

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

UNSTARRED QUESTION NO:2342
ANSWERED ON:12.03.2013
ADVERSE EFFECT OF ADVERTISEMENTS
Agarwal Shri Jai Prakash

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

- (a) whether the Government proposes to formulate/implement a new code to regulate the content of advertisements to avoid any adverse effect on children;
- (b) if so, the details thereof;
- (c) whether the Advertising Standards Council of India/ Government have conducted/ proposes to conduct any study in this regard; and
- (d) if not, the reasons therefor and the remedial measures proposed to be taken by the Government in this regard?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

(a) & (b): No such proposal is under consideration in this Ministry.

(c) & (d): The Advertising Standards Council of India (ASCI) has informed that they conduct studies of Advertising Codes of global self-regulatory organizations (SROs) including recommended advertising code of the International Chamber of Commerce (ICC) in order to protect children against the adverse effects of advertisements. Accordingly, ASCI has incorporated the following clauses in its Code for self-regulation in advertisements:

Chapter III (2): Advertisements addressed to minors shall not contain anything, whether in illustration or otherwise, which might result in their physical, mental or moral harm or which exploits their vulnerability. For example, advertisements:

- (a) Should not encourage minors to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels or the like.
- (b) Should not feature dangerous or hazardous acts which are likely to encourage minors to emulate such acts in a manner which could cause harm or injury.
- (c) Should not show minors using or playing with matches or any inflammable or explosive substance; or playing with or using sharp knives, guns or mechanical or electrical appliances, the careless use of which could lead to their suffering cuts, burns, shocks or other injury;
- (d) Should not feature minors for tobacco or alcohol-based products;
- (e) Should not feature personalities from the field of sports, music and cinema for products, which, by law, either require a health warning in their advertising or cannot be purchased by minors.

Advertisements should not also undermine the role of parental care and guidance in ensuring that proper food choices are made by children.