



सत्यमेव जयते

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DIRECTOR (BC)

भारत सरकार
सूचना एवं प्रसारण मंत्रालय
नई दिल्ली-110115
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
NEW DELHI - 110115

No. 804/36/2010-BC-III
New Delhi, 17th June, 2010

DIRECTIVE

It has been observed that many TV Channels are showing advertisements in violation of the Rule 7(2)(viii)(A) of the Cable Television Network Rules, 1994. It is hereby brought to the notice of all concerned that the Notification dated 27.02.2009 of this Ministry cannot be cited as an excuse to telecast advertisements of products in violation of Rule 7(2)(viii)(A) of Cable Television Network Rules, 1994 as the guidelines under the amended rule have not yet been framed.

It is also clarified that certificates issued by CBFC in pursuance of this Ministry's Notification dated 09.08.2006 cannot be used as these are null and void in view of the subsequent amendments in Rule 7(2)(viii) of Cable Television Network Rules, 1994.

Therefore, Ministry of Information & Broadcasting, in exercise of powers, amongst others, under the uplinking /downlinking guidelines issued by it, the terms and conditions of permission granted to a TV Channel to uplink or downlink and under Section 20 of the Cable Television Networks (Regulation) Act, 1995, hereby, directs all TV Channels including news and current affairs Channels to stop carrying any advertisement of a product on their Channel that uses a brand name or logo which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants and strictly follow the provisions of Rule 7(2)(viii)(A) of Cable Television Network Rules, 1994.

All TV Channels must ensure compliance of these directives and withdraw forthwith all such advertisements being shown by them. Any further violation of the above provision of Advertisement Code may entail more stringent action in future including suspension or prohibition of broadcast.


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To

All TV Channels including the News and Current Affairs Channels
News Broadcasters Association
Indian Broadcasting Foundation