

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 1092
(TO BE ANSWERED ON 08.02.2018)**

OBSCENCE ADVERTISEMENTS

1092. SHRI KAPIL MORESHWAR PATIL:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) Whether the Government is aware of the fact that so many advertisements being shown on Doordarshan and other television channels are even more objectionable and obscene than the movies having 'A' Certification;
- (b) if so, whether the Government proposes to ban such obscene advertisements; and
- (c) if so, the details thereof?

ANSWER

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

(a) to (c): Prasar Bharati has informed that advertisements are shown on Doordarshan as per the Doordarshan broadcast code/ commercial code for Advertising and in conformity of Programme and Advertising Codes prescribed under the Cable Television Network Rules 1994 (as amended) enshrined under the Cable Television Network (Regulation) Act 1995. The details of the said codes are available on the web site of Doordarshan namely www.ddindia.gov.in and that of Ministry of Information and Broadcasting namely mib.nic.in.

The telecast of all content on television including Doordarshan is regulated under the Cable Television Network Rules 1994 and Cable Television Network (Regulation) Act 1995. The Act does not provide for pre-censorship of content 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 advertisement code enshrined in the Act and Rules framed thereunder. The said codes contain a whole range of parameters to regulate programme and advertisements on TV channels including those which are considered obscene.

Based on complaints/representations received against private satellite TV channels in last three years, the Ministry has taken action against 18 television channels for violation of Programme and Advertisement code.
