

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

UNSTARRED QUESTION NO:3082

ANSWERED ON:13.12.2011

CONTROL ON ADVERTISEMENT CONTENT

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

- (a) whether the Government proposes to control/ban misleading /surrogate advertisements of alcohol/tobacco and other such products shown in print and electronic media as well as through hoardings;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) whether the Advertising Standards Council of India (ASCI) has proposed to hold consultations with the Government and civil society on self regulatory mechanisms for advertisement content;
- (d) if so, the details thereof;
- (e) whether the Government proposes to implement a new code to control the content of such advertisements shown in print and electronic media; and
- (f) if so, the details thereof and if not, the reasons therefor alongwith the other corrective measures taken by the Government in this regard?

Answer

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

(a), (b), (e) & (f): The Press Council of India (PCI) – a statutory autonomous body has been set up under the Press Council Act, 1978 with the objective of maintaining and improving the standards of the newspapers and news agencies in India and to inculcate principles of self-regulation among the press. In furtherance of its objectives, PCI have formed Norms of Journalistic Conduct under section 13(2)(b) of the Press Council Act, 1978 which cover the principles and ethics regarding journalism. The Norm 36 (ii) prescribes that no advertisement shall be published which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor and other intoxicants. These norms should be adhered to by the print media while accepting advertisements. So far as electronic media is concerned, Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder regulate the telecast of advertisements on private satellite TV channels. The Act does not provide for pre-censorship of the programme and advertisements on such channels. However, the Act provides that the programmes and advertisements have to be according to the Programme and Advertising Codes contained in the Act and the rules framed thereunder. Clause 2 (viii) (A) of the Advertising Code provides that no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarette, tobacco products, wine, alcohol, liquor or other intoxicants. It also provides that a product that uses a brand name or logo, which is also used for cigarettes, tobacco products, wine alcohol, liquor or other intoxicants, may be advertised on cable service subject to certain conditions. The Ministry has issued directive to all TV channels on 17th June 2010 for compliance of this rule.

(c) & (d): The Advertising Standards Council of India (ASCI) has organized a Conference on Strengthening Self-Regulation of Advertising Content in New Delhi where representatives from the Government and consumer activists from all over India participated in the discussions. ASCI have also participated in the seminar on Control of Misleading Advertisements organized by Department of Consumer Affairs in Bangalore. ASCI seeks to work with the Government to strengthen self-regulation of advertising content.