

**GOVERNMENT OF INDIA  
WOMEN AND CHILD DEVELOPMENT  
LOK SABHA**

STARRED QUESTION NO:86

ANSWERED ON:22.07.2016

Indecent Representation of Women in Advertisements

Verma Shri Anshul

**Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:**

- (a) whether the Government has taken cognizance of indecent representation of women in the advertisements in recent times and if so, the details thereof;
- (b) the details of cases reported under the Indecent Representation of Women (Prohibition) Act, 1986 during the last three years and the current year, State/UT-wise; and
- (c) the steps being taken by the Government to check violation of the Act so as to prevent indecent representation of women and make the Act more stringent?

**Answer**

MINISTER OF WOMEN AND CHILD DEVELOPMENT  
(SHRIMATI MANEKA SANJAY GANDHI)

- (a) to (c) A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 86 FOR 22.07.2016 SHRI ANSUL VERMA REGARDING INDECENT REPRESENTATION OF WOMEN IN ADVERTISEMENTS

- (a) Ministry of Information & Broadcasting has informed that instances of obscene and vulgar advertisements on private satellite TV channels and print media are brought to the notice of the Government from time to time and action is taken against them on case to case basis.
- (b) As per the National Crime Records Bureau (NCRB) data which is available upto 2015, a total of 141, 362, 47 and 142 cases were reported in the country under Indecent Representation of Women (Prohibition) Act, 1986 during last five year i.e 2012, 2013, 2014 and 2015 respectively which show a mixed trend. The state-wise details of cases reported under the Indecent Representation of Women (Prohibition) Act, 1986 during the last four years is annexed.
- (c) The Indecent Representation of Women (Prohibition) Act, 1986 has provisions prohibiting indecent representation of women through advertisements, publications, pamphlets, etc. Any person who contravenes the provisions of the Section 3 and Section 4 of the Act shall be punishable with imprisonment and fine.  
The Government of India regularly conducts awareness generation programmes and publicity campaigns on various laws relating to women including the Indecent Representation of Women (Prohibition) Act, 1986 through workshops, fairs, cultural programmes, seminars, training programmes etc. Further, advertisements are regularly brought out in the print and electronic media to create awareness on laws relating to rights of women.

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