

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

**LOK SABHA
UNSTARRED QUESTION NO. 1085
TO BE ANSWERED ON 08/02/2022**

BAN OF MISLEADING ADVERTISEMENTS

1085. SHRI ARUN KUMAR SAGAR:

Will the Minister of INFORMATION & BROADCASTING

be pleased to state:

- (a) whether the Government is aware of such advertisement being broadcasted on television and other mediums of promotion which give misleading, incomplete and incorrect information to the consumers;
- (b) whether the Government has received any memorandums/complaints in this regard during last three years, till date;
- (c) if so, the details thereof year and complaint-wise;
- (d) whether the Government proposes to ban such misleading advertisements;
- (e) if so, the details thereof; and
- (f) the action proposed to be taken by the Government in this regard?

ANSWER

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

(a) to (f): All advertisements telecast on private satellite TV channels are regulated in accordance with the Advertising Code prescribed under the Cable Television Networks Rules, 1994. The Ministry of Information and Broadcasting issues advisories from time to time to broadcasters for ensuring compliance to the Advertising Code.

The Department of Consumer Affairs has launched an online portal called GAMA (Grievance Against Misleading Advertisements) portal in 2015 where consumers can lodge complaints relating to misleading advertisements. The details of complaints accepted on this Portal during last three years are as under:

Sl. No.	Year	Total Accepted grievances
1.	2019	3416
2.	2020	1790
3.	2021	948
Total		6154

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-motu or on complaints or on directions from the Central Government.
