

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

UNSTARRED QUESTION NO:1468
ANSWERED ON:09.08.2011
GUIDELINES FOR ADVERTISEMENTS
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government has asked the Indian Broadcasting Foundation and the News Broadcasters Association to determine/decide whether a particular advertisement being telecast in electronic media is genuine/surrogate;
- (b) if so, the details thereof;
- (c) the extent to which new guidelines for telecasting of advertisements/programmes is likely to regulate the TV content;
- (d) whether the Government is aware that fake institutions are regularly cheating/misleading the general public, unemployed youth etc. for the last several years through such advertisements in the print media;
- (e) if so, the details thereof and the number of such cases reported/complaints received alongwith action taken by the Government against such institutions/advertising companies involved in such activities during each of the last three years and the current year, institution/advertising company- wise; and
- (f) the corrective measures taken/being taken by the Government to stop/check such activities?

Answer

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

(a) to (b): In order to discuss the issue of telecast of advertisements of genuine brand extension, this Ministry had recently convened a meeting with all stake holders including Indian Broadcasting Foundation (IBF). During the discussion IBF and News Broadcasters Association (NBA) volunteered to draft Guidelines for telecast of advertisements of genuine brand extensions. However, NBA has now informed the Ministry that Advertisement Standards Council of India (ASCI) is the appropriate forum to address the issue. IBF has suggested that bonafides of an advertisement can be verified by an expert body like Central Board of Film Certification (CBFC).

(c) There is no such proposal in the Ministry at this stage.

(d) & (e) The Government has set up Press Council of India (PCI), a statutory autonomous body under the Press Council 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.

PCI has received some references/complaints against advertisements in violation of laws relating to overseas job advertisement. A list of complaints pertaining to misleading advertisements for the last three years along with the action taken thereon is annexed at Annexure -I

(f) The Press Council of India have formed 'Norms of Journalistic Conduct' under Article 13(2)(b) of the Press Council Act 1978 which cover the principle and ethics regarding journalism for adherence by the media. These norms should be followed by the print media while accepting advertisements. Norm - 36 relating to the subject `Advertisements` is annexed at Annexure - II. The Council has also issued specific model guidelines for publishing overseas advertisements in accordance with the Emigration Act, 1983.