

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

UNSTARRED QUESTION NO:2705

ANSWERED ON:28.08.2012

MISLEADING ADVERTISEMENTS

Bapurao Shri Khatgaonkar Patil Bhaskarrao;Chitthan Shri N.S.V.;Gaikwad Shri Eknath Mahadeo;Paranjpe Shri Anand Prakash

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

- (a) whether the Government proposes to set up an investigative agency to check the veracity of the claims made by the companies in their advertisements;
- (b) if so, the details thereof;
- (c) whether the said agency is proposed to cover all sectors of the industry;
- (d) if so, the details thereof;
- (e) whether the said move has been discussed with different sections of the industry; and
- (f) if so, the details thereof and the response of the industry thereto?

**Answer**

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

(a) to (f): The Department of Consumer Affairs has taken initiative to tackle the problem of Misleading Advertisement by calling meetings of officials of various Ministries, eminent journalists, NGOs and consumer activists. In the meetings, deliberations were held on various ways and means to tackle the problem. No decision regarding any investigative agency has been taken till date.