

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

**LOK SABHA
UNSTARRED QUESTION NO. 2290
TO BE ANSWERED ON 08/03/2018**

RISE IN MISLEADING ADVERTISEMENTS

2290. DR. KIRIT P. SOLANKI:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government has taken cognizance of the rise in misleading advertisements in the television programmes in the country;
- (b) if so, the details of brands and channels against whom action has been taken for violating the norms/guidelines;
- (c) whether any steps have been taken by the Government to monitor the contents of the advertisements being telecast; and
- (d) if so, the details thereof?

ANSWER

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

(a) & (b): Department of Consumer Affairs has informed that it has launched a portal “Grievance Against Misleading Advertisements” (GAMA) to handle the complaints relating to misleading advertisements. It has entered into a Memorandum of Understanding (MoU) with Advertising Standards Council of India (ASCI), a self-regulatory body of advertisement industry, to process the complaints of misleading advertisements in print and electronic media, as received on GAMA portal. ASCI processes the complaints as per its code and asks the companies concerned to modify or withdraw the advertisements found to be misleading. Number of complaints received on GAMA portal over last three years are as under:

Year	Received
2015	641
2016	2032
2017	3302

Contt.....2/-

(c) & (d): Advertisements telecast on Private TV channels are required to adhere to the Advertising Code prescribed under the Cable TV Networks (Regulation) Act, 1995 and Rules framed thereunder. As per existing regulatory framework there is no pre-censorship on advertisements. Action is taken whenever violation of Code is brought to the notice of the Ministry. Rules 7(5) of the Cable Television Networks Rules, 1994, specifically provides “No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved”. Ministry has constituted an Inter-Ministerial Committee (IMC) to take cognizance suo-moto or to look into specific complaints regarding content telecast on private TV channels including advertisements. IMC functions in a recommendatory capacity.

An advisory dated 21.08.2014 was issued by the Ministry advising all TV channels not to telecast advertisements which were found to be violating provisions of Cable Television Networks Rules, 1994, ASCI Code and also Drugs & Magic Remedies (Objectionable Advertisement) Act, 1954.

On the request of M/o AYUSH an Advisory dated 12.07.2017 has been issued to all TV channels to advertise products that have valid license issued by M/o AYUSH or State Drug Licensing Authorities.
