleading and exaggerated.

(c) No, Sir.

(d) Does not arise.

(e) The Government has set up an Electronic Media Monitoring Centre (EMMC) to monitor the violations of Programme & Advertising Codes by TV Channels. There is a Scrutiny Committee in EMMC which looks into the violations of advertisement code and reports to the Ministry. Ministry takes cognizance of the violations reported by the Scrutiny Committee and places the matter before Inter Ministerial Committee (IMC) which has been constituted to look into the specific violations of Programme and Advertising Codes. Action is taken on the basis of recommendations of IMC.