

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

**LOK SABHA
UNSTARRED QUESTION No. 2858
TO BE ANSWERED ON 04/01/2018**

MISLEADING ADVERTISEMENTS

2858. SHRI NAGAR RODMAL:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the television channels are telecasting misleading advertisements;
- (b) if so, the number of complaints received by the Government in this regard and action taken thereon during the last three years and the current year; and
- (c) the steps taken/proposed to be taken by the Government to check the telecast of misleading advertisements on TV channels?

ANSWER

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

(a) to (c): As per existing regulatory framework, all programmes and advertisements telecast on TV channels and transmitted/ retransmitted through the Cable TV networks are required to adhere to the Programme and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act, 1995 and Rules framed thereunder. The Act does not provide for pre-censorship of any programme or advertisement telecast on such TV channels. However, it provides 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 on TV channels.

The total number of complaints received by the Ministry in this regard during the last three years are as under:

Year	Number of complaints	Disposed
2015	147	147
2016	371	371
2017	190	177

Necessary action on the said complaints has been taken as per Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.

Contd..2/-

Ministry has constituted an Inter-Ministerial Committee (IMC) to look into the violations suo-motu or whenever violations of the Programme and Advertising Codes are brought to the notice of this Ministry in respect of private satellite TV channels. IMC has representatives from the Ministry of Home Affairs, Defence, External Affairs, Law, Women and Child Development, Health and Family Welfare, Consumer Affairs and a representative from the industry in Advertising Standards Council of India (ASCI). IMC meets periodically and recommends action in respect of violations reported, whenever warranted.

The Ministry has issued advisories dated 26.06.2014, 21.08.2014, 12.07.2017 and 11.12.2017 (available on Ministry's website www.mib.nic.in) to all TV Channels for not telecasting advertisements which are found to violate Advertising Code of Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.

The Department of Consumer Affairs has launched Grievances Against Misleading Advertisement (GAMA) portal to enable the public to lodge complaint against misleading advertisements.
