

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

**LOK SABHA
UNSTARRED QUESTION NO. 813
TO BE ANSWERED ON 05/02/2021**

BAN ON OBSCENE ADVERTISEMENTS

813. SHRI ASHOK KUMAR RAWAT:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) the quantum of revenue accrued to the Government from the advertisements especially of gutkha and cigarette;
- (b) whether the Government proposes to ban advertisements of gutkha and cigarette and also others showing obscene content; and
- (c) if so, the details thereof?

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): The quantum of commercial revenue including advertisement revenue earned during last three years and in 2020-21 by AIR and Doordarshan in Prasar Bharati is as under:

(in Crores)

Year	AIR	Doordarshan
2017-18	465.41	607.08
2018-19	460.95	553.55
2019-20	305.23	348.83
2020-21	108.74	157.53

There is no revenue earned from advertisement from gutkha and cigarette; as these advertisements are not being carried on AIR & Doordarshan Network as per its laid-down commercial code.

(b) & (c): Advertisements telecast on TV channels are regulated in accordance with the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder.

Rule 7(2)(viii)(A) of the Advertising Code provides that no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants. However, a product that uses a brand name or logo, which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants, may be advertised on cable service subject to specified conditions.

Rule 7(8) of the Advertising Code also provides that indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements.
