

**GOVERNMENT OF INDIA
WOMEN AND CHILD DEVELOPMENT
LOK SABHA**

UNSTARRED QUESTION NO:7018
ANSWERED ON:18.05.2012
DEPICTION OF WOMEN IN ADVERTISEMENTS
Agarwal Shri Jai Prakash

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- (a) whether there has been a marked increase in the number of obscene and provocative advertisements involving women;
- (b) if so, whether the National Commission for Women has recommended amendment to the Indecent Representation of Women (Prohibition) Act, 1986;
- (c) if so, the details thereof; and
- (d) the action taken by the Government so far in this regard?

Answer

MINISTER OF STATE OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI KRISHNA TIRATH)

- (a): As per the National Crime Records Bureau (NCRB) data a total number of 1025, 845 & 895 cases under Indecent Representation of Women (Prohibition) Act, 1986 were reported in the year 2008, 2009 & 2010 respectively which shows a mixed trend.
- (b) & (c): The National Commission for Women (NCW) recommended amendments to the Indecent Representation of Women (Prohibition) Act, 1986 which include:- (i) widening the scope of the Act and extending its applicability to visual media and computer (including internet).
- (ii) creating a mechanism within the Act to ensure that the provision of the Act are implemented.
- (iii) enhancing the term of imprisonment and fine on conviction to make it more effective deterrent.
- (d): The recommendations are under consideration to the Government.