

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

**LOK SABHA  
UNSTARRED QUESTION NO. 2691  
TO BE ANSWERED ON 27/12/2018**

**BILL TO CURB MISLEADING ADVERTISEMENTS**

**2691. SHRI SANJAY HARIBHAU JADHAV:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government proposes to make a law to curb misleading advertisements and if so, the details thereof and if not, the reasons therefor;
- (b) whether the Government proposes to present Food Safety and Standard Regulation Bill in the winter session of the Parliament in this regard; and
- (c) if so, the details thereof and if not, the time by which the said law is likely to be made and implemented by the Government?

**ANSWER**

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

(a): The Government has in place several laws/regulations to address the issue of misleading advertisements in media. Advertisements on private TV channels are regulated in accordance with the Advertising Code prescribed under the Cable Television Network (Regulations) Act, 1995. This is operated through a system of Inter-Ministerial Committee (IMC) as well as through self-regulation including through instrumentality of Advertisements Standards Council of India (ASCI). Similarly, the Department of Consumer Affairs has launched a portal – Grievances Against Misleading Advertisements (GAMA) for receiving complaints against misleading advertisements and consequential action is taken in appropriate cases. Further, under the Food Safety and Standards Act, 2006, restrictions are placed on advertisements which are misleading and deceiving or which contravenes the provisions of the Act, Rules and Regulations made thereunder.

(b) & (c): The Ministry of Health and Family Welfare has informed that Section 24 of the Food Safety and Standards Act, 2006 addresses the issue of misleading advertisements or deceiving advertisements and the Act also prescribes penalty for such advertisements. Further, Food Safety and Standards Authority of India (FSSAI) has notified in the Gazette of India the Food Safety and Standards (Advertising and Claims) Regulations, 2018 on 19.11.2018. These regulations are aimed at establishing fairness in claims and advertisements of food products and make food businesses accountable for such claims/advertisements so as to protect consumer interests.

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