

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO. 3036
(TO BE ANSWERED ON 19.03.2025)

MISLEADING ADVERTISEMENTS

3036. SHRI BHAUSAHEB RAJARAM WAKCHAURE:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government is aware of the advertisements being broadcast in large numbers on Doordarshan and other media giving misleading, incomplete and wrong information to the consumers;**
- (b) if so, whether the Government has received any memorandum/ complaints in this regard during each of the last three years till date;**
- (c) if so, the details of each such complaint;**
- (d) whether the Government proposes to ban such misleading advertisements and if so, the details thereof; and**
- (e) the action taken so far and likely to be taken by the Government in this regard?**

ANSWER

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING
AND PARLIAMENTARY AFFAIRS**

(DR. L. MURUGAN)

(a) to (e): All advertisements telecast on Doordarshan are regulated in accordance with the Advertising Code of Prasar Bharati and all private satellite TV channels are regulated in accordance with the Advertising Code of the Cable Television Networks (Regulation) Act, 1995.

The misleading advertisement in print media are dealt in accordance with the Press Council (Procedure for Inquiry) Regulations, 1979. The Press Council of India takes suo-motu cognizance of cases of grave violation of journalistic norms regarding misleading advertisement published by any newspaper, under Regulation 13 of the Press Council (Procedure for Inquiry) Regulation, 1979 of the Press Council Act, 1978. The Ministry also issues advisories from time to time to broadcasters for ensuring compliance to the Advertising Code and takes action in case of violation. During the last three years till date 23 complaints/Suo-Motu case were adjudicated.

In order to further curtail misleading advertisements, the Ministry has launched a new feature on Broadcast Seva Portal for TV/Radio advertisements and Press Council of India Portal for print/internet advertisements respectively for uploading of Self-Declaration Certificate (SDC). Further, the Ministry has issued an advisory advising Advertisers/Advertising Agencies to upload an annual SDC for advertisement related to products and services related to 'Food & Health sectors', published across various media platforms i.e. print/electronic/internet on the above mentioned portals.
