

WRITTEN ANSWERS TO QUESTIONS

[English]

Multi-National Cigarette Companies in Hotel Trade

*1. SHRI RAM BHAGAT PASWAN: Will the Minister of LABOUR be pleased to state:

(a) whether Government are aware that some multi-national cigarette companies have entered into hotel trade;

(b) whether Government are aware of any violations of labour laws committed by these multi-nationals by transferring workers from one unit to other or by not recording their attendance; and

(c) if so, the nature of these violations and the action taken or proposed against them?

THE MINISTER OF STATE OF THE MINISTRY OF LABOUR (SHRI P.A. SANGMA): (a) Messrs ITC Ltd., an Indian Company manufacturing cigarettes, and with foreign share holding, has entered the hotel trade.

(b) and (c). The Central Government have no information regarding any complaints of such violations of labour laws. However, it is the State Governments which are the appropriate Governments for dealing with any such violations, if and when they come to light.

New Advertisement Code for Doordarshan

*2. SHRI SHANTARAM NAIK: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the proposed new advertisement code to be adopted by the Doordarshan has come into force,

(b) the date from which the same has come into force;

(c) whether it has a statutory sanction;

(d) if so, under which provision of law the same has been enforced; and

(e) the salient features of the code?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI A. K. PANJA):

(a) Yes, Sir.

(b) 1st April, 1987

(c) No, Sir.

(d) and (e). A Statement is given below.

STATEMENT*Salient features of the Code for Commercial Advertisement on T V*

1 Advertising shall be so designed as to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people

2 No advertisement shall be permitted which—

- (i) derides any race, caste, colour, creed and nationality,
- (ii) is against any of the directive principles, or any other provision of the Constitution of India,
- (iii) tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way,
- (iv) presents criminality as desirable,
- (v) adversely affects friendly relations with foreign States,
- (vi) exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or State Dignitary;
- (vii) relates to or promotes cigarettes

and tobacco products, liquor, wines and other intoxicants;

- (viii) in its depiction of women violates the constitutional guarantees to all citizens such as equality of status and opportunity and dignity of the individual. 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 encourage them to play a subordinate, secondary role in the family and society. The portrayal of men and women should not encourage mutual disrespect between the sexes. Advertiser shall ensure that the portrayal of the female form is tasteful and aesthetic, and is within the well established norms of good taste and decency.

3. No advertisement message shall in any way be presented as News.

4. No advertisement shall be permitted the objects whereof are wholly or mainly of a religious or political nature; advertisements must not be directed towards any religious or politician and or have any relation to any industrial dispute.

5. Advertisements for services concerned with the following shall not be accepted;

- (i) Money lenders;
- (ii) Chit Funds;
- (iii) Saving schemes and lotteries other than those conducted by Central and State Government Organisations, Nationalised or recognised banks and Public Sector Undertakings;
- (iv) Matrimonial agencies;
- (v) Unlicensed employment services;
- (vi) Fortune tellers or sooth-sayers etc, and those with claims of hypnotism;
- (vii) Foreign goods and foreign banks;
- (viii) Betting tips and guide books etc,

relating to horse-racing or other games of chance.

6. The items advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986.

7. 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, e.g. cure for baldness, skin whitener, etc.

8. No advertisement shall contain the words 'Guarantee' or 'Guaranteed', etc. unless the full terms of the guarantee are available for inspection by the Director General, Doordarshan, and are clearly set out in the advertisement and are made available to the purchaser in writing at the point of sale or with the goods. In all cases terms must include details of the remedial action available to the purchaser. No advertisement shall contain a direct or implied reference to any guarantee which purports to take away or diminish the legal rights of a purchaser.

9. Scientific or statistical excerpts from technical literature etc., may be used only with a proper sense of responsibility to the ordinary viewer. Irrelevant data and scientific jargon shall not be used to make claims appear to have a scientific basis they do not possess. Statistics of limited validity should not be presented in a way as to make it appear that they are universally true.

10. Advertisers or their agents must be prepared to produce evidence to substantiate any claims or illustrations. The Director General reserves the right to ask for such proofs and get them examined to his full satisfaction. In case of goods covered by mandatory quality control orders, the advertiser shall produce quality certificate from the institutions recognised by the Government for this purpose.

11. Advertisements shall not contain disparaging or derogatory references to another product or service.

12. Imitation likely to mislead viewers shall be avoided.

13. Visual and verbal representation of actual and comparative prices and costs shall be accurate and shall not mislead on account of undue emphasis or distortion.

14. Testimonials must be genuine and used in a manner not to mislead the viewers. Advertisers or Advertising Agencies must be prepared to produce evidence in support of their claims.

15. The picture and the audible matter of the advertisement shall not be excessively 'loud'. This is to ensure that between the programme and the advertisement there is a smooth change over avoiding jerkiness or shock to the viewers.

16. No advertisement of any kind of jewellery or precious stones shall be accepted

17. Information to consumers in matters of weight, quality or prices of products where given shall be accurate.

18. Advertisements indicating prices comparisons or reductions must comply with relevant laws.

Working of comprehensive Crop Insurance Scheme

*3, SHRI RAM BAHADUR SINGH: Will the Minister of AGRICULTURE be pleased to state:

(a) whether the High Powered Committee set-up to undertake an indepth and critical review of the functioning of the Comprehensive Crop Insurance Scheme has submitted its report;

(b) if so, what policy changes have been suggested by the Committee to improve

the future functioning of the Scheme; and

(c) what are the other main recommendations of this Committee?

THE MINISTER OF AGRICULTURE (DR. G.S. DHILLON): (a) No, Sir.

(b) and (c). Does not arise.

Telecast of Advertisements before "Ramayana" Serial

*4. SHRI RAM PYARE PANIKA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the serial 'Ramayana' is telecast on Sundays between 9.30 a.m. and 10.15 a.m.;

(b) whether considerable portion of the allotted time for this popular serial is devoted to advertisements;

(c) whether Government propose to reduce the number of the advertisements; and

(d) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI A. K. PANJA): (a) Yes, Sir. The time is allotted for the serial is between 9.30 a.m. and 10.15 a.m.

(b) No, Sir.

(c) and (d). Since the duration of the allotted time for the serial has not been reduced to accommodate advertisements, the number of advertisements presently being telecast is not proposed to be reduced.

New Consumer Price Index

*5. SHRI INDRAJIT GUPTA:
SHRI C. JANGA REDDY:

Will the Minister of LABOUR be pleased to state: