

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO.95
TO BE ANSWERED ON 15.12.2017

INDECENT REPRESENTATION OF WOMEN IN ADVERTISEMENTS

95. SHRI KAPIL MORESHWAR PATIL:

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- (a) whether there has been a proliferation in advertisements depicting women in an indecent manner in recent times;
- (b) if so, whether the National Commission for Women (NCW) has recommended modifications in the Indecent Representation of Women (Prohibition) Act, 1986 and if so, the details thereof;
- (c) the reaction of the Government in regard to modification/ amendment in the Act; and
- (d) the steps taken by the Government to curb violations of the provisions of the said Act?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT
(DR. VIRENDRA KUMAR)

- (a): No Madam.
- (b): As per the National Crime Records Bureau (NCRB) data which is available upto 2016, a total of 47, 40 and 38 cases were reported in the country under Indecent Representation of Women (Prohibition) Act, 1986 during last three year i.e. 2014, 2015 and 2016 respectively, which show a decreasing trend.
- (c) & (d): On the basis of recommendation made by the National Commission for Women, the Indecent Representation of Women (Prohibition) Amendment Bill, 2012 containing certain amendments including broadening the scope of law to cover audio visual media and material in electronic form and strengthening penalty provisions was introduced in Rajya Sabha and Rajya Sabha referred the Bill to Parliamentary Standing Committee. The Parliament Standing Committee submitted its report on 24th September, 2013.

After taking into account the recent technological advancement in the field of communications such as social media platforms, etc, the Ministry of Women and Child Development has taken a considered view to withdraw the Indecent Representation of Women (Prohibition) Amendment Bill, 2012 in the present form.
