

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

**RAJYA SABHA
UNSTARRED QUESTION No. 1517
TO BE ANSWERED ON 01/01/2018**

MISLEADING ADVERTISEMENTS IN MEDIA

1517. DR. KANWAR DEEP SINGH:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether Government is aware of misleading and surrogate advertisements in media even by public idols.;
- (b) if so, whether there is any law to prevent these and also restraining big names from doing so;
- (c) the reasons for not enforcing that law; and
- (d) if not, the action being taken in this regard?

ANSWER

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

(a) to (d): Ministry of Consumer Affairs, Food & Public Distribution has informed that the Government is aware that misleading advertisements in the media are endorsed by celebrities. The Department of Consumer Affairs has already introduced the Consumer Protection Bill 2015 in Parliament. The Parliamentary Standing Committee on Food, Consumer Affairs & Public Distribution examined the Bill and has made several recommendations including provision for punishment for celebrity endorsement for misleading advertisements.

Further, it is stated that all advertisements telecast on private satellite TV channels are regulated in accordance with the Advertising Code prescribed in Rule 7 of the Cable Television Networks Rules, 1994 enshrined in the Cable Television Networks (Regulation) Act, 1995.

Appropriate action is taken as per Cable Television Networks (Regulation) Act, 1995 in case of violations of the said code.
