

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

**LOK SABHA
STARRED QUESTION NO. *174
TO BE ANSWERED ON 30/07/2021**

MISLEADING ADVERTISEMENTS

***174. SHRI SADASHIV KISAN LOKHANDE:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government is aware of misleading advertisements broadcast extensively on Doordarshan and other media which give wrong and incomplete information to the consumers;
- (b) whether the Government has received any representations/ complaints in this regard during the last three years and if so, the details thereof, year-wise;
- (c) whether the Government proposes to ban such misleading advertisements and if so, the details thereof; and
- (d) the action, taken/proposed to be taken by the Government to check such misleading advertisements?

ANSWER

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

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

**STATEMENT AS REFERRED TO IN REPLY TO PARTS (A) TO (D) OF
LOK SABHA STARRED QUESTION NO. *174 FOR ANSWER ON
30.07.2021**

(a) and (b): All advertisements telecast on TV channels are regulated in accordance with the Advertising Code prescribed under the Cable Television Networks Rules, 1994.

Prasar Bharti has informed that no complaint about misleading advertisement on Doordarshan has been received during the last three years.

The Department of Consumer Affairs had launched an online portal called GAMA (Grievance Against Misleading Advertisements) portal in 2015. During the last three years, Grievances accepted on the GAMA portal are as under:

Sl. No.	Year	Total Accepted grievances
1.	2018	2939
2.	2019	3416
3.	2020	1790
Total		8145

(c) and (d): Under the provisions of Consumer Protection Act, 2019, a Central Consumer Protection Authority (CCPA) has been established w.e.f. 24.07.2020 which inter-alia looks into misleading advertisements either suo motu or on complaints or on directions from the Central Government.

The Ministry of Information and Broadcasting issues advisories from time to time to broadcasters for ensuring compliance to the Advertising Code.
