

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

UNSTARRED QUESTION NO:1489
ANSWERED ON:21.08.2012
EXPLOITATION OF CHILDREN BY TV /FILM PRODUCERS
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the National Commission for Protection of Child Rights has issued certain guidelines to prevent exploitation of children at the hands of TV/Film producers;
- (b) if so, whether the said guidelines are not being complied with by the TV/Film producers;
- (c) if so, the reaction of the Government thereto; and
- (d) the measures being undertaken by the Government to ensure compliance of the said guidelines by TV/Film producers to check/stop exploitation of children?

Answer

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

(a) to (d) The National Commission for Protection of Child Rights issued certain guidelines to regulate child participation in TV serials, reality shows and advertisements on May 2011. These guidelines were forwarded to the Indian Broadcasting Foundation (IBF), National Broadcasters Association (NBA), Multi System Operators (MSO) Alliance and Cable Operators Federation of India (COFI) by the Min. of I & B on July 2011 with a request to circulate these guidelines among their member channels for compliance. These guidelines were also uploaded on the website of this Ministry at www.mib.nic. The IBF has also issued an advisory to their member channels on 19th July 2012 advising them to strictly adhere to and comply with the guidelines issued by the NCPCR for participation of children in TV and reality shows.

As regards Doordarshan, Prasar Bharati has informed that being public service provider, Doordarshan complies with these guidelines.

There is no pre-censorship of the programmes telecast on Television channels. However, all the channels have to comply with the Programme and Advertising Code, provided in the Cable Television Networks (Regulation) Act, 2011. Whenever any violation of such codes and guidelines are brought to the notice of the Government, action is taken as per the above Act. Government has also set up an Electronic Media Monitoring Centre to check violations on TV channels.