

Advertising Code

Code for commercial advertising on Doordarshan.

General rules for conduct in advertising :

1. Advertising shall be so designed as to conform to the laws of the country and shall not offend the morality, decency and the religious susceptibilities of the people.

2. No advertisement shall be permitted which:

- i) derides any race, caste, colour, creed and nationality;
- ii) is against any of the directive principles, or any other provision in the Constitution of India;
- iii) tends to incite people to crime or glorifies violence or obscenity in any way;
- iv) adversely affects friendly relations with foreign countries;
- v) exploits the National emblem or any part of the constitution or the person or personality of a national leader or state dignitary
- vi) relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants;
- vii) in its depiction of women violates the Constitutional guarantees given to all citizens such as equality of status & opportunity and dignity of the individual. Women must not be portrayed in derogatory light and in a manner that emphasizes passive, submissive qualities and encourages them to play a subordinate and secondary role in family and in society. The portrayal of the female form shall be aesthetic and within the well established norms of good taste and decency.

3. No advertisement shall in any way be presented as News.

4. Advertisements must not be directed towards any religious or political ends or have any relation to any industrial dispute.

5. Advertisements for services concerned with the following services shall not be accepted:

- i) money lenders
- ii) chit funds
- iii) savings schemes and lotteries other than those conducted by the Central & state Government organisations, Nationalised or recognised banks and public sector undertakings;
- iv) unlicensed employment services
- v) betting tips & guide books relating to horse racing or other games of chance.

6. No advertisement shall make claims to the effect that the product advertised possesses any miraculous or supernatural property or quality which is difficult of being proved, eg cure for baldness, skin whitener.

7. Scientific or statistical excerpts from technical literature etc. may be used only with a proper sense of responsibility to the ordinary viewer.

8. Advertisers or their agents must be ready to furnish evidence to substantiate any claims or illustrations since the Director General of DD has the right to demand the same.

9. Advertisements shall not contain disparaging or derogatory references to another product or service.

10. Testimonials must be genuine and used in a manner not to mislead viewers.

11. No advertisement shall be accepted which violates AIR and TV Broadcast code which is reproduced below:

- i) Criticism of friendly countries;
- ii) Attack on religions or communities;
- iii) Anything obscene or defamatory;
- iv) Incitement to violence or anything against maintenance of law & order;
- v) Anything amounting to contempt of court;
- vi) Aspersions against the integrity of the President and the Judiciary;

vii)Anything affecting the integrity of the Nation; and
viii)criticism by name of any person.

12.Information given to consumers in relation to the price quality & weight of products shall be accurate.

13.Any pretence in advertising copy must be avoided. The simulation of appearance or voice of a personality in connection with the advertisements for commercial products requires a permission from the personality to that effect.

14.Advertisements for a product or a service shall not be accepted if it suggests that if children do not buy it they shall be lacking in their duty or loyalty to any person. Also if it is suggested in the advertisement that the children shall be condemned,ridiculed if they do not buy the product. The advertisements shall also not create in the children an interest to do something which can prove to be dangerous to the children.

15.No advertisement shall try to take advantage of the superstition or ignorance of the public.

16.Advertisements should be truthful,avoid distorting facts and misleading the public by means of implications and omissions.

17.Testimonials of any kind from experts etc.other than Government recognised standardisation agencies shall not be permitted.

18.Imitations likely to mislead the viewers shall be avoided.

19 Advertisements shall not be obscene, vulgar and offensive in their theme or treatment. This also applies to such advertisements which advertise objectionable books or photographs.

20.For advertising for medicines the general principles have laid down the following guidelines:
i) No advertisement shall contain a claim to cure any ailment or symptoms of ill health.
ii) There should be no exaggerated claims regarding the composition, character, action and suitability of the purpose for which it is recommended.
iii)Appeals to fear shall not be made.
iv)Advertisements for diagnosis or treatment by correspondence are strictly prohibited.
v)When words such as college,clinic,institute,laboratory are used in advertisements, such references can be made only when the said establishment does actually exist.
vi)Advertisements for products specifically offered to women shall not be advertised as products that are effective in inducing miscarriage.
vii)Advertisements relating to claims about curing of sexual weakness,premature ageing, loss of virility,sexual excesses etc. shall not be accepted.
viii)No advertisements should offer any medical product that is for the purposes of slimming, weight reduction or figure control.
ix)No advertisement shall contain any offer to diagnose or treat complaints or conditions by hypnosis