

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION NO. 1374
TO BE ANSWERED ON 06/12/2024

TELECAST OF OBSCENE ADVERTISEMENTS IN TELEVISION CHANNELS

1374. DR. M. THAMBIDURAI:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether it has come to the notice of Government that obscene advertisements are being telecast in some television channels;
- (b) if so, the details thereof and the response of Government thereto; and
- (c) the steps taken by Government to stop such advertisements from being telecast?

ANSWER

**MINISTER OF STATE FOR INFORMATION & BROADCASTING AND
PARLIAMENTARY AFFAIRS (DR. L. MURUGAN)**

(a) to (c) : All advertisements telecast on private TV channels are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and the rules framed thereunder. The Advertising Code, inter-alia, stipulates that indecent, vulgar, suggestive, repulsive and offensive themes or treatment shall be avoided in all advertisements. The Government issues advisories from time to time to private TV channels for adherence to the Advertising Code.

There is a three-level Grievance Redressal Mechanism established under the Cable Television Networks (Amendment) Rules, 2021 for redressal of grievances related to violation of Programme Code and Advertising Code, which includes self-regulation by broadcasters, self-regulation by self-regulating bodies of the broadcasters and an oversight mechanism of the Central Government. Appropriate action is taken wherever violation of the Advertising Code is found by issuance of Advisories, Warnings, Apology Scroll Orders and Off-air orders, etc.

During the last three years, 73 complaints relating to telecast of obscene/ indecent/ vulgar advertisements were received and these complaints have been suitably addressed as per the three-level grievance redressal mechanism.
