

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

UNSTARRED QUESTION NO:2992

ANSWERED ON:08.12.2009

MISLEADING ADVERTISEMENTS

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

- (a) whether any guidelines exist to safeguard the interest of the consumers from the misleading advertisements depicted in the electronic media/print media;
- (b) if so, the details thereof;
- (c) whether several advertisements are being broadcasted/ published through the electronic and print media in violation of the code of Advertising Standards Council of India;
- (d) if so, the details thereof during each of the last three years and the current year media-wise; and
- (e) the details of the action taken by the Government against such companies during the said period, company-wise and media-wise?

Answer

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

(a) & (b) Yes, Sir. So far as Electronic Media (Private Television) is concerned, all programmes and advertisements telecast on TV channels, transmitted/retransmitted through the Cable TV network, are required to adhere to the Programme and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act, 1995 and rules framed thereunder. Action is taken as per rules whenever any violation of Code is brought to the notice of the Government. This Ministry has constituted an Inter Ministerial Committee (IMC) to look into the specific complaints or suo motu take cognizance against the violation of Programme and Advertising codes and action is taken as per rules if violation is established. Government has also set up an Electronic Media Monitoring Centre (EMMC) to monitor the content of private television channels with reference to the violation of Programme and Advertising Codes.

As regards Print Media, the Government has set up the Press Council of India (PCI) which is a statutory autonomous body under the Press Council of India Act, 1978 with the twin objectives of preserving the freedom of the press and of maintaining and improving the standards of newspapers and news agencies in India and to inculcate principles of self-regulation among the press. The Government does not exercise any control over the content of print media. However, the Press Council monitors and takes cognizance, suo motu or on complaints, of advertisements, which it is prima facie satisfied, are violative of the ethics of journalistic practice. Accordingly Press Council of India, in order to prevail upon the Press to practice self-regulation has been issuing directions/appeals to newspapers/magazines to guide them in publication of advertisements etc. The Press Council of India has formed Norms of Journalistic Conduct under Article 13(2) (b) of the Press Council Act 1978.

(c) & (d) As reported by Advertising Standards Council of India (ASCI) complaints of violation of ASCI's code by electronic and print media have been received by them during last three years. A statement showing the number of complaints received by ASCI and details of action taken thereon is annexed.

(e) Action is taken against the TV channels whenever any violation of Advertising Code comes to notice. Similarly, Press Council of India also issues notices/directions to newspapers/magazines only. A statement showing the details of action taken against Electronic/Print Media for violating Advertising Code/ Norms of Journalistic Conduct of Press Council of India as well as the code of ASCI during the last three years is annexed.