

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

UNSTARRED QUESTION NO:895
ANSWERED ON:24.11.2009
AUTHENTICATION OF ADVERTISEMENTS
Hassan Dr. Monazir ;Joshi Dr. Murli Manohar

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

- (a) whether there exists any mechanism whereby viewers can verify the veracity of the claims being made through various advertisements telecast on Television Channels;
- (b) if so, the details thereof;
- (c) whether the Government proposes to enact a legislation to prevent the telecasting of advertisements espousing superstitions, blind faith and unverifiable claims;
- (d) if so, the details thereof; and
- (e) whether the Government proposes to make it a legal compulsion for the advertisers to guarantee the authenticity of the claims made through such advertisements; and
- (f) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a) & (b) No Sir, the existing Cable TV Networks (Regulation) Act, 1995 and rules framed thereunder do not provide any such mechanism.

(c) to (e) All TV Channels are required to adhere to the provisions of the Advertising Code prescribed under Cable TV Networks (Regulation) Act, 1995 and rules framed thereunder. Rule (7) (4) of the said rules provides that the goods and services advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986.

Rule-(7) (5) of the said rules further provides that no advertisement shall contain reference which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or supernatural property or quality, which is difficult of being proved.

(e) & (f) Apart from the above provisions, this Ministry had constituted a committee for reviewing the existing Programme and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act, 1995 and the rules framed thereunder to provide greater specificity to the provisions of existing codes. The Committee has submitted its report to the Government which is available on the website of the Ministry www.mib.nic.in under the heading "Self Regulation Guidelines 2008".