

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

UNSTARRED QUESTION NO:4385
ANSWERED ON:20.02.2014
INCREASING PORTRAYAL OF WOMEN
Sugavanam Shri E.G.

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

- (a) whether the Government is aware of the increasing portrayal of women in films, televisions, advertisements and print media treating them as a commodity rather than a human being and thereby affecting the mindset of youngsters, students, etc.;
- (b) if so, whether the Government proposes to implement the new guidelines for media on portrayal of women;
- (c) if so, the details thereof; and
- (d) if not, the reasons therefor?

Answer

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

(a) to (d): On the issue of portrayal of women in films, televisions, advertisements and print media, the Ministry of Information and Broadcasting has framed separate guidelines. They are as under:

Films: The Cinematograph Act, 1952 which stipulates Guidelines for Certification of films by the Central Board of Films Certification (CBFC), lays down the following as per per Section 5B read with Guidelines issued thereunder:-

Scenes degrading or denigrating women in any manner are not presented. # Scenes involving sexual violence against women like attempt to rape, rape or any form of molestation or scenes of a similar nature are avoided, and if such incident is germane to the theme, they shall be reduced to the minimum and no details are shown.

Television and Advertisements: TV channels are required to adhere to the Programme and Advertising Codes prescribed under Cable Television Networks (Regulation) Act, 1995 and Cable Television Network Rules, 1994 framed thereunder.

Following the decision taken by the Committee of Secretaries on positive portrayal of women, the Ministry had written to three self-regulatory organizations i.e. News Broadcasters Association (NBA), Indian Broadcasting Foundation (IBF) and the Advertising Standards Council of India (ASCI) to review their codes and come up with a sustained media campaign projecting women in a positive fashion.

In respond to this NBA has stated that the News broadcasters are telecasting various programmes on women's issues in the their respective news channels which project women in a positive fashion and improves the enabling environment to ensure safety of women of this country.

IBF has responded that Broadcast Content Complaints Council (BCCC) directed its member channels to strictly adhere to the "Advisory on Portrayal of Women in Television Programmes".

Print: The Press Council of India, formulated 'Norms of Journalistic Conduct' for adherence by the Media. Norm 17 lays the guidelines for 'Obscenity and Vulgarity to be Eschewed'.