

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

UNSTARRED QUESTION NO:119

ANSWERED ON:22.02.2011

PUBLICATION OF MISLEADING ADVERTISEMENTS

Pakkirappa Shri S.

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

- (a) whether the country lacks concrete policy for publication of advertisements leading to unabated publication of misleading advertisements;
- (b) if so, the reaction of the Government thereto;
- (c) whether the Government proposes to formulate any effective policy to counter such advertisements;
- (d) if so, the details thereof and the time by which it is likely to be announced; and
- (e) If not, the reasons therefor?

**Answer**

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

(a) to (e) No, Sir. The Press Council of India (PCI), an autonomous body, was set up under the Press Council Act, 1978 for preserving the freedom of press and maintaining and improving the standard of newspapers and news agencies in India and for inculcating the principles of self regulation among the press. The Press Council has developed Norms of Journalistic Conduct under Section 13(2) of PCI Act, which cover the principles and ethics regarding journalism. These norms should be followed by the print media while accepting advertisements. The Press Council also monitors and takes cognizance, suo-motu or on complaints, of misleading advertisements, if it is prima facie satisfied are violative of the ethics of journalistic practice. Para 36 of the 'Norms of Journalistic Conduct' regarding Advertisements is attached at Annexure.