

No.4407/02/2019-BC-I
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
ROOM No. 116, 'A' WING, SHASTRI BHAWAN,
NEW DELHI – 110 001

Dated: 27.01.2019

ADVISORY

Subject: Scroller to be carried by broadcasters in support of self-regulation for grievance against objectionable advertisements-reg.

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All programmes and advertisements telecast on TV Channels, transmitted/ retransmitted through the cable TV network, are required to adhere to the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. Attention of TV channels is invited to Rule 7(9) of the Cable Television Networks Rules, 1994 which states that "No advertisement which violates the Code for self-regulation in advertising, as adopted by the Advertising Standards Council of India (ASCI), Mumbai for public exhibition in India, from time to time shall be carried in the cable service."

2. In order to create mass consumer awareness about the self-regulatory mechanism of ASCI and for immediate and effective steps towards this goal, all TV channels are hereby advised to run a scroller as follows:

"Objectionable ads? Complain to The Advertising Standards Council of India (ASCI) ☎ 7710012345 ascionline.org"

To,

All TV Channels.


24/1/19
[Amit Katoch]
Director (BC)
Tele # 2338 6394
(अमित कटोच)
(AMIT KATOCH)
निदेशक (बी.सी.) / Director (BC)
सूचना एवं प्रसारण मन्त्रालय
Min. of Information & Broadcasting
भारत सरकार, नई दिल्ली
Govt. of India, New Delhi

Copy for necessary action to:

1. The President, Indian Broadcasting Foundation (IBF) 8-304, III Floor, Ansal Plaza, Khelgaon Marg, New Delhi-110 049.

Copy for information to:

1. The Secretary General, ASCI, B/717, Aarus Chambers Marg, Worli, Mumbai-400 018. w.r.t letter dated 24.08.2017.



24/1/19

[Amit Katoch]
Director (BC)
Tele # 2338 6394

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