

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:68  
ANSWERED ON:24.07.2006  
NORMS OF QUALITY CERTIFICATION OF PRODUCTS  
Yerrannaidu Shri Kinjarapu

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

(a) the steps taken to ensure that the product advertised by the Government owned media fulfils the norms of quality certification of all the products; and

(b) the action proposed by the authority for non-compliance of the rules by defaulting agencies?

**Answer**

THE MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) In the government owned electronic media, Prasar Bharati is a statutory autonomous corporation. It follows its own code for commercial advertising which contain stringent provisions for safeguarding the interest of the society in general and consumers in particular.

In the government owned print media the Publication Division's publications including Employment News publishes government related advertisements and do not use any product related advertisements. The Directorate of Advertising and Visual Publicity (DAVP) releases advertisements in matters relating to social awareness and is also not involved in advertisement of products.

(b) Does not arise.