

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

**LOK SABHA  
UNSTARRED QUESTION NO.305  
TO BE ANSWERED ON 15.09.2020**

**MISLEADING ADVERTISEMENTS**

305. SHRI GAJANAN KIRTIKAR:

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

- (a) whether the false/misleading advertisements are rapidly growing all over the country, if so, the details thereof and the reasons therefor;
- (b) whether code for self-regulation in advertising by Advertising Standards Council of India is binding and if so, the details thereof and the reasons for not developing proper code to curb misleading ads;
- (c) whether the Government is planning to come out with an advertising code of dos and don'ts which will help it identify misleading advertisement and if so, the details thereof;
- (d) whether the Government is also looking into the best advertising codes of many countries to develop code for the benefit of consumers and if so, the details thereof; and
- (e) the time by which an effective advertising code to curb misleading ads will be put in place?

**ANSWER**

**उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री  
(श्री दानवे रावसाहेब दादाराव)**

**THE MINISTER OF STATE  
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
(SHRI DANVE RAOSAHEB DADARAO)**

(a) to (e) : The Department of Consumer Affairs has launched a portal-Grievance Against Misleading Advertisements (GAMA), to enable consumers to register their grievances against misleading advertisements. 3302 complaints have been received in 2017, 4025 complaints in 2018 and 4416 complaints in 2019. The Advertising Standards Council of India (ASCI), a voluntary self-regulatory organization, looks into complaints across all media. The Consumer Protection Act, 2019 provides for establishment of a Central Consumer Protection Authority (CCPA) to regulate matters relating to violation of rights of consumers, unfair trade practices and false or misleading advertisements which are prejudicial to the interests of public and consumers and to promote, protect and enforce the rights of consumers as a class. One of the functions of the CCPA is to issue necessary guidelines to prevent unfair trade practices and protect consumers' interest.

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