

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

UNSTARRED QUESTION NO:1570
ANSWERED ON:07.08.2006
WITHDRAWAL OF ADVERTISEMENTS FROM RADIO AND TELEVISION
Bishnoi Shri Kuldeep;Yadav Shri Mitrasen

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

- (a) whether Advertising Standard Council of India (ASCI) has directed some companies to withdraw their advertisements from the radio, television and hoardings;
- (b) if so, the details thereof and the reasons therefore;
- (c) whether the Government has identified all such companies which mislead the people with their advertisements;
- (d) if so, the details thereof; and
- (e) the action taken by the Government against them?

Answer

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

(a to (e): Government does not have any control over Advertising Standards Council of India (ASCI) which is a self-regulatory body of the advertising industry and as such no details of complaints made to ASCI are available with the Government. ASCI has a Consumer Complaints Council (CCC) comprising of people from various walks of life who examine complaints received on misleading, dishonest, or indecent advertisements both in print media and electronic media and takes action on the same.