

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

UNSTARRED QUESTION NO:1335
ANSWERED ON:12.12.2013
SELF REGULATION IN MEDIA
Roy Shri Arjun;Singh Shri Rajiv Ranjan (Lalan)

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

- (a) whether the Government is a votary of the principle of self-regulation in media;
- (b) if so, the facts in this regard;
- (c) whether the Government has provided any punishment for telecast of indecent and obscene contents and advertisements hurting the culture and civilization of the country despite self-regulatory mechanism being in place; and
- (d) if so, the details of the mechanism put in place for the purpose and the punishments made during the last three years through the same?

Answer

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

(a)& (b) Government has been encouraging self-regulation in media. With regard to print media, Press Council of India (PCI), a statutory autonomous body has been set up under the Press Council Act, 1978 to maintain and improve the standards of newspapers and news agencies in India and also to inculcate principles of self-regulation among the press. The PCI in furtherance of its objective under Section 13 (2) of the Act has been mandated to build up a code of conduct for newspapers, news agencies and journalists in accordance with high professional standards. Accordingly, the Press Council has formulated 'Norms of Journalistic Conduct' for adherence by the media. The same is available on their website www.presscouncil.nic.in.

Industry has also set up self-regulatory bodies for electronic media. The News Broadcasters Association (NBA), an association of News Broadcasters has formulated a Code of Ethics and Broadcasting Standards covering a wide range of principles to self-regulate news broadcasting. They have set up a two-tier self-regulatory mechanism with News Broadcasting Standards Authority (NBSA) at the second tier to entertain and decide complaints against or in respect of broadcasters in so far as these relate to the content of broadcast of its member channels. The Authority is headed by a retired Judge of the Supreme Court and has eight other members.

Indian Broadcasting Foundation (IBF), an association of non-News Broadcasters has also set up a two-tier self-regulatory mechanism with member broadcaster at the first tier and Broadcasting Content Complaint Council (BCCC) at the second tier. BCCC is headed by a retired judge of High Court/ Supreme Court. IBF has laid down Content Code & Certification Rules, 2011 covering an entire gamut of content-related principles and criteria for regulating television broadcast by member channels.

Advertising Standard Council of India (ASCI) is a self-regulatory body of advertisers. ASCI has also set-up a Consumer Complaints Council (CCC) to consider complaints in regard to advertisements on TV channels and print media.

(c) & (d) All programmes and advertisements telecast on TV channels and 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. Government has set up an Inter-Ministerial Committee (IMC) to look into the complaints of violation of Programme and Advertising Codes brought to the notice of this ministry. IMC consists of nine members from different Ministries and includes one member of ASCI too. Based on the recommendations of IMC, Ministry takes appropriate action as per rules. Details of action taken by the Government during last three years and current year are placed at Annexure-I.