

**No.3105/42/2016-BC-III**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**  
**'A' Wing, Shastri Bhawan,**  
**New Delhi – 110001**

Dated: 13<sup>th</sup> Sept., 2016

**ADVISORY**

Whereas it has come to the notice of the Ministry of Information & Broadcasting that in the wake of recent incidents related to Cauvery water dispute, certain TV channels have been telecasting provocative and inflammatory news/programmes. Some TV channels have also been airing footage of violent incidents, rioting etc. repeatedly. These could further ignite tensions and reactions and could cause the law and order situation in both the affected States to deteriorate.

Whereas it is felt that News, views or comments relating to Cauvery water dispute should be telecast only after proper verification of facts and presented with due caution and restraint in a manner which is in the public interest for maintaining harmony.

In the context of the above, Hon'ble Minister of Information and Broadcasting, Urban Development, Housing & Urban Poverty Alleviation, Shri Venkaiah Naidu has appealed to the people of both the States to maintain peace and not indulge in rioting and violence. He has urged both the State Governments to take effective steps to check the spread of violence immediately. Further, he has urged the media to exercise restraint in coverage of such incidents and has specifically requested the media to cooperate towards bringing the situation back to normalcy.

Whereas Government, therefore, appeals to the media including local media and cable networks, in national interest, to keep in view the following:

To exercise restraint while covering incidents of violence and rioting.

Not to carry news in such a way that it incites violence.

Telecast of live or file shots of violence or rioting may be avoided. Reportage may use shots of Cauvery river and security forces.

While reporting the incidents, care may be exercised in the choice of words.

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 follow the provisions of the Programme Code scrupulously and exercise restraint and sensitivity while reporting such incidents and refrain from telecasting any material which could ignite passions and create law and order problem.

*Neeti*  
13/9/16  
[NEETI SARKAR]  
Director (BC)  
Tele.23386536

To,

**All News & Current Affairs TV channels**

**Copy to:**

1. Shri Rajat Sharma, President, News Broadcasters Association, ME-5, Sah Vikas Apartments, 68, Patparganj, Delhi – 110092
2. Shri Rakesh Sharma, President, Association of Regional Television Broadcasters of India (ARTBI), B-116, Okhla Industrial Area, Phase –I, New Delhi - 110065