

No.804/156/2013-BC-III  
GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING  
'A' WING, SHASTRI BHAWAN  
NEW DELHI- 110001

Dated 21<sup>st</sup> Oct., 2013

ADVISORY

Whereas it had come to the notice of Ministry of Information & Broadcasting that certain TV channels attempted to denigrate the Office of the Prime Minister of India by constantly trying to compare the speech of the Hon'ble Prime Minister of India with the speech of other political leaders on 15<sup>th</sup> August, 2013.

Whereas the telecast of this kind of programme on a day when entire nation was celebrating its 67<sup>th</sup> Independence Day is highly objectionable. The Prime Minister spoke from the Ramparts of the Red Fort, as the Prime Minister of the country and not as a leader of a political party. Therefore, on such a solemn day to put him in an artificial competition with anyone is not appropriate. On Independence Day when the Prime Minister addresses the nation and the country is united in the emotions of national integrity, patriotism and national fervor, the attempt by certain TV channels to denigrate the status of the Prime Minister can best be described as sensational against all norms of ethical journalism.

Whereas, as per Section 5 of the Cable Television Networks (Regulation) Act, 1995 read with Rule 6(1)(a) & (i) of the Cable Television Networks Rules, 1994, as amended from time to time, no programme can be transmitted/re-transmitted on any Cable Service which contains anything **offends against good taste or decency**; and **criticises, maligns or slanders any** individual in person or certain groups, **segments of social, public and moral life of the country**.

Whereas, according to the basic conditions/obligations of permission/approval for Uplinking/Downlinking of TV Channels in India, the channels are bound to follow the Programme Code and Advertising Code as prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder.

Therefore, the Ministry of Information & Broadcasting, in exercise of powers under Uplinking/Downlinking Guidelines issued by it, 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 News & Current Affairs TV Channels to follow the provisions of the Programme and Advertising Codes scrupulously and keep the significance of the solemn days like Independence Day, etc. in view while carrying the speech of the Prime Minister and the President of India.**

It is also brought to the notice of all TV channels that any further violation of the provisions of the Programme/Advertising Code 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.

  
[ K.S. REJIMON ]  
Director (DAS)  
Tele.23381246

To,

**All News & Current Affairs TV channels**

**Copy to:** Shri K.V.L. Narayanrao, President, News Broadcasters Association, ME-5, Sah Vikas Apartments, 68, Patparganj, Delhi - 110092