

**No.N-41014/04/2018-BC.III**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**  
**'A' WING, SHASTRI BHAWAN,**  
**NEW DELHI – 110001**

Dated: 18<sup>th</sup> June, 2019

**ADVISORY**

Whereas it has come to the notice of Ministry of Information & Broadcasting that private satellite TV channels telecast dance-based reality shows from time to time, in which, children between the age group of 5 – 10 years or of lesser years are shown dancing to popular Bollywood tunes or other local songs. The child participants enact and imitate grown up actors which includes some inappropriate dance movements executed by kids. The gestures, dialogues and dance moves performed by the kids appear to be suggestive and obscene for their age.

Whereas, the channels are required to follow the provisions contained in Programme & Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 & the Rules framed thereunder. The following provisions prescribed under the Programme Code prohibit TV channels from telecasting content that denigrates children in any manner:

- **Rule 6 (1) (I):** No programme should be carried in the cable service which denigrates children.
- **Rule 6 (4):** Care should be taken to ensure that programmes meant for children do not contain any bad language or explicit scenes of violence.

Whereas, the matter was also considered by the Inter-Ministry Committee (IMC), set up by Ministry of I&B, to examine the violations of Programme and Advertising Code and whereas, the IMC recommended that a suitable advisory be issued to all private satellite TV channels.

Therefore, all private satellite TV channels are hereby advised to desist from showing children in vulgar, indecent, suggestive and inappropriate manner in dance reality

shows or other such programmes and exercise maximum restraint, sensitivity and caution while showing such programmes.



18/6/19

**[AMIT KATOCH]**  
**Director (BC)**  
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**To**

All Private Satellite TV channels

**Copy to:**

1. Shri Rajat Sharma, President, News Broadcasters Association (NBA), Mantec House, 3<sup>rd</sup> Floor, C-56/5, Sector 62, NOIDA – 201307.
2. Shri N.P. Singh, President, The Indian Broadcasting Foundation (IBF), B-304, 3<sup>rd</sup> Floor, Ansal Plaza, Khelgaon Marg, New Delhi – 110049.