

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

STARRED QUESTION NO:351

ANSWERED ON:28.07.2009

BAN ON MISLEADING AND SURROGATE ADVERTISEMENTS

Ahir Shri Hansraj Gangaram;Rawat Shri Ashok Kumar

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

- (a) Whether the Government has received complaints regarding misleading and surrogate advertisements being depicted in the electronic/print media;
- (b) if so, the details thereof indicating the action taken thereon during each of the last three years and the current year;
- (c) whether the Government proposes to ban such advertisements by amending the relevant laws; and
- (d) if so, the details thereof?

**Answer**

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

(a) to(d) : A statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) to (d) OF LOK SABHA STARRED QUESTION NO.351 FOR ANSWER ON 28.07.2009

(a)&(b) Yes, Sir. Some instances of misleading and surrogate advertisements have been brought to the notice of the Govt. in the electronic media (private TV channels). So far as print media is concerned, complaints including those relating to misleading and surrogate advertisements are handled by Press Council of India (PCI), which is an autonomous institution under the Press Council of India Act, 1978.

The details indicating the action taken thereon during last three years and current year are annexed.

(c) & (d) As per the existing Cable TV Rules, no direct or indirect advertisement of alcoholic and tobacco products is permitted on Cable & Satellite TV Channels. Further, the Cable Rules also prohibit advertisements that are likely to lead the public to infer that the product advertised has some special property or quality, which is difficult to prove. Moreover, as per the said Rules no advertisement which violates the code of self regulation in advertising, as adopted by Advertising Standards Council of India shall be carried in the cable service which in turn provides that advertisement shall neither distort facts nor mislead the consumer.

So far as Print media is concerned, Government does not exercise any control on the content of the Print media. However, the Press Council of India monitors and takes cognizance, suo motu or on complaints, of advertisements, which 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 have formed Norms of Journalistic Conduct under Article 13(2)(b) of the Press Council Act, 1978.