

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**  
**LOK SABHA**  
**UNSTARRED QUESTION No. 3157**  
**(TO BE ANSWERED ON 11.03.2026)**

**IMPACT OF MISLEADING ADVERTISEMENTS**

**3157. 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 actions being taken 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):**

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 is provided under the IT Rules. Also, Part II of the IT Rules, inter alia, casts an obligation on intermediaries 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 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.

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.

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