

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati House
Copernicus Marg, New Delhi -110001

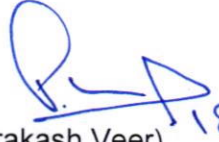
No: P-1/013(64)/2022-Ops.(3/1)

Dated: 18.05.2022

Notification
(No. 02/2022-Ops.)

Prasar Bharati, hereby, notifies the "Advertising Code of Prasar Bharati" for advertisements to be carried on its All India Radio, Doordarshan and Digital platforms in conformity with the decision taken in 172nd Prasar Bharati Board meeting held on 15.03.2022 and 16.03.2022.

2. This Advertising Code of Prasar Bharati is basic guidelines to regulate advertised product, services and content in the best interest of the consumer and applies to advertisers and advertising agencies; and in accordance with objectives as per Prasar Bharati Act, 1990.
3. This Advertisement Code of Prasar Bharati is effective for Doordarshan and Digital Platform with immediate effect. This will be effected from a later date for All India Radio, and would be notified separately. Till such time, the extant Code for Commercial Advertising for All India Radio would continue to be in operation.
4. The extant Code for Commercial Advertising for Doordarshan and all *erstwhile* orders to this affect are hereby, rescinded with effect from the date of issuance of this notification.
5. The "Advertising Code of Prasar Bharati", as annexed, is being placed on Prasar Bharati website www.prasarbharati.gov.in for information of all the stakeholders.


(Prakash Veer) 18/5/22
DDG (Ops.)

Enclosure: as above.

Copy to:

1. Staff Officer to CEO, Prasar Bharati
2. PPS to Member (Finance), Prasar Bharati
3. DG: Doordarshan, DG: AIR, DG: N&CA, DG: NSD
4. All Zonal Heads (Content Ops.)
5. DDG(Content Sourcing), PBS

6. DDG (Policy),Doordarshan/AIR
7. Head of Sales,PBS
8. Head, PBNS & DP
9. DDG(Tech),PBS for placing this notification on the Prasar Bharati website.

Annexure to Notification No. 02/2022-Ops. dated 18.05.2022

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Advertising Code of Prasar Bharati

1. Advertising carried in the AIR, DD and Digital Services of Prasar Bharati shall be so designed as to conform to the laws of the country and should not offend morality, decency and 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 provision of the Constitution of India.
 - (iii) ends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way ;
 - (iv) presents criminality as desirable;
 - (v) exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or a State dignitary;
 - (vi) in its depiction of women violates the constitutional guarantees to all citizens. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasizes passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The AIR, DD and Digital services of Prasar Bharati shall ensure that the portrayal of the female form, in the programmes carried, is tasteful and aesthetic, and is within the well established norms of good taste and decency;
 - (vii) exploits social evils like dowry, child marriage
 - (viii) promotes directly or indirectly production, sale or consumption of-

(A) cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants;

Provided that a product that uses a brand name or logo, which is also used for cigarettes, tobacco products, wine, alcohol, liquor, or other intoxicants, may be advertised on AIR,DD & Digital services of Prasar Bharati subject to the following conditions that-

- (i) the story board or visual of the advertisement must depict only the product being advertised and not the prohibited products in any form or manner;
- (ii) the advertisement must not make any direct or indirect reference to prohibited products;
- (iii) the advertisement must not contain any nuances or phrases promoting prohibited products;
- (iv) the advertisement must not use particular colours and layout or presentations associated with prohibited products;

- (v) the advertisement must not use situations typical for promotion of prohibited products when advertising the other products:

Provided further that –

- (i) the advertiser shall submit an application with a copy of the proposed advertisement along with a certificate by a registered Chartered Accountant that the product carrying the same name as cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants is distributed in reasonable quantity and is available in a substantial number of outlets where other products of the same category are available and the proposed expenditure on such advertising thereon shall not be disproportionate to the actual sales turnover of the product:
- (ii) all such advertisements found to be genuine brand extensions by the Ministry of Information and Broadcasting shall be previewed and certified by the Central Board of Film Certification as suitable for unrestricted public exhibition and are in accordance with the provisions contained in sub-clause (i) to (v) of the first proviso, prior to their telecast or transmission or retransmission.

(B) infant milk substitutes, feeding bottle or infant food.

- (ix) depicts cruelty or violence towards animals in any form or promotes unscientific belief that causes harm to animals.
3. No advertisement shall contain references which hurt religious sentiments.
 4. The goods or services advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 2019.
 5. No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved.
 6. The picture and the audible matter of the advertisement shall not be excessively "loud".
 7. No advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall be carried in the AIR, DD and Digital services of Prasar Bharati.
 8. Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall

be avoided in all advertisements.

9. 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 AIR, DD and Digital Services of Prasar Bharati.
10. All advertisement should be clearly distinguishable from the programme and should not in any manner interfere with the programme viz., use of lower part of screen to carry captions, static or moving alongside the programme.
11. No programme shall carry advertisements exceeding 12 minutes per hour, which may include up to 10 minutes per hour of commercial advertisements, and up to 2 minutes per hour of a channel's self-promotional programmes.
12. All the creative/advertisements inserted by Prasar Bharati on its Digital platform shall be consistent with the above clauses.
13. The existing mechanism regarding the approval of commercials will continue. To resolve any dispute regarding any advertisement on Prasar Bharati platforms arising due to the above mentioned clauses of the advertisement code, CEO PB shall constitute a committee of officers' of appropriate level.

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