

NO.804/151/2013-BC-III
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN,
NEW DELHI – 110001

Dated: 9th March, 2017
10th

ADVISORY

Whereas it has come to the notice of the Ministry of Information & Broadcasting that some TV channels are indulging in telecasting the advertisements/promotional programmes including those of Institutions/Organizations offering educational/financial solutions or solutions for medical problems, etc. which are masqueraded as news items thereby misleading audience. Such 'programme' is often an 'exclusive'/'live' interview with the management of the Institutions/Organizations, the format of which is made to look like as if it is a regular news programme/panel interview/discussion; also there is no indication anywhere on the screen that it is a promotional programme thereby misleading the audience who are likely to believe that it is a news item.

Whereas, as per Section 6 of the Cable Television Networks (Regulation) Act, 1995 read with Rule 7(10) of the Cable Television Networks Rules, 1994, as amended from time to time, *all advertisement should be clearly distinguishable from the programme and should not in any manner interfere with the programme*"

Therefore, the Ministry of Information & Broadcasting, in exercise of powers under Uplinking/Downlinking Guidelines, the terms of permission granted to the Channel to uplink/downlink TV Channels and under Section 20 of the Cable Television Networks (Regulation) Act, 1995, hereby advises all TV Channels to follow the provisions contained in Rule 7(10) of the Advertising Code scrupulously and exercise caution in this regard.

It is also brought to the notice of all TV channels that any violation of the provisions of the Programme/Advertising Codes would attract penal provisions stipulated in Section 20 of the Cable Television Networks (Regulation) Act, 1995 and the terms and conditions of uplinking and downlinking guidelines.


[AMIT KATOCH]
Director (BP&L)
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To,
All TV channels

1. Shri Puneet Goenka, President, The Indian Broadcasting Foundation (IBF), B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi – 110049.
2. Shri Ashish Bagga, President, News Broadcasters Association (NBA), Mantec House, 3rd Floor, C-56/5, Sector 62, NOIDA – 201307.