

N-41013/27/2019-BC-II
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' Wing, Shastri Bhawan, New Delhi – 110001

Dated: 4th February, 2021

ADVISORY

To,

All Private Satellite TV channels


Subject: Advisory on adherence of Programme and Advertising Codes

It has come to the notice of this Ministry that some of the TV channels telecast programmes/ advertisements which encourage superstition and blind belief. Miraculous solutions of all problems are offered by the self-proclaimed preachers in TV programmes/ advertisements, which is a violation of **Rule 6(1)(j)** of the Programme Code and **Rule 7(5)** of the Advertising Code contained in the Cable Television Networks Rules, 1994. Advisories in this regard have been issued by this Ministry in past on 13.05.2010 and 07.06.2013. The relevant provisions of Programme Code are reproduced as under.

Rule 6(1)(j) "No programme can be transmitted/ re-transmitted through Cable Service which encourages superstition or blind belief."

Rule 7(5) "No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved."

All TV channels are hereby advised to abide by the **Rule 6(1)(j) of Programme Code and Rule 7(5) of Advertising Code** of the Cable Television Networks Rules, 1994.


04/02/21
(G.C. Aron)
Director (BC)
Tele # 23386394

Copy to:

1. Joint Secretary, Ministry of Consumer Affairs, Food & Public Distribution, Room No. 456-C, Krishi Bhawan, New Delhi
2. President, Indian Broadcasting Foundation (IBF) and Secretary General, Broadcast Content Complaints Council (BCCC), B-304, 3rd floor, Ansal Plaza, Khelgaon Marg, New Delhi- 110049 (Email: ibf@ibfindia.com, bccc@bccc.co.in)
3. President, News Broadcasters Association (NBA) and Secretary General, News Broadcasters Standard Association, Mantec House, 3rd Floor, C-56/5, Sector-2, Noida – 201301 (Email: nba@nbanewdelhi.com, authority@nbanewdelhi.com)
4. Advertising Standards Council of India (ASCI), B/7/17/ Aurus Chambers, S.S Amrutwar Marg, Worli, Mumbai – 400018 (Email: contact@ascionline.org)