

Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs

LOK SABHA
UNSTARRED QUESTION NO. 3991
TO BE ANSWERED ON 20.03.2018

MISLEADING ADVERTISEMENTS

3991. SHRI NISHIKANT DUBEY:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:

- (a) whether the Government is aware of false/misleading advertisements rapidly growing all over the country;
- (b) if so, the details thereof and the corrective steps taken by the Government in this regard; and
- (c) the mechanism put in place to check misleading advertisements especially in print and electronic media?

ANSWER

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री
(श्री सी. आर. चौधरी)

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI C. R. CHAUDHARY)

(a) & (b) : To handle complaints relating to misleading advertisements the Department of Consumer Affairs has launched a portal “Grievance Against Misleading Advertisements (GAMA)”. From March, 2015 till date 6586 number of complaints relating to misleading advertisements have been lodged in the GAMA portal. The task of processing the complaints received through the portal has been assigned to the Advertising Standards Council of India (ASCI) through an MOU. ASCI processes the complaints as per its code. Where the complaints are upheld, advertisers are asked to modify or withdraw the misleading advertisements. In case of non-compliance of the orders of ASCI, the complaints are referred to the regulators concerned for taking further action.

(c) : In addition to above, as regards the complaints relating to print media, Press Council of India (PCI), a statutory autonomous organization under this Ministry has the power to adjudicate the complaints received by them, under Norms of Journalistic Conduct, 2010 emanated from Press Council Act, 1978. As regards complaints relating to electronic media, advertisements telecast on TV channels are required to adhere to the Advertising Code prescribed under the Cable TV Networks (Regulation) Act, 1995 and Rules framed thereunder.
