

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA  
STARRED QUESTION NO. 4  
TO BE ANSWERED ON 21/06/2019**

**MISLEADING ADVERTISEMENTS**

**\*4. SHRI DR. (PROF.) KIRIT PREMJI BHAI SOLANKI:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government has taken cognizance of the rise in misleading advertisements in different media including television in the country;
- (b) if so, the details of the complaints received about such campaigns/ advertisements and the action taken against brands and channels for violating the norms/ guidelines;
- (c) the steps taken by the Government to monitor the contents of the advertisements being telecast;
- (d) the role of the Advertising Standards Council of India (ASCI) and the details of their evaluation report, if any, on misleading advertisements; and
- (e) the proposals and the directions of the Government in this regard?

**ANSWER**

**THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;  
AND MINISTER OF INFORMATION AND BROADCASTING  
(SHRI PRAKASH JAVADEKAR)**

(a) to (e): A Statement is laid on the Table of the House.

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**STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK  
SABHA STARRED QUESTION No. 4 FOR ANSWER ON 21.06.2019**

(a) & (b): The Government has put in place an institutional mechanism to deal with the matters of misleading advertisements. Towards this end, Cable Television Networks (Regulation) Act, 1995 provides for Advertising Code for monitoring the advertisements shown on TV. In 2015, the Department of Consumer Affairs (DoCA) launched a portal - Grievances Against Misleading Advertisements (GAMA), to enable consumers to register their grievances against misleading advertisements.

(c) to (e): The Ministry of Information & Broadcasting had constituted a standing and permanent Inter Ministerial Committee in 2005 under Section 20 of the Cable Television Networks (Regulation) Act, 1995 to examine content related matters of programmes and advertisements telecast on TV.

In so far as Print Media is concerned, the Press Council of India (PCI), set up under the Press Council Act, 1978 is mandated 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 Advertising Standards Council of India (ASCI), a voluntary self-regulatory organization, looks into complaint across all media such as Print, TV, Radio, hoardings, SMS, e-mailers, Internet/ web-site, product packaging, brochures, promotional material and point of sale material etc.

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