

I & B Ministry > Why a content code?

The Ministry expects that putting such a code in place will have the following positive impact:-

- The public will be provided with a mechanism through which they can voice their grievances and obtain redressal regarding programme and advertisement content.
- It will place greater responsibility on broadcasters and advertisers. They will be obliged to conduct regular research on public sensitivity to reduce the likelihood of individual complaints.
- It will give broadcasters the right to reply before a Body independent of the Govt. before any channel can be banned or proceeded against.
- Advertising would have to conform to the international norms of "legal, honest, decent true" advertising. They would know that they must be able to support and defend any claim they make about the product with necessary evidence. Broadcasters will also learn to ask for such evidence before they broadcast an ad as they would be equally responsible for airing misleading advertisements. It is expected that so long as all broadcasters and advertisers are in the same boat and are subject to the same rules, the pressure will actually be on the advertisers to produce decent truthful advertisements. They would also be discouraged from creating visuals which would not be acceptable during the pre-watershed hours when children are most likely to be watching.
- Parents can feel assured that children can 'safely' watch TV during the prescribed 'U' hours and make informed choices regarding programmes to be viewed at other times.
- The dignity of women and children and the individual's right to privacy will be safeguarded.
- A more responsible treatment of sensitive subjects such as (1) crime and violence (2) sex, obscenity and nudity (3) horror and occult (4) drugs, smoking, tobacco, solvents and alcohol (5) religion and community etc. will be ensured by the content providers.

Public can send their written comments to the Ministry which can be considered before the Code is notified. The comments may be sent latest by 5th Aug, 2007 addressed to the Secretary, Ministry of I & B, Shastri Bhawan, New Delhi 110 001.