

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
LOK SABHA

UNSTARRED QUESTION No. 2914

(TO BE ANSWERED ON 17.12.2025)

IMPACT OF MISLEADING ADVERTISEMENTS

2914. SHRI ZIA UR REHMAN:

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

- (a) whether the Government has examined the impact of misleading advertisements and fake news disseminated through digital platforms;
- (b) the details of action being taken by the Government to strengthen monitoring and regulatory mechanisms in this regard; and
- (c) whether the Government proposes to introduce any new guidelines to protect viewers especially children from harmful content?

ANSWER

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

(DR. L. MURUGAN)

(a) to (c): The Government of India is cognisant of the increasing instances of fake, false and misleading information and misleading advertisements across digital media platforms.

Government has notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, under the Information Technology Act, 2000, (dated 25th February, 2021).

Part-III of these Rules inter alia provides for Code of Ethics to be followed by publishers of news & current affairs. It includes adherence to the Programme Code laid down under the Cable Television Networks Act, 1995, and the Norms of Journalistic Conduct under the Press Council Act, 1978.

A three-tier grievance redressal mechanism for adherence to the Code of Ethics is provided under the IT Rules.

Also, Part II of the IT Rules, inter alia, casts an obligation on intermediaries like YouTube and Facebook to prevent the dissemination of information that is patently false, untrue, or misleading in nature.

A Fact Check Unit (FCU) has been set up under the Press Information Bureau, Ministry of Information and Broadcasting in November, 2019 to check fake news relating to the Central Government.

After verifying the authenticity of news from authorized sources in Ministries/ Departments of Government of India, FCU posts correct information on its social media platforms.

Under the Section 69A of the Information Technology Act, 2000, Government issues necessary orders to block websites, social media handles and posts in the interest of sovereignty and integrity of India, defence of India, security of the State, and public order

The Central Consumer Protection authority (CCPA) under the Department of Consumer Affairs has notified 'Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022' on 9th June, 2022.

The guidelines are aimed at curbing misleading advertisements and protecting the consumers, who may be exploited or affected by such advertisements.

Complaints relating to violation of the guidelines, including false and misleading advertisements, are addressed under Consumer Protection Act, 2019.
