

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

UNSTARRED QUESTION NO:4783
ANSWERED ON:23.04.2013
ADVERTISEMENTS TELECAST ON DD
Agarwal Shri Jai Prakash

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

- (a) whether advertisements for promoting consumption of cigarette, tobacco, alcohol and obscene programmes have been telecast by various Doordarshan Kendras (DDKs);
- (b) if so, the details thereof; along with the reasons therefor during each of the last three years and current year, DDK-wise;
- (c) whether the Government has received any suggestions/ representations to ban the transmission of such advertisements and programmes on DDKs;
- (d) if so, the details thereof and the action taken thereon during the said period; and
- (e) the other steps taken/proposed to be taken by the Government to control/regulate such advertisements?

Answer

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

(a) to (d): Prasar Bharati has informed that Doordarshan follows its' Code for commercial Advertising which does not permit advertisements that promote consumption of tobacco and alcohol or which promote obscene programmes.

(e) This Ministry has set up an Electronic Media Monitoring Centre (EMMC) to monitor the telecast of advertisements on TV channels in accordance with the provisions of Rule 7 of the Cable Television Networks Rules, 1994, prescribed under the Cable Television Networks (Regulation) Act, 1995.

The Ministry has also set up an Inter-Ministerial Committee (IMC) to look into specific complaints or take suo-moto cognizance of the violation of the Programme and Advertising Codes. Advertising Standards Council of India (ASCI) has also been set up by the Industry as a self regulatory mechanism to take cognizance of violations of Advertising code during the telecast of Advertisements on TV channels and to take necessary action.