

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

**RAJYA SABHA  
UNSTARRED QUESTION No. 1516  
TO BE ANSWERED ON 01/01/2018**

**PROHIBITION ON BROADCAST OF CONDOM ADVERTISEMENTS**

**1516. PROF. M. V. RAJEEV GOWDA:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) the reasons for the Ministry's order prohibiting the broadcast of condom advertisements on television between 6 a.m. and 10 p.m.;
- (b) whether it has consulted experts to establish a link between condom advertisements and its impact on children;
- (c) if so, the details thereof;
- (d) if not, the reasons therefor; and
- (e) the details of the categories of advertisements that have been restricted to 10 p.m. and 6 a.m. or banned in accordance with the Rule 7 (7) and (8) of the Cable Television Network Rules, 1994?

**ANSWER**

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

(a) to (d): This Ministry received several complaints from the public and through Maharashtra State Women Commission against the condom advertisements which were allegedly indecent/ inappropriate for viewing by children. The complaints were referred to Advertising Standards Council of India (ASCI) which is a representative body of advertisers and advertising agencies. The Consumer Complaints Council (CCC) of ASCI recommended that Ministry may advise all TV channels to ensure that the Condom advertisements are aired only between 10.00 p.m. and 6.00 a.m. as these advertisements are meant to be seen only by the adults.

After due consideration of ASCI's recommendation, the Ministry vide Advisory dated 11.12.2017 issued to all TV channels, drew their attention to Rule 7(7) Advertising Code of the Cable Television Networks Rules, 1994 which specifically states that "No advertisement which endangers the safety of children or create in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall not be carried in the cable service" and Rule 7(8) thereof which specifically states that indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements and advised them that such advertisements may be telecast only between 10.00 P.M and 6.00 A.M.

(e): As per the Advisory dated 11.12.2017 issued to all TV channels by this Ministry, advertisements of condoms which are for a particular age group and could be indecent/inappropriate for viewing by children are to be telecast between 10:00 PM and 6:00 AM. However, it has been clarified to M/o Health and Family Welfare that advertisements on safe sex without sexually objectifying women and/ or without carrying sexually explicit content and without violating the Programme and Advertising Codes. contained in Cable Television Networks Rules, 1994 may be continued to be promoted.

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