

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

UNSTARRED QUESTION NO:3161  
ANSWERED ON:29.08.2013  
MISLEADING ADVERTISEMENTS  
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**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether certain advertisements including misleading advertisements of cigarettes, liquor, tobacco and soda, the product of liquor companies are aired/are being aired through television channels and print media in the country;
- (b) if so, the details thereof during the last three years and the current year;
- (c) the role of the Advertising Standards Council of India (ASCI) in this regard;
- (d) whether the Government proposes to enact a comprehensive law against such misleading and exaggerated advertisements to protect the interests of consumers;
- (e) if so, the details thereof; and
- (f) the action taken by the Government to check such advertisements during the said period?

**Answer**

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

(a) & (b) Some instances of surrogate/misleading advertisements shown on private satellite/ cable television channels and published in print media have come to the notice of the Government. Details of action taken against private satellite TV channels for violation of Programme and Advertising Codes during the last three years and the current year is annexed (Annexure-I). The details of the complaints against surrogate/misleading advertisements in print media as received by the Press Council of India (PCI) during each of the last three years and the current year are also enclosed (Annexure-II).

(c) Advertising Standards Council of India (ASCI) is a self-regulatory body of advertisers. The Code adopted by the ASCI has been incorporated in the Advertising Code stipulated in Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. ASCI has set-up a Consumer Complaints Council (CCC) to consider complaints in regard to advertisements.

(d) & (e) There is no proposal to bring any new legislation at present as there is adequate provisions in the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder to regulate telecast of advertisements on private satellite/cable TV channels. Rule 7(2)

(viii) of the Advertising Code provides that no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants. Action is taken against any violations brought to the notice of the Government under the extant Rules.

So far as print media is concerned, the Press Council of India (PCI), a statutory autonomous body has been set up under the Press Council Act, 1978 for the purpose of preserving the freedom of press and for maintaining and improving the standards of newspapers and news agencies in India and also to inculcate principles of self-regulation among the press. Accordingly, PCI have formed Norms of Journalistic Conduct under section 13(2)(b) of the Press Council Act, 1978 which covers the principles and ethics of journalism. These norms should be adhered to by the print media while accepting advertisements.

(f) Details of action taken by the Government to check such advertisements, is given at Annexure-I and II.