

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 564
TO BE ANSWERED ON 29/11/2024**

MEASURES TO PREVENT ADVERTISEMENTS PROMOTING SUPERSTITIOUS PRODUCTS

564. SHRI SANJEEV ARORA:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) the number of advertisements promoting superstitious products or services that were identified, investigated, and penalized in the last three years;
- (b) the measures in place to prevent advertising of products or services that exploit peoples superstitions or claim unproven benefits through occult practices; and
- (c) whether Government plans to increase public awareness about misleading advertisements and take steps to educate citizens on identifying such practices?

ANSWER

**MINISTER OF RAILWAYS, INFORMATION AND BROADCASTING,
ELECTRONICS AND INFORMATION TECHNOLOGY (SHRI ASHWINI
VAISHNAW)**

(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 provides that 'no advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved'.

The Government issues advisories from time to time to private TV channels for adherence to the Advertising Code. During the last three year and current year, 6 Advisories have been issued for adherence to the Advertising Code. 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 and current year, 1246 complaints relating to violation of Advertising Code including misleading advertisements were received and these complaints have been suitably addressed as per the three tier grievance redressal mechanism.

Advertisements in Print Media are governed by 'Norms of Journalistic Conduct' issued by Press Council of India under the Press Council Act, 1978 which, inter-alia, contains Norms to be followed for publishing of advertisements.

The Central Consumer Protection Authority (CCPA) under Ministry of Consumer Affairs has issued "Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 which, inter-alia, prescribe conditions to be adhered to in respect of advertising including duties of manufacturer, service provider, advertiser and advertising agency."
