

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

**LOK SABHA  
STARRED QUESTION NO. 288  
TO BE ANSWERED ON 21/03/2023**

**OBJECTIONABLE ADVERTISEMENTS**

**\*288. SHRI SANJAY SADASHIVRAO MANDLIK:  
SHRI DHAIRYASHEEL SAMBAJIRAO MANE:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether as per the report of Advertising Standards Council of India (ASCI) personal care products companies put out the most objectionable advertisements during the last three financial years and first quarter of financial year 2023;
- (b) if so, the details thereof and the total number of such advertisements, year-wise;
- (c) whether the Government has received any complaints from consumers in this regard and if so, the details thereof along with the response of the Government;
- (d) whether the Government has conducted any study to ascertain the reasons behind increasing objectionable advertisements broadcast and if so, the details thereof;
- (e) whether ASCI has released any separate guidelines for social media influencers primarily responsible for violating the code and required modifications to help them avoid violating advertising codes and if so, the details and the result thereof; and
- (f) the details of measures taken/being taken by the Government to curb objectionable advertisements on different platforms?

**ANSWER**

**MINISTER OF INFORMATION AND BROADCASTING; AND  
MINISTER OF YOUTH AFFAIRS AND SPORTS (SHRI ANURAG  
SINGH THAKUR)**

**(a) to (f): A Statement is laid on the Table of the House.**

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**STATEMENT AS REFERRED TO IN REPLY TO PARTS (A) TO (F) OF  
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**(a) to (f): Advertising Standards Council of India (ASCI) is a non-statutory, non-Governmental, voluntary self-regulation organization of the advertising industry. Its report, guidelines etc. are available on its website i.e. <https://ascionline.in/> .**

**All advertisements telecast on private satellite TV channels are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder.**

**For print media the Press Council of India (PCI), a statutory body established under the Press Council Act, 1978, has issued norms relating to advertisements in its 'Norms for Journalistic Conduct'. PCI has a complaint mechanism for redressing complaints.**

**A Central Consumer Protection Authority (CCPA) has been established under the provisions of Consumer Protection Act, 2019 w.e.f. 24.07.2020 which inter-alia looks into misleading advertisements either suo-moto or on complaints or on directions from the Central Government. CCPA has notified 'Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022' on 9<sup>th</sup> June, 2022.**

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