

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

**LOK SABHA
UNSTARRED QUESTION NO. 1135
TO BE ANSWERED ON 07/02/2020**

MISLEADING ADVERTISEMENTS

**1135. MS. PRATIMA BHOUMIK:
SHRI SUDHAKAR TUKARAM SHRANGARE:
SHRI DEVJI M. PATEL:
SHRI BHAGWANTH KHUBA:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government is aware that large number of printed and electronic media advertisements have been found misleading and violating the prescribed norms;
- (b) if so, the details thereof; and
- (c) the fresh steps taken by the Government to curb the menace of misleading and exaggerated advertisements?

ANSWER

**MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;
MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
(SHRI PRAKASH JAVADEKAR)**

(a) to (c): All private satellite TV channels are required to adhere to the Advertising Code as prescribed in the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder.

The Ministry of Information & Broadcasting had constituted Inter Ministerial Committee in 2005 to examine content related matters of programmes and advertisements telecast on TV.

The Department of Consumer Affairs (DoCA) launched a portal – Grievances Against Misleading Advertisements (GAMA), to enable consumers to register their grievances against misleading advertisements. The Government of India has recently enacted the Consumer Protection Act, 2019 on 09th August, 2019.

The Advertising Standards Council of India (ASCI), a voluntary self-regulatory organization, looks into complaints across all media.
