

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

**LOK SABHA  
STARRED QUESTION No. 254  
TO BE ANSWERED ON 04/01/2018**

**ADVERTISEMENTS PROMOTING CONDOMS**

**\*254. SHRIMATI KIRRON KHER:  
SHRI KONAKALLA NARAYANA RAO:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government has issued an advisory/order to TV channels not to telecast advertisements promoting condoms between 6 a.m. and 10 p.m., if so, the details thereof and the reasons therefor;
- (b) the compensatory measures taken by the Government to create awareness regarding protected sex as these advertisements were the major source of awareness about condoms;
- (c) whether the Government has noticed any violation of the instructions issued to television channels in the matter during the recent past and if so, the details thereof along with the action taken by the Government in this regard;
- (d) whether the condom companies are likely to incur loss due to this ban and if so, the details thereof; and
- (e) whether the Government is also considering to ban other kind of commercials which promote promiscuity on television and if so, the details thereof?

**ANSWER**

**THE MINISTER OF INFORMATION & BROADCASTING  
(SMT. SMRITI ZUBIN IRANI)**

(a) to (e): A Statement is laid on the Table of the House.

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**STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA  
STARRED QUESTION NO. 254 FOR ANSWER ON 04.01.2018**

(a) & (b) This Ministry received several complaints from the public against the condom advertisements which were allegedly indecent/ inappropriate for viewing by children. The complaints were referred to Advertising Standards Council of India (ASCI) which is a representative body of advertisers and advertising agencies. ASCI suggested that Ministry of Information & Broadcasting may advise all TV Channels to ensure that the condom advertisements are aired only between 10:00 PM to 6:00 AM as these advertisements are meant to be seen only by the adults.

Accordingly, after due consideration, this Ministry issued an Advisory dated 11.12.2017 advising all TV channels that advertisements of condoms which are for a particular age group and could be indecent/inappropriate for viewing by children be telecast between 10:00 PM and 6:00 AM to avoid exposure of such material to children and to ensure strict adherence to the provisions contained in the Cable Television Networks Rules, 1994. However, it has been clarified to M/o Health and Family Welfare that advertisements which do not sexually objectify women and are aimed at informing citizens regarding devices/products/medical interventions to ensure safe sex are not covered under the said advisory. It was also mentioned that advertisements on safe sex may be continued to be promoted without sexually objectifying women and/or without carrying sexually explicit content and without violating the Programme and Advertising Codes contained in Cable Television Networks Rules, 1994.

(c) No such violation has been brought to the notice of the Ministry.

(d) No such study has been done in this regard.

(e) Presently there is no such proposal.

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