

**GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA**

UNSTARRED QUESTION NO:7396
ANSWERED ON:22.05.2012
MISLEADING ADVERTISEMENTS
Pandurang Shri Munde Gopinathrao

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) whether the Government has set up a committee to suggest ways and means to check misleading advertisements being shown in various publicity mediums;
- (b) if so, whether the Government has received the report from the above committee;
- (c) if so, the details thereof and the recommendations made therein alongwith the action taken for its implementation; and
- (d) the action proposed to be taken against those showing or publishing such misleading advertisements?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) FOR CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K. V. THOMAS)

(a) to (d): The Department of Consumer Affairs` has taken initiative to tackle the problem of Misleading Advertisement by calling a meeting of officials of various Ministries, eminent journalists, NGOs and consumer activists. First meeting was held on 4th August, 2011 which was presided by Hon`ble Minister of Consumer Affairs, Food and Public Distribution. Meeting deliberated on various ways and means to tackle the problem. Subsequent meetings have been held in Bangalore, Kolkala, Guwahali and Delhi, wherein the stakeholders presented their viewpoint.