

**GOVERNMENT OF INDIA  
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
LOK SABHA**

UNSTARRED QUESTION NO:3720  
ANSWERED ON:16.12.2014  
MISLEADING ADVERTISEMENTS  
Mahajan Smt. Poonam

**Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:**

(a) whether the Government is collaborating with the Advertising Standards Council of India for launching a scheme to check the proliferation of misleading advertisements; and

(b) if so, the details thereof indicating the sectors proposed to be covered thereunder?

**Answer**

THE MINISTER OF STATE FOR CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI RAOSAHEB PATIL DANVE)

(a) & (b): Advertising Standards Council of India is a member of the Inter-Ministerial Monitoring Committee (IMMC) on misleading advertisements which has been constituted in the Department of Consumer Affairs for monitoring Misleading Advertisements & Unfair Trade Practices appearing in print and other outdoor media. Advertising Standards Council of India is also one of the members of the Inter-Ministerial Committee (IMC) constituted in Ministry of Information and Broad-casting for regulation of content aired on Television channels. All sectors of advertisement in media get covered within the purview of the two Committees.