

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

UNSTARRED QUESTION NO:345
ANSWERED ON:02.12.2004
ADVERTISEMENTS OF DEFAULTING ADVERTISERS
Madhwaraj Smt. Manorama

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

e:

- (a) whether the Broadcasting Foundation of India has called for a boycott of advertisements of defaulting advertisers in the electronic media;
- (b) whether any of the defaulting advertiser identified by the Broadcasting Foundation of India owes any due to Doordarshan Channels;
- (c) whether Doordarshan will abide by the directive of the Broadcasting Foundation of India; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

- (a): The Indian Broadcasting Foundation (IBF) is a private company and therefore it is not under the administrative control of the Government. However, they have informed that they do advise their member broadcasters not to accept further business from persistent defaulting advertisers. It has been reported that recently, IBF has called for a ban on advertisements of certain advertisers.
- (b): Prasar Bharati has informed that none of the advertisers in whose case IBF has advised its members not to accept advertisements from them, owe any dues to Doordarshan.
- (c) & (d): Does not arise.