GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
‘A’ WING, SHASTRI BHAWAN,
NEW DELHI – 110001

No.804/ 66/2012-BC.III Dated the 20th April, 2012

To

Sony.TV
Managing Director,
M/s. Multi Screen Media Pvt. Ltd.,
4th Floor, Interface, Bldg. No.7, Off Malad Link Road,
Malad West, Mumbai – 400 064

It has been brought to the notice of this Ministry that advertisements are going on Sony TV channel about telecast of the film "The Dirty Picture" (Hindi) on 22.4.2012. It has been stated that the content of the movie is not such that it can be shown during day-time when children watch TV channels.

2. The content telecast on the channels should be in conformity with the provisions contained in the Cable Television Networks Rules, 1994 framed under Cable Television Networks (Regulation) Act, 1995. So far as telecast of film or film songs or film promo or film trailer, etc. is concerned, the said rules provide as under:

(i) Rule 6(1) (n) prescribes that - No programme should be carried in the cable service which contravenes the provisions of the Cinematograph Act, 1952.

(ii) Rule 6(1)(o) provides that no programme should be carried in the cable service which is not suitable for unrestricted public exhibition, provided that no film or film song or film promo or film trailer or music video or music albums or their promos, whether produced in India or abroad, shall be carried through cable service unless it has been certified by the CBFC as suitable for unrestricted public exhibition in India”.

(iii) The Explanation below Rule 6(1)(o) provides that for the purpose of this clause, the expression “unrestricted public exhibition” shall have the same meaning as assigned to it in the Cinematograph Act, 1952 (37 of 1952).
3. Therefore, in view of the above provisions, the Ministry has obtained the comments of the Central Board of Film Certification (CBFC) in respect of the proposed telecast of the film 'The Dirty Picture' by Sony TV on 22.4.2012.

4. The CBFC has informed that the film 'The Dirty Picture', which was rated 'A' (Adult only) certificate for theatrical release, was later rated 'UA' (Parental Guidance) by CBFC after giving approximately 59 audio and visual cuts on 13.2.2012. The CBFC has further informed that since the film has been granted 'UA' certificate, it means that the guardians/parents are to decide whether any children below 12 years of age should watch this film or not, clarifying further that the film contains some visuals and dialogues which make the film unsuitable for children watching this film without parental guidance.

5. The CBFC has also informed that they would not like any channel to show the film 'The Dirty Picture' on the time slots for which it is being advertised right now, e.g., afternoon and evening and should be shown late at night when most guardians/parents are available to suitably guide their children/ward.

6. Sony TV channel is advised to note the advice of CBFC as mentioned above and accordingly take appropriate action.

( K.S. REJIMON )
Deputy Secretary to the Government of India

President, The Indian Broadcasting Foundation, E-204, 3rd Floor, Ansai Plaza, Khelgaon Marg, New Delhi – 110049 - for advising their member channels for similar action.

Ms. Ranjana Dev Samah, Director, Electronic Media Monitoring Centre, Ministry of I&B, 14-B, Ring Road, I.P. Estate, New Delhi – 110002

Shri Pankaja Thakur, Chief Executive Officer, Central Board of Film Certification, Bharat Bhavanm 91-E, Walkeshwar Road, Mumbai – 400 006.