

No.43011/1/2026-BC.III
Government of India
Ministry of Information & Broadcasting

Date: /10/2026

ADVISORY

To,

All Private Satellite TV Channels

Subject: Advisory to all Private Satellite TV Channels regarding strict adherence to the Programme Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Networks Rules, 1994.

The Ministry of Information & Broadcasting has observed instances of non-compliance with the provisions of the Programme Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and the Cable Television Network Rules, 1994 by various private satellite television channels

2. In this regard, the Inter-Departmental Committee (IDC) constituted under the Cable Television Networks (Amendment) Rules, 2021 observed that the telecast on various TV Channels is not in conformity with the spirit of the Programme Code prescribed under Rule 6 of the Cable Television Networks Rules, 1994. Instances of similar news/visuals broadcast on multiple channels on similar topics were observed during the meeting of IDC. Therefore, IDC recommended that all private satellite television channels be advised to strictly adhere to the statutory provisions governing content broadcast on television. The committee also emphasized that inappropriate behaviour or language should not be normalized in telecast.

3. Accordingly, all Private Satellite TV Channels are hereby advised to strictly comply with the provisions of the Programme Code prescribed under the Section 5 of the Cable Television Networks (Regulation) Act, 1995, and Rule 6 of the Cable Television Networks Rules, 1994, in letter and spirit, particularly with regard to the following:

- I. **Coverage of Anti-Terrorist Operations:** As per Rule 6(1)(p), live coverage of anti-terrorist operations by the security forces is prohibited and media coverage during such operations should be restricted to periodic briefings by an authorised officer till such operation concludes. Accordingly, the telecasts of such visuals should be duly time-stamped, wherever necessary, to avoid any misleading impression of live coverage. The Ministry in the past has also issued advisories dated 12.06.2024 and 26.04.2025 in this regard.
- II. **Telecast of Violent or Disturbing Visuals:** Channels shall exercise due caution, responsibility and editorial discretion while telecasting violent, graphic or disturbing visuals so as not to offend good taste or decency in compliance with Rule 6(1)(a) of the Cable Television Networks Rules and to avoid causing unnecessary distress to viewers.
- III. **Reporting of Crime and Violence:** Telecast of scenes related to crime and violence should be based on verified facts and truth and the reporting should be in a balanced and responsible manner to ensure deliberate, false and suggestive innuendos and half – truths are not telecast as mandated by Rule

6(1)(d). Care should be taken to avoid sensational reporting that may glorify or normalize unlawful or socially undesirable behaviour. In such cases, adherence to Rule 6(1)(a) is also mandated with due caution exercised to avoid excessive repetition or looping of disturbing visuals. The use of appropriate blurring or masking techniques are suggested wherever warranted so as to not offend good taste and decency of the viewers. This has also been reiterated vide this Ministry's advisory dated 09.01.2023 to the channels to attune their systems and practices of reporting incidents of crime, accidents and violence, including death, to ensure conformity with the Programme Code. Further, during the telecast of visuals involving crimes against women and children, due diligence needs to be exercised to ensure the programme is in adherence to Rules 6(1)(k) and (l) of the Programme Code

- IV. **Coverage of Natural Calamities/Disasters and Major Accidents/Incidents:** Visuals used in telecasts involving coverage of natural calamities/disasters and major accidents/incidents should be duly time-stamped, wherever necessary, to avoid unnecessary panic among the viewers. Reporting should be based on verified facts in adherence to Rule 6(1)(d). This Ministry's advisories dated 09.08.2024 and 18.11.2025 also emphasised on the same.
- V. **Use of Authentic Map of India:** In order to uphold the integrity of the Nation as mandated in Rule 6(1)(h), private satellite TV channels are advised to use only authentic maps of India, as published by the Survey of India, in all their telecasts, graphics and digital representations.
- VI. **Communal Harmony and Debate Programmes:** Rules 6(1)(c) and 6(1)(e) mandate that programmes should not promote communal attitudes and anti – national attitudes respectively. Accordingly, the TV channels are advised to ensure that programmes, including live debates and panel discussions, do not promote or encourage communal or anti-national attitudes. Adequate editorial control (including, but not limited to careful selection and pre – sensitisation of the panellists/participants) should be exercised. Wherever necessary, immediate remedial measures such as muting, disclaimers, interruption or discontinuation of feed should be implemented in order to prevent airing of derogatory, abusive or inflammatory content. This Ministry, vide advisory dated 08.06.2023, reiterated adherence to the Programme Code.
- VII. **Protection of Identity of Victims of Sexual Offences:** Channels shall strictly adhere to the repeated directions of the Hon'ble Supreme Court and applicable legal provisions regarding non-disclosure of the identity of victims of sexual offences. This includes refraining from disclosure of any direct or indirect particulars, remote facts, photographs, family details, locality or other such information that may lead to identification of the victim. This has also been reiterated vide this Ministry's advisory dated 13.09.2024.

4. Channels are advised to exercise due caution while using Artificial Intelligence (AI) and its tools, including Generative AI, in telecast of programmes (such as but not limited to creation of graphics, virtual news presentations, etc.). The use of AI tools may be limited to assistive capacity without compromising the accuracy, authenticity, or sensitivity of the news content while adhering to the Programme Code.

5. The broadcasters are further advised to strengthen their editorial and content-

review mechanisms and ensure that all personnel involved in news gathering, editing, production, transmission and telecast of programmes are adequately sensitized to the provisions of the Programme Code. The broadcasters are encouraged to conduct workshops, training programmes and sensitization sessions for their editorial and production teams at regular intervals, in order to ensure continued compliance with the Programme Code.

6. It is reiterated that adherence to the statutory obligations is essential. Any violation of the Programme Code may invite action under the provisions of the Cable Television Networks (Regulation) Act, 1995 and the rules framed thereunder.

7. This issues with the approval of the competent authority.

Digitally signed by
Arpitha S
Date: 21-10-2026
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(Arpitha S)
Deputy Secretary

Copy to:

1. Self- Regulatory Bodies of TV Channels Registered under the Cable Television (Amendment) Rules, 2021.
2. Association/ Bodies of Electronic Media.
3. Broadcast Sewa Portal.
4. Ministry of Information and Broadcasting website.