

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

UNSTARRED QUESTION NO:2089
ANSWERED ON:05.12.2014
SUPERSTITIOUS PROGRAMMES
Patle Smt. Kamla Devi;Singh Shri Sushil Kumar

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

- (a) whether various private television channels are broadcasting programmes based on magic and superstitions;
- (b) if so, the details thereof and the number of such cases reported along with the action taken thereon during each of the last three years and the current year, channel- wise;
- (c) the steps taken/proposed to be taken by the Government to check airing of such programmes;
- (d) whether the Government has made any assessment regarding ill-effects of television programmes on the society; and
- (e) if so, the details thereof and corrective measures taken by the Government in this regard?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.))

(a) to (e): Some instances of programmes in private satellite/cable television, promoting superstition have been brought to the notice of the Government. A statement showing the details of action taken against various TV channels for showing programmes spreading superstition during each of the last three years and the current year is Annexed. All programmes and advertisements telecast on TV channels, transmitted/retransmitted through the Cable TV network, are required to adhere to the Programme and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act, 1995 and rules framed thereunder. The Act does not provide for pre-censorship of programmes or advertisements being telecast on private satellite/cable television channels. However, action is taken as per rules whenever any violation of Code is brought to the notice of the Government. Rule 6(1)(j) of the Programme Code provides that no programme can be transmitted/re-transmitted through Cable Service which encourages superstition or blind-belief. Rule 7(5) of the Advertising Code provides that no advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved.

This Ministry has constituted an Inter Ministerial Committee (IMC) to look into the specific complaints or suo motu take cognizance against the violation of Programme and Advertising codes and action is taken as per rules if violation is established. Government has also set up an Electronic Media Monitoring Centre (EMMC) to monitor the content of private television channels with reference to the violation of Programme and Advertising Codes. State level monitoring committees have been set up in 18 States and 5 Union Territories and District level monitoring committees have been set up in 285 Districts all over the Country to monitor the programmes being carried in cable television.

This Ministry has also issued advisory dated 17-11-2011 and 07.06.2013 to the Indian Broadcasting Foundation (IBF) and the News Broadcasters Association (NBA) to impress upon the private television channels not to carry programmes and advertisements which are not in accordance with Rules 6(1)(j) and 7(5) of the Programme and Advertising Codes.