

**GOVERNMENT OF INDIA  
LABOUR AND EMPLOYMENT  
LOK SABHA**

UNSTARRED QUESTION NO:3389

ANSWERED ON:18.03.2013

EXPLOITATION OF CHILDREN FOR COMMERCIAL ADVERTISEMENTS TV SHOWS

Bapurao Shri Khatgaonkar Patil Bhaskarrao;Gaikwad Shri Eknath Mahadeo;Ganeshamurthi Shri A.;Paranjpe Shri Anand Prakash

**Will the Minister of LABOUR AND EMPLOYMENT be pleased to state:**

- (a)whether the Government is aware that children are being extremely exploited for commercial advertisements and television shows;
- (b)if so, the details thereof and the reaction of the Government thereto;
- (c)whether the exploitation of such children does not come under the purview of child labour (Prohibition and Regulation) Act, 1986;
- (d)if so, the reasons therefor; and
- (e)the corrective measures taken/being taken by the Government in this regard?

**Answer**

MINISTER OF STATE FOR LABOUR AND EMPLOYMENT (SHRI KODIKUNNIL SURESH)

(a) to (e): The Child Labour (Prohibition & Regulation) Act, 1986, prohibits the employment of children below the age of 14 years in 18 Occupations and 65 Processes. Working of children in advertisements and television shows below the age of 14 years is not prohibited under the Child Labour (Prohibition & Regulation) Act, 1986, but is covered under the regulatory provisions of the Act. However, a proposal for certain amendments in the Child Labour (Prohibition & Regulation) Act, 1986 to make it more effective is under consideration with the Government. The Child Labour (Prohibition & Regulation) Amendment Bill, 2012 has been placed in the Parliament and is presently under examination with Standing Committee. The Amendment Bill inter-alia covers.

(i) complete prohibition on employment of children below 14 years and linking the age of the prohibition with the age under Right to Free and Compulsory Education Act,

(ii) prohibition of working of Adolescents (14 to 18 years) in Mines, Explosives and hazardous occupations set forth in the Factories Act, 1948,

(iii) more strict punishment to the offenders and making the offences under the Act cognizable.