

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

UNSTARRED QUESTION NO:3693  
ANSWERED ON:13.02.2014  
REVIEW OF PROGRAMME AND ADVERTISING CODES  
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**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether the Government has constituted a Committee for reviewing the existing Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995;
- (b) if so, the details thereof including the composition of the said Committee;
- (c) whether the said Committee has submitted its recommendations and if so, the details thereof;
- (d) whether the Government has held consultation with all stakeholders on the recommendations of the Committee; and
- (e) if so, the outcome thereof and the action taken by the Government in this regard?

**Answer**

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

(a) The Ministry had constituted a committee on 03-10-2005 for reviewing the Programme and Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder and also the guidelines for certification of films prescribed under the Cinematography Act 1952.

(b) The composition of the Committee is placed at Annexure.

(c) The Committee submitted its report on 05-03-2008 in the form of "Self Regulation Guidelines for Broadcasters", a copy of which is available on the Ministry's website at [www.mib.nic.in](http://www.mib.nic.in) under the heading of Codes and Guidelines. These Self Regulation Guidelines set out the principles, guidelines and ethical practices to guide the Broadcasting Service Provider (BSP). The report has suggested two Tiers of Self Regulation i.e 1st Tier at the level of Broadcasting Service Provider and the 2nd Tier at the level of Industry. It was suggested that the Broadcasting Service Provider will have to adhere to Content Certification Rules, 2008 under the Cable Television Networks (Regulation) Act, 1995 which were proposed to replace the Programme and Advertising Code as prescribed under Rules 6 and 7 of Cable Television Networks Rules 1994. The Committee had suggested, inter-alia, that each BSP will develop its own Content Auditors to ensure compliance with the proposed Certification Rule. At the 2nd Tier of Self Regulatory Mechanism it was suggested to set up Broadcasting Consumer Complaints Committee (BCCC) which will consist of professional experts to adjudicate on public complaints and appeal.

(d) & (e) Ministry thereafter held a number of consultations with concerned Stakeholders on the recommendations of the Committee. However, no consensus could be arrived at during these consultations. Therefore, determined to take up this issue in a conclusive manner, the Ministry constituted a Task Force in 2009 under the chairmanship of Secretary, Information and Broadcasting to evolve a broad consensus on the issue, particularly on the mechanism envisaged for self-regulation. The Task Force consisting of representatives of the Ministry and the Broadcasting Industry, held wide ranging consultations with different stakeholders. A spectrum of views emerged.

Meanwhile, the News Broadcasters Association, which represents Private television news and current affairs broadcasters, as part of its self-regulation mechanism, formulated a Code of Ethics and Broadcasting Standards covering a wide range of principles to self-regulate news broadcasting. NBA also formulated News Broadcasting Standards Regulations. They set up a Two-Tier structure to deal with content related complaints- at Tier I, by the individual broadcasters and at Tier II, by News Broadcasting Standards Authority (NBSA).

Indian Broadcasting Foundation (IBF), which is a self-regulatory body of non-News and entertainment channels, has set up a mechanism for self-regulation. As part of this, IBF has laid down Content Code & Certification Rules 2011 covering an entire gamut of content-related principles and criterion for television broadcast. As part of this mechanism, a two-Tier complaints redressal system has been set up. At the Tier-I level, each Broadcaster shall set up a Standard and Practices (S&P) Department with a Content Auditor to deal with the complaints received for content aired on its channels. At the Tier II, a Broadcast Content Complaints Council (BCCC) has been set up. The BCCC has 13 Members consisting of a retired Judge of the Supreme Court or High Court as Chairperson and 12 other Members, viz. 4 eminent persons, 4 members from any National level Statutory Commissions and 4 Broadcast members.

The self-regulation mechanism put in place by the broadcasters, however, does not replace the existing regulatory function of the

Government, arising out of the extant statute, namely, Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.