

N-41013/11/2016-BC-II
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' Wing, Shastri Bhawan, New Delhi – 110001

29th November, 2016

WARNING

WHEREAS, it has come to the notice of the Ministry of Information & Broadcasting that "MBC TV" Channel, telecast news bulletin/TV programme, the details thereof are given below:-

Case-1: The channel in its news bulletin telecast on 28.01.2016 at 18:08:09 hrs. reported about a case of sexual abuse of a woman from Imphal, Manipur filed a complaint at the Sambalpur police station in Odisha against an NCC Colonel. While telecasting the interview, the channel failed to conceal the identity of the victim. During the telecast, the channel revealed that the victim is an LIC agent and has also repeatedly showed her face without blurring/morphing. Revealing such details could jeopardize the victim's social life and also the future of the victim. Also, revealing the identity of such victims puts them at the risk of being identified and traumatized further in the society. Considering, the stigma attached to victims of sexual harassment, reporting such cases was considered highly sensitive and required utmost care.

Case-2: The channel also telecast a fictional serial 'Mati Baikuntha', on 8.01.2016 at 13:31:29 hrs. portraying caste discrimination in a remote Indian village where its protagonist, Jharna was shown to be repeatedly insulted and harassed by the villagers as being from a lower caste, an extended display of insult began by showing her face being smeared with black and white colours. Then, she was made to wear a garland of old slippers around her neck and then, kicked to begin the walk of shame. The visuals not only appeared to denigrate women but were also offensive and reflected a slandering, ironical and snobbish attitude in the portrayal of certain ethnic, linguistic and regional groups.

WHEREAS, the programmes appeared to violate Rule 6(1) (a), (k), (m) & (o) of the Programme Code prescribed under the Cable Television Network (Regulation) Act, 1995 & the Rules framed thereunder. A Show Cause Notice (SCN) was issued to "MBC" TV Channel on 27.04.2016.

WHEREAS, responding to the above said SCN, the "MBC" Channel vide their letter dated 7.05.2016 submitted that MBC TV always abides by all Rules and Regulations of the Ministry. However, in a particular case, it was indeed a slip-up when the victim's face was not concealed during an interview on 28.01.2016. This inadvertent mistake occurred at editing desk and the concerned staff were reprimanded and disciplined. It was never the channel's intention to stigmatize the victim or cause any hindrance in her social life. As regard the purported sequence in the fictional serial 'Mati Baikuntha' telecast on 8.01.2016, they stated that it was never their intention to denigrate women, or to show any individual, group or community in a bad light. Concluding the reply, the Channel tendered an unconditional apology for any violations and promised that such mistakes would not occur in future.

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29/11/16
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