

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

UNSTARRED QUESTION NO:842
ANSWERED ON:31.07.2006
INDIAN WOMEN ON TV SERIALS
Joshi Shri Pralhad Venkatesh

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

- (a) whether in TV serials especially in mega serials Indian women are projected in an image quite contrary to well accepted and cherished images that has been inspiring Indian culture and family set up;
- (b) if so, whether women's organisations in the country have been strongly protesting against these serials projecting Indian women as querulous, scheming and unfaithful to their husbands; and
- (c) if so, the steps the Government proposes to take to do away with such serials?

Answer

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

- (a): Prasar Bharati has informed that so far as Doordarshan is concerned it takes care to ensure that the depiction of women in the serials telecast on its channels is wholesome and in conformity with societal norms and Indian cultural traditions. As regards serials on private TV channels, their treatment of issues is not subject to any control by the Government as long as they adhere to the Programme Code prescribed in the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. The Programme Code inter alia prohibits carriage of any programme that is obscene or denigrates women.
- (b): No specific complaint has been received from any women organization protesting against serials projecting Indian women contrary to well accepted social norms.
- (c): Does not arise.