

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

UNSTARRED QUESTION NO:1726  
ANSWERED ON:12.03.2007  
EXCESSIVE ADVERTISEMENTS  
Veerendra Kumar Shri M.P.

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

- (a) whether excessive advertisements are shown during sponsored programmes and Doordarshan guidelines are often flouted in this regard;
- (b) if so, the details thereof; and
- (c) the action taken against the TV channels/producers of such programmes for flouting the guidelines?

**Answer**

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

- (a): No, Sir. Prasar Bharati have informed that Doordarshan strictly follows the guidelines. Advertisements are permissible in a sponsored programme, as per rate card.
- (b) & (c) : Does not arise.