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Title: Regarding rise in fraudulent and misleading advertisements -laid.

**SHRI BENNY BEHANAN (CHALAKUDY):** The rise in fraudulent and false advertisements on television channels and print media are misleading the general public. It is observed that various television channels and print publications are blatantly violating norms laid down in the Drug and Magic Remedies (Objectionable Ads) Act, 1954, and the Drugs and Cosmetics Act, 1940. I would urge the Government to initiate stringent action against such broadcasters and enforce a stricter regulation of visual and print media against promotion of false and misleading advertisements.