

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

**LOK SABHA
UNSTARRED QUESTION NO. 4472
TO BE ANSWERED ON 22/03/2018**

MISLEADING/SURROGATE ADVERTISEMENTS

4472. SHRI BHEEMRAO B. PATIL:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government is aware of the misleading and surrogate advertisements in media even by public idols;
- (b) if so, whether there is any law to prevent these advertisements and also for restraining the big names from doing so;
- (c) if so, the details thereof and the reasons for not enforcing that law; and
- (d) the steps taken/being taken by the Government in this regard?

ANSWER

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

(a) to (d): Ministry of Consumer Affairs, Food & Public Distribution, Department of Consumer Affairs has informed that the Government is aware that misleading advertisements in the media are endorsed by celebrities. D/o Consumer Affairs has introduced the Consumer Protection Bill 2018 in the Lok Sabha on 5.1.2018. The Bill seeks to provide for establishment of an executive agency to be called the Central Consumer Protection Authority (CCPA) which will intervene to prevent unfair trade practices or consumer detriment at all the three stages of consumers' engagement with the market-before, during and after purchase.

Further, it is stated that all advertisements telecast on private satellite TV channels are regulated in accordance with the Advertising Code prescribed in Rule 7 of the Cable Television Networks Rules, 1994 enshrined in the Cable Television Networks (Regulation) Act, 1995.

Appropriate action is taken as per Cable Television Networks (Regulation) Act, 1995 in case of violations of the said code.
