

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 2141
TO BE ANSWERED ON 20.12.2022**

ADVERTISING STANDARDS COUNCIL OF INDIA

**2141. SHRI JAGDAMBIKA PAL:
SHRI PARTHIBAN S.R.:**

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government is aware that a number of advertisements run on social media are misleading along with complaints received against the false advertisements;**
- (b) if so, the details thereof and the steps taken by the Government to regulate such information;**
- (c) whether any mechanism to prevent and control such advertisements, if so, the details thereof;**
- (d) whether the Advertising Standards Council of India (ASCI) has power to take action against such advertisements violations, if so, the details thereof;**
- (e) the details of the action taken by the ASCI to regulate advertisements of betting and companies in the country; and**
- (f) the details of the rules that regulate and punish misleading information sources?**

ANSWER

**THE MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF YOUTH AFFAIRS AND SPORTS**

(SHRI ANURAG SINGH THAKUR):

(a) to (c): Central Consumer Protection Authority under Ministry of Consumer Affairs has issued “Guidelines for Prevention of Misleading Advertisement Rules, 2022” vide notification dated 9th June, 2022 which lays down guidelines for prevention of false or misleading advertisements and making endorsements relating thereto. Complaints relating violation of the guidelines, including false and misleading advertisements, are addressed under Consumer Protection Act, 2019.

(d) to (f): Advertising Standards Council of India (ASCI) is a self-regulatory voluntary organization which has laid down guidelines for objectionable advertising and a Code for advertisers for compliance. It also addresses complaints relating to violation of the ASCI Code. ASCI has issued guidelines dated 24.11.2020 regarding advertisements of online gaming for real money winnings. The Ministry of Information and Broadcasting issued an advisory to private TV channels on 4th December, 2020 for adherence to the ASCI Guidelines of 24.11.2020 relating to advertisements of online gaming. Advisories were also issued on 13.06.2022 and 3.10.2022 to print, electronic, digital news media and OTT platforms not to publish, broadcast or transmit any advertisements of online betting platforms, including advertisements of their surrogate products/services.

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