

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

UNSTARRED QUESTION NO:1941  
ANSWERED ON:23.07.2014  
COMMITTEE TO MONITOR ADVERTISEMENTS  
Chandumajra Shri Prem Singh

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

- (a) whether the Government proposes to constitute a monitoring committee to verify the veracity of the claims being made in the advertisements telecast in the country;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) whether the Government has received any such requests earlier;
- (d) if so, the details thereof during each of the last three years and the current year; and
- (e) the action taken by the Government in this regard so far?

**Answer**

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING; ENVIRONMENT, FOREST AND CLIMATE CHANGE AND MINISTER OF STATE FOR THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI PRAKASH JAVADEKAR)

(a) to (e): A Monitoring Committee has been constituted on 21.02.2014 by Ministry of Consumer Affairs, Food & Public Distribution. A copy of the Office Memorandum is enclosed at Annexure. The Monitoring Committee shall:

- i) Monitor misleading advertisement and unfair trade practices arising thereto and suggest steps accordingly;
- ii) Identify and recommend appropriate legislative measures;
- iii) Suggest on an on-going basis institutional measures for intervention in this regard;
- iv) Any other matter relevant to the problem.