

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

UNSTARRED QUESTION NO:2349

ANSWERED ON:16.08.2011

VIOLATION OF BROADCASTING NORMS BY PRIVATE COMPANIES

Yadav Shri Dharmendra

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

- (a) whether the Government has received complaints regarding violation of Programmes and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act by the broadcasting/telecasting national and multinational companies operating in the country;
- (b) if so, the details thereof alongwith the action taken during each of the last three years and the current year, company-wise;
- (c) whether the Advertising Standards Council of India has been asked to take action against such companies and to submit its report to the Government in this regard; and
- (d) if so, the outcome thereof alongwith the action taken thereon by the Government in this regard?

Answer

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

- (a) Some instances of violations of Programme and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act, 1995 by the TV channels have been brought to the notice of the Government.
- (b) A Statement showing the list of TV channels against which Show Cause Notices have been issued and action taken for violation of Programmes and Advertising Codes during last three years and the current year is Annexed.
- (c) & (d) In respect of telecast of advertisements on private satellite TV channels pertaining to deodorants, products sharing brand name with liquor products and a 3G mobile service, the matter was referred to the Advertising Standards Council of India (ASCI) for appropriate action. ASCI decided to advise the concerned advertisers to withdraw/modify the advertisements of three deodorants, namely, Axe effect, Zatak Axe, and Set Wet. The response of ASCI in case of advertisements of the 3G mobile service and products sharing brand name with liquor products has not been received.