

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

**LOK SABHA  
UNSTARRED QUESTION NO. 6311  
TO BE ANSWERED ON 12/04/2017**

**WOMEN IN MEDIA**

**6311. SHRI K.N.RAMACHANDRAN:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the media is portraying women indecently;
- (b) if so, the details thereof and the reasons therefor;
- (c) the action taken by the Government on such motivated propoganda against women; and
- (d) the steps taken by the Government to safeguard the safety/modesty of women?

**ANSWER**

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

(a) to (d): All programmes and advertisements telecast on private satellite TV channels and transmitted/re-transmitted through the Cable TV network are regulated under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Network Rules, 1994 framed thereunder. The Act does not provide for pre-censorship of any programme and advertisement telecast on such TV channels. However, it prescribes that all programmes and advertisements telecast on such TV channels should be in conformity with the prescribed Programme Code and Advertising Code enshrined in the said Act and the rules framed thereunder, which contain a whole range of parameters to regulate programmes and advertisements including content regarding portrayal of women in various Programme and Advertisment on TV channels.

Rule 6(1)(k) of Programme Code specifically provides 'No programme should be carried in the cable service which denigrates women through the depiction in any manner of the figure of a women, her form or body or any part thereof in such a way as to have the effect of being indecent, or derogatory to women, or is likely to deprave, corrupt or injure the public morality or morals.'

Rule 6(2) of Programme Code provides that the cable operator should strive to carry programmes in his cable service which project women in a positive, leadership role of sobriety, moral and character building qualities.

Rule 7(2)(vi) of Advertising Code provides that 'No advertisement shall be permitted which in its depiction of women violates the Constitutional guarantees to all citizens. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasizes passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The cable operator shall ensure that the portrayal of the female form, in the

programmes carried in his cable service is tasteful and aesthetic, and is within the well established norms of good taste and decency.'

Action is taken whenever any violation of Programme and Advertising Codes is brought to the notice of the Ministry. Details of action taken on violation of Programme and Advertising Codes by private TV channels for telecast of content of indecency/obscenity/vulgarity in TV programmes and Advertisements in the last three years and the current year are enclosed at **Annexure**.

An Inter-Ministerial Committee (IMC) has been set up in the Ministry to look into the specific complaints or suo-motu take cognizance of violation of Programme and Advertising Codes. The IMC has representatives from the Ministries of Home Affairs, Defence, External Affairs, Law, Women and Child Development, Health & Family Welfare, Consumer Affairs, Information & Broadcasting and a representative from the industry in Advertising Standards Authority of India (ASCI). Apart from this, the Ministry has also issued directions to States to set up District level and State level Monitoring Committees to regulate content telecast on cable TV channels.

Government encourages self-regulation in broadcasting industry. The following are the self-regulatory mechanisms established by industry bodies which, inter-alia, deal with the complaints relating to portrayal of women in programmes and advertisements on TV channels:

- (i) News Broadcasters Association (NBA) – a representative body of news and current affairs TV channels has set up News Broadcasting Standards Authority (NBSA), headed by retired Supreme Court / High Court judge, to consider complaints against or in respect of broadcasters relating to content of any news and current affairs telecast on TV channels.
- (ii) Indian Broadcasting Foundation (IBF), which is a representative body of non-news & current affairs TV channels, has set up Broadcasting Content Complaints Council (BCCC) headed by retired Supreme Court / High Court judge to examine the complaints relating to content of television programmes.
- (iii) Advertising Standards Council of India (ASCI), established in 1985, has set up Consumer Complaints Council (CCC) to consider complaints in respect of advertisements.

The existing provisions contained in the Programme & Advertising Codes and the existing mechanism are considered adequate to regulate content of private satellite TV channels including safeguarding the positive portrayal of women.

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## ANNEXURE

### ANNEXURE AS REFERRED TO IN PARTS (a) to (d) OF LOK SABHA UNSTARRED QUESTION No. 6311 FOR 12.04.2017

#### Details of action taken on violation of Programme and Advertisement code by private TV channels for telecast of content of indecency/obscenity/vulgarity in last three years and current year.

#### Year – 2014

S.No.	Name of the Channel	Nature of violation	Details of action taken
1.	WB	Telecast of a "V/UA" certified film "It's a Boy Girl Thing" showing obscene and women denigrating content	An order dated 16.01.2014 was issued for taking the channel off air for one day.
2.	Lemon News	Telecast a news report, revealing the identity of the sexually abused women	A warning dated 10.03.2014 was issued to channel
3.	Amrita TV	Telecast of 'A' Certified film, 'The Don'	A warning dated 27.03.2014 was issued to channel
4.	All channels	TV Channels continue Telecast Films without displaying CBFC Certificates.	An Advisory dated 29.05.2014 was issued to all TV Channels.
5.	Vasanth TV	Telecast a programme called 'Vaimaye Vellum' revealed the identity of sexually abused minor children	A warning dated 27.08.2014 was issued to the channel

#### Year 2015

S.No.	Name of the Channel	Nature of violation	Details of action taken
6.	NTV	Telecast a song-based programme 'Cine Colors'	An order dated 19.01.2015 was issued to the channel for taking the channel off air for seven day.
7.	NTV	Telecast of news report revealed the identity of sexual harassment minor boy	A Warning dated 23.03.2015 was issued to channel
8.	Satlon News	Telecast of News report about a private corporate party organised in a five star hotel on the Pune-Mumbai highway	An order was issued on 27.03.2015 to the channel to prohibit the transmission or re-transmission of channel for 30 day.
9.	Jai Hind	Telecast of 'A'; certified film, titled 'Hai Harithe'	An order was issued on 07.04.2015 to the channel to prohibit the transmission or re-transmission of channel for one day.
10.	Russia Today TV	Telecast of obscene programme 'Crazy Alert'	An Advisory dated 06.07.2015 was issued to the channel.
11.	A2Z News TV	The Channel telecast news reports on various date and revealed the identity of Sexually assaulted minor victims	A warning dated 07.08.2015 was issued to the channel.

## Year 2016

S.No.	Name of the Channel	Nature of violation	Details of action taken
12.	Care World	Telecast of a programme "Kya Karun Main AB?" on unnatural sex.	A warning dated 24.05.2016 was issued to the channel.
13.	F TV	Telecast of a programme namely fotos in alleged violation of the programme code	An Advisory dated 25.05.2016 issued to the channel
14.	CVR English News Channel	Telecast of News bulletins showing disturbing visuals of dead bodies	An Advisory dated 25.05.2016 issued to the channel
15.	Oscar Movies	Telecast of 'A' certified films on various dates.	An Advisory dated 06.06.2016 issued to the channel
16.	Care World	Telecast of obscene programme 'Kya Karu Main Aab'	An order was issued on 02.11.2016 to the channel to prohibit the transmission or re-transmission of channel for seven days.
17.	News Time Assam	Telecast of news report revealing the identity of minor boy	An order dated 2.11.2016 was issued to the channel to prohibit the transmission or re-transmission of channel for one day ( to carry out the three awards of one day off air concurrently)
	News Time Assam	Telecast of News bulletins showing disturbing visuals of dead bodies	
	News Time Assam	Telecast of News story defaming the image of MLA and denigrating women.	
18.	MBC TV	Telecast of news report revealing the identity of sexually assaulted victims.	A Warning dated 29.11.2016 issued to the channel

## Year 2017

S.No.	Name of the Channel	Nature of violation	Details of action taken
NIL			

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