

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

**LOK SABHA
UNSTARRED QUESTION NO. 6315
TO BE ANSWERED ON 05/04/2018**

NATIVE ADVERTISING

6315. SHRI A. P. JITHENDER REDDY:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government is aware of guidelines relating to native advertising set out by Federal Trade Commission in United States;
- (b) if so, whether the Government plans to issue any guidelines in future for regulating native advertising in the country;
- (c) if so, the details of the proposed guidelines and if not, the reasons therefor;
- (d) whether the Government has received any communication regarding undesired consequences arising out of the native advertising and due to lack of guidelines on the issue; and
- (e) if so, the details thereof and the reaction of the Government thereto?

ANSWER

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

(a) to (c): As per existing regulatory framework, advertisements telecast on private satellite TV channels are required to be in conformity with the Advertising Code prescribed under Cable Television Networks (Regulation) Act, 1995 and the rules framed thereunder. Rule 7(10) of the Advertising Code under the Cable Television Networks Rules, 1994 provides that all advertisements should be clearly distinguishable from the programme and should not in any manner interfere with the programme viz. use of lower part of screen to carry captions, static or moving alongside the programme.

Department of Consumer Affairs has launched an online portal Grievance Against Misleading Advertisements (GAMA) for redressal of grievances pertaining to misleading advertisements.

(d) No such communication has been received in the Ministry.

(e) Does not arise in view of (d) above.
