

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

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1829**  
**(TO BE ANSWERED ON 17.03.2022)**

**MISLEADING ADVERTISEMENTS ON DOORDARSHAN**

**1829. SHRI T.G. VENKATESH:**

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government has taken note of the misleading advertisements broadcasted extensively on Doordarshan and other media giving wrong and incomplete information to the people; and
- (b) if so, the remedial measures adopted to obviate such advertisements in the future?

**ANSWER**

**THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH THAKUR)**

(a) & (b): All advertisements telecast on Doordarshan and all private satellite TV channels are regulated in accordance with the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995. The Ministry issues advisories from time to time to broadcasters for ensuring compliance to the Advertising Code and also takes action in case of violation.

The Department of Consumer Affairs has launched an online portal called GAMA (Grievance Against Misleading Advertisements) in 2015 where consumers can lodge complaints relating to misleading advertisements.

Under the Consumer Protection Act 2019, a Central Consumer Protection Authority (CCPA) has been established w.e.f. 24.07.2020 which inter-alia looks into misleading advertisements either suo-motu or on complaints or on directions from the Central Government.

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