

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

LOK SABHA
UNSTARRED QUESTION NO. 1263
TO BE ANSWERED ON 18.12.2018

MISLEADING ADVERTISEMENTS

1263. SHRI G.M. SIDDESHWARA:

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

- (a) whether it is a fact that the Advertising Standards Council of India (ASCI) has been receiving complaints regarding misleading, false and unsubstantiated claims in advertisements;
- (b) if so, the details of such complaints during the last three years and the action taken against these complaints along with the present status thereof; and
- (c) the details regarding complaints received against companies selling natural/ herbal products in respect of such advertisements and the action taken along with the present status of the complaints, date-wise?

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): Yes Madam. Department of Consumer Affairs has launched a portal “Grievance Against Misleading Advertisements (GAMA)” to handle complaints relating to misleading advertisements. The Advertising Standards Council of India (ASCI) has been assigned the task of processing the complaints received through the GAMA portal.

(b): From May 2015 till November 2018, a total of 9658 complaints were received in the GAMA portal. 5477 complaints were resolved where either the advertiser withdrew or modified the objected advertisement or the complaint was not upheld. 1883 complaints are under process with ASCI at various levels of progress. 2298 complaints were considered to be incomplete or out of the scope and hence disposed of.

(c): As informed by the Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy (AYUSH), during the period from 20th January, 2017 to 19th January, 2018, ASCI have dealt with complaints pertaining to misleading advertisements of AYUSH sector. About 456 complaints have been escalated directly by ASCI to State regulators for appropriate action and 233 advertisers have complied with ASCI’s recommendations by either modifying or removing the advertisements.
