

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

UNSTARRED QUESTION NO:3990

ANSWERED ON:20.03.2015

WOMEN PROTRAYAL

Sanghamita Dr.(Smt.) Mantaz,Sigriwal Shri Janardan Singh

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

(a) whether the Government is aware of the tendency to present woman in indecent way through dirty jokes, violence and vulgarity and it is on the rise in advertisements, films and television serials including print media in the country;

(b) if so, the details of complaints received by the Government in this regard along with the action taken by the Government during each of the last three years and the current year; and

(c) the steps taken by the Government for providing value based moral education through TV serials and to bring about media drive on crimes against woman?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING  
{COL. RAJYAVARDHAN RATHORE (Retd.)}

(a) & (b): No such study has been brought to the notice of the Government. However, on the issue of portrayal of women in films, television, advertisements and print media, the Ministry of Information & Broadcasting has framed separate guidelines. These are as under :-

Films : The Cinematograph Act, 1952 which stipulates Guidelines for Certification of films by the Central Board of Film Certification(CBFC), lays down the following in Section 5 B 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 advertisement : As per existing regulatory framework, the telecast of programmes and advertisements on private satellite TV channels and transmitted/ retransmitted through the Cable TV network are required to adhere to the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Network Rules, 1994 framed thereunder. Action is taken as per rules suo motu and whenever violation of these codes is brought to the notice of the Ministry. These codes contain a whole range of parameters to regulate programmes and advertisements including content of vulgarity, obscenity, indecency and violence in TV programmes and advertisements. Specific provisions are available in the Programme and Advertising Codes to promote positive portrayal of the women which are as under:

Rule 6 (1) ( k) of the Programme Code contained in the Cable Television Networks (Regulation) Act, 1995 provides that No programme should be carried in the cable service which denigrates women through the depiction in any manner of the figure of a women, her form or body or any part thereof in such a way as to have the effect of being indecent, or derogatory to women, or is likely to deprave, corrupt or injure the public morality or morals.

Rule 6 (2) of the Programme Code contained in the Cable Television Networks (Regulation) Act, 1995 provides that the cable operator should strive to carry programmes in his cable service which project women in a positive, leadership role of sobriety, moral and character building qualities.

Rule 7 (2) (vi) of the Advertising Code contained in the Cable Television Networks (Regulation) Act, 1995 provides that no advertisement shall be permitted which in its depiction of women violates the constitutional guarantees to all citizens. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasises passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The cable operator shall ensure that the portrayal of the female form, in the programmes carried in his cable service, is tasteful and aesthetic, and is within the well-established norms of good taste and decency.

Details of action taken on violation of Programme and Advertising Codes by private satellite TV channels for telecast of content containing vulgarity, obscenity, indecency and violence in the last three years and the current year are placed at Annexure-I.

Print Media : The 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 formulated 'Norms of Journalistic Conduct' for adherence by the print media. The relevant Norm 17 on the issue of obscenity and vulgarity to be eschewed' framed by PCI is enclosed at Annexure-II. The PCI takes cognizance, suo-motu or on complaints, of the contents in print media which are in violation of the 'Norms of Journalistic Conduct'. A list of complaints adjudicated by the Council during the years 2011-12 & 2012-13 is enclosed as Annexure-III, whereas during 2013-14 and 2014-15, no case has been adjudicated by the Council.

(c): Following the decision taken by a Committee of Secretaries on positive portrayal of women, the Ministry had written to self-regulatory organisations i.e. News Broadcasters Association (NBA), Indian Broadcasting Foundation (IBF), the Advertising Standards Council of India (ASCI) and Central Board of Film Certification (CBFC) to come up with a sustained media campaign projecting women in a positive fashion. In response to this NBA has stated that the News Broadcasters are telecasting various programmes on women's issue in 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 Complaint Council (BCCC) directed its members channels to strictly adhere to the "Advisory on Portrayal of Women in Television Programmes". CBFC organised a three days workshop where presentations / panel discussions were held on the following topics:-

# On-Screen Violence and the Culture of Cuss Words

# Sex, Nudity, Dance Numbers and The Kiss'

A panel discussion on the topic 'Depiction of Women in Indian Cinema' was also organized during the event.