

**GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT**

**LOK SABHA
STARRED QUESTION NO. 86**

TO BE ANSWERED ON 22.07.2016

INDECENT REPRESENTATION OF WOMEN IN ADVERTISEMENTS

*86. SHRI ANSHUL VERMA:

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- (a) whether the Government has taken cognizance of indecent representation of women in the advertisements in recent times and if so, the details thereof;
- (b) the details of cases reported under the Indecent Representation of Women (Prohibition) Act, 1986 during the last three years and the current year, State/UT-wise; and
- (c) the steps being taken by the Government to check violation of the Act so as to prevent indecent representation of women and make the Act more stringent?

ANSWER

MINISTER OF WOMEN AND CHILD DEVELOPMENT
(SHRIMATI MANEKA SANJAY GANDHI)

- (a) to (c) A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 86 FOR 22.07.2016 SHRI ANSUL VERMA REGARDING INDECENT REPRESENTATION OF WOMEN IN ADVERTISEMENTS

(a) Ministry of Information & Broadcasting has informed that instances of obscene and vulgar advertisements on private satellite TV channels and print media are brought to the notice of the Government from time to time and action is taken against them on case to case basis.

(b) As per the National Crime Records Bureau (NCRB) data which is available upto 2015, a total of 141, 362, 47 and 142 cases were reported in the country under Indecent Representation of Women (Prohibition) Act, 1986 during last five year i.e 2012, 2013, 2014 and 2015 respectively which show a mixed trend. The state-wise details of cases reported under the Indecent Representation of Women (Prohibition) Act, 1986 during the last four years is annexed.

(c) The Indecent Representation of Women (Prohibition) Act, 1986 has provisions prohibiting indecent representation of women through advertisements, publications, pamphlets, etc. Any person who contravenes the provisions of the Section 3 and Section 4 of the Act shall be punishable with imprisonment and fine.

The Government of India regularly conducts awareness generation programmes and publicity campaigns on various laws relating to women including the Indecent Representation of Women (Prohibition) Act, 1986 through workshops, fairs, cultural programmes, seminars, training programmes etc. Further, advertisements are regularly brought out in the print and electronic media to create awareness on laws relating to rights of women.

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Annexure referred to in reply to Part (b) of the Starred Question No.86 for 22.07.2016 by Shri Anshul Verma regarding Indecent Representation of Women in Advertisements

Details of cases reported under the Indecent Representation of Women (Prohibition) Act, 1986 during 2012 -2015

Sl.No	State/UT	2012	2013	2014	2015*
1	Andhra Pradesh	21	251	3	14
2	Arunachal Pradesh	0	0	0	0
3	Assam	3	1	0	3
4	Bihar	5	0	0	78
5	Chhattisgarh	1	0	0	2
6	Goa	0	0	0	0
7	Gujarat	0	0	0	0
8	Haryana	2	0	1	0
9	Himachal Pradesh	0	0	0	0
10	Jammu & Kashmir	0	0	0	0
11	Jharkhand	0	2	2	6
12	Karnataka	0	2	0	1
13	Kerala	3	20	11	4
14	Madhya Pradesh	0	0	0	3
15	Maharashtra	2	0	0	1
16	Manipur	0	0	0	0
17	Meghalaya	0	0	0	0
18	Mizoram	0	0	0	0
19	Nagaland	0	0	0	0
20	Odisha	1	2	0	1
21	Punjab	0	0	1	0
22	Rajasthan	62	68	18	7
23	Sikkim	0	0	0	0
24	Tamil Nadu	34	9	4	7
25	Telangana	-	-	2	1
26	Tripura	0	0	0	0
27	Uttar Pradesh	0	1	1	7
28	Uttarakhand	0	0	0	0
29	West Bengal	7	4	4	NR
30	A & N Islands	0	0	0	0
31	Chandigarh	0	1	0	0
32	D&N Haveli	0	0	0	0
33	Daman & Diu	0	0	0	0
34	Delhi UT	0	0	0	0
35	Lakshadweep	0	0	0	0
36	Puducherry	0	1	0	7
	Total	141	362	47	142

* Provisional data

NR- Not reported
