

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

**LOK SABHA  
UNSTARRED QUESTION NO. 2563  
TO BE ANSWERED ON 02/08/2022**

**CODE FOR SELF-REGULATION IN ADVERTISING**

**2563. SHRIMATI RAKSHA NIKHIL KHADSE:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government proposes to bring new guidelines which will overlap the Code for Self-regulation in advertising recently notified by Central Consumer Protection Authority (CCPA) and adopted by Advertising Standards Council of India especially to ascertain “due diligence” by the brand endorsers; and
- (b) if so, the details thereof?

**ANSWER**

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

**(a) & (b): The Cable Television Networks (Regulation) Act, 1995 and the rules framed thereunder lay down the Advertising Code for adherence by the TV channels. The Department of Consumer Affairs has notified Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 under the Consumer Protection Act, 2019, which inter alia provides for due diligence for endorsement of advertisements.**

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