

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO. 2673
TO BE ANSWERED ON 06.03.2020

PUBLIC ADVERTISEMENT GUIDELINES

2673. MS. RAMYA HARIDAS:

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

- (a) the status of the Committee of three members formed in response to Supreme Court's directions to oversee the implementation of the Public Advertisement Guidelines;
- (b) the details of composition and meetings held so far;
- (c) whether such a Committee has been formed in all the States and if not, the list of such States and reasons for non-formation;
- (d) the details of complaints investigated by the Committee at the centre, year-wise; and
- (e) details of action taken against authorities that violated guidelines as reported by the Committee?

ANSWER

**MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;
MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER
OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES**
{SHRI PRAKASH JAVADEKAR}

- (a) **As per the directions of Hon'ble Supreme Court in judgment dated 13.5.2015, a Three Member Committee on Content Regulation in Government Advertising (CCRGA) was constituted on 06.04.2016 to ensure the implementation of the Guidelines on Public Advertisement as laid down by the Hon'ble Supreme Court in this**

judgment. After the expiry of tenure of said Committee, a new Three Member Committee was constituted on 05.12.2019.

(b) The Composition of the current Three Member Committee is as follows-

(1)	Shri Om Prakash Rawat, Former Chief Election Commissioner of India	Chairman
(2)	Shri Ramesh Narayan, Executive Member, Asian Federation of Advertising Associations and Past President International Advertising Association (IAA), Indian Chapter.	Member
(3)	Dr. Ashok Kumar Tandon, Renowned Journalist and former part time member, Prasar Bharati Board.	Member

Since its inception in April, 2016, CCRGA has held 18 meetings.

(c) Hon'ble Supreme Court had directed all States to constitute their respective Committees to ensure implementation of the Guidelines on Public Advertisements in their States. The Central Government has also requested all States to appoint Committees to ensure implementation of Supreme Court guidelines on Content Regulation. The constitution of such Committee in States is in the domain of the respective State Governments.

(d) & (e) The CCRGA examines complaints received by it on the basis of suo-motu cognizance regarding violation of content regulation guidelines for Government Advertisements and recommends remedial action to the concerned authorities. Since its inception in April, 2016 the number of complaints examined by CCRGA is as under:

<u>Year</u>	<u>Number of complaints examined</u>
2016-17	2
2017-18	3
2018-19	3
2019-20 (upto 2.3.2020)	2

After examining these complaints, in terms of guidelines issued by Hon'ble Supreme Court, CCRGA has issued appropriate directions or recommended remedial actions to the concerned authorities.
