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GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' Wing, Shastri Bhawan, New Delhi - 110001

Dated: 25th April, 2011

ADVISORY

Whereas it has been brought to the notice of the Ministry of Information & Broadcasting that certain programmes telecast by TV channels have shown ill-treatment and cruelty to animals. It has been brought out that these programmes, mostly reality shows, have shown participants/contestants performing various acts involving snakes, cockroaches, lizards, crabs, etc in the name of entertainment. In many of these shows cruelty and ill treatment has been meted out to animals and creatures. The extant laws and judicial pronouncements by Hon'ble Courts of India provide that ill-treatment and cruelty should not be meted out to animals.

Whereas as per Section 5 of the Cable Television Networks (Regulation) Act, 1995 read with Rule 6(1)(a) of the Cable Television Networks Rules, 1994, as amended from time to time, no programme can be transmitted/re-transmitted through Cable Service which offends good taste or decency. Further, as per Section 8 of the Cable Television Networks (Regulation) Act, 1995 read with Rule 7(1) of the Cable Television Networks Rules, 1994, as amended from time to time, advertisements carried in the Cable service shall be so designed as to conform to the laws of the Country and should not offend decency.

And 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 TV Channels to strictly adhere to the Programme Code and Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder and not to telecast any content which shows ill-treatment and cruelty to animals or does not conform to the laws of the Country.

It is also brought to the notice of all TV channels that any violation of the provisions of the Programme Code would attract penal provisions set out in Section 20 of the Cable Television Networks (Regulation) Act, 1995 and terms and conditions of uplinking and downlinking guidelines.

While this Advisory is for telecast of programmes and advertisements on Television channels in accordance with the Programme and Advertising Codes referred to above, this is without prejudice to the fact that it is the sole responsibility of a TV channel to abide by the extant law and judicial pronouncements on the substantive and procedural aspects governing show of animals, and their use in any form, on TV channels, prior to telecast of such programmes and advertisements.


[Supriya Sahu]

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To,
All TV channels

Copy to:

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