

1	2	3	4	5
		Iron Ltd., SMC Power Generation Ltd., Sree Metaliks Ltd. Visa Steel Ltd.		
4	Choritand Tailaya	Rungta Mines Limited, Sunflag Iron & Steel Ltd.	Sponge Iron/ Sponge Iron	No substantial progress in development of coal block
5	Macherkunda	Bihar Sponge Iron Limited	Sponge Iron	No substantial progress in development of coal block
6	Gondkhari	Maharashtra Seamless Ltd., Dhariwal Infrastructure (P) Ltd., Kesoram Industries Ltd.	Sponge Iron/ Sponge Iron/ Cement	No substantial progress in development of coal block
7	Bhaskarpara	Electrotherm (India) Limited, Grasim Industries Ltd.	Sponge Iron/ Cement	No substantial progress in development of coal block
8	Dahegaon Makardhokra IV	1ST Steel & Power, Gujarat Ambuja Cements Ltd., Lafarge India Pvt. Ltd.	Steel & Sponge Iron/ Cement/ Cement	No substantial progress in development of coal block
9	Gourangdih ABC	Himachal EMTA Power Ltd., JSW	Power/Power	No substantial progress in development of coal block
10	Rawanwara North	SKS Ispat & Power Limited	Sponge Iron	No substantial progress in development of coal block

Further, on the basis of the recommendations of the Inter-Ministerial Group (IMG), the competent authority has decided to de-allocate 10 more coal blocks. The issue of order in this regard is under process.

#### Advertisements about food and other items

\*49. SHRI SHANTARAM NAIK: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has made a study of the false or misleading claims about food and other items made through television and print advertisements by certain companies;

(b) if so, the names of such companies and products identified by Government, so far;

(c) the notices sent and prosecutions initiated so far; and

(d) the outcome thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) to (d) Food Safety and Standards Authority of India (FSSAI), under the Ministry of Health and Family Welfare has been mandated to ensure food safety in the country under the Food Safety and Standards (FSS) Act, 2006, Food Safety Rules 2011 and Food Safety and Regulations 2011.

FSSAI has issued notices in 38 cases of false/dubious claims or misguiding advertisements on food items with respect to Food Safety and Standards Act, 2006 and Food Safety and Standards (Packaging and Labeling) Regulations, 2011. Out of this, prosecution has been initiated in 19 cases as per provisions of FSS Act, 2006. The details of the cases where prosecution has been initiated and their present status are given in Statement-I (*See below*). The details of the cases where only notices have been issued are at Annexure. [*See Appendix 227 Annexure No.1*]

Some other instances of misleading advertisements on private satellite/cable television channels have come to the notice of this Ministry *i.e.*, Ministry of Information and Broadcasting. These matters were placed before the Inter Ministerial Committee (IMC) for consideration under Cable Television Networks (Regulation) Act, 1995, for violation of the Advertising Code under Rule 7(5) of the Cable Television Networks Rules 1994. A list of such cases where final action has been taken is given in Statement-II (*See below*).

In respect of advertisements in print media, the Press Council of India (PCI) has formed Norms of Journalistic Conduct, of which Norm 36 relating to advertisements should be adhered to by media while accepting advertisements. The PCI has not received any specific complaint against misleading advertisement of food products in print media. However, a list of complaints received by PCI against misleading advertisements of other items along with the action taken thereon as on 20th August 2012 is given in Statement-III.

**Statement-I**

*The details of cases of violation of section 24 of FSS act, 2006 and FSS (packing and labeling) Regulation, 2011, where prosecution has been initiated:*

Sl. No.	Name of the product	Name and Address of the producer	Details of violations for which prosecution cases are filed under Section 53 of FSS Act, 2006:	Designated Officer of FSSAI	Present status
1	2	3	4	5	6
1.	Complan	Heinz India Pvt Ltd. 7th Floor, D Shiv Sagar, Dr. Annie Basant Road, Worli, Mumbai 400018	The claim on the advertisement of the product that one can grow two times after taking Complan is misleading and violates Section 24 of FSS Act, 2006.	Mumbai	Case was filed on 6.07.2012
2.	Complan Memory	Heinz India Pvt Ltd. 7th Floor, D Shiv Sagar, Dr. Annie Basant Road, Worli, Mumbai 400018	The declaration, viz; (i) Complan with Memory chargers, (ii) 5 Brain chargers, (iii) helps to improve memory are	Mumbai	Case was filed on 6.07.2012

1	2	3	4	5	6
			misleading and violates Section 24 of FSS Act, 2006. The product label shows the pictures of students with books which will mislead the public that after taking this health drink they will become good in studies.		
3.	Boost	Glaxo Smithkline Consumer Healthcare ltd. DLF Plaza Tower, DLF Phase 1, Gurgaon, Haryana	The claim that 'Boost provides 3 times more stamina than sadharan chocolate drink' is misleading and violates Section 24 of FSS Act, 2006. The producer has not submitted any specific study on this product to substantiate their claims.	Chandigarh	Case was filed on 13.07.2012 before ADC Gurgaon. ADC office informed DO that the case is under process
4.	Horlicks	Glaxo Smithkline Consumer Healthcare Ltd., DLF Plaza Tower,	The claim on the advertisement of that after taking Horlicks, children become 'taller, stronger,	Chandigarh	Case was filed on 13.07.2012 before ADC Gurgaon. ADC office

		DLF Phase 1, Gurgaon, Haryana	sharper' which is misleading and deceptive in nature. It violates Section 24 of FSS Act, 2006.		informed DO that the case is under process.
5.	Emami-Healthy and Tasty Soyabean Oil	Emami Biotech Limited, Emami Tower, 687, Anandapur, E.M Bypass, Kolkata-700107.	The label contains a logo/ picture in which it is written 7 stage european refining technology,'Suraksha Shakti' which are violating Clause 2.3.1.5. of FSS (Packing and Labeling) Regulations, 2011	Kolkata	Prosecution already done. Hearing completed. Affidavit filed. Decision not yet received. (As on 08-11-2012)
6.	Saffola	Marico Ltd. 'Rang Sharda', Krishnachandra Marg, Bandra Reclamation, Bandra (W), Mumbai- 400050 India.	The use of heart symbol and the claim 'the heart of a healthy family'; Saffola encourages you and your family to take care of your heart by using less oil and low saturated fat diet, and 'use of word losorb technology' etc. on the advertisement are misleading in nature.	Mumbai	Case was filed on 6.07.2012

1	2	3	4	5	6
7.	Engine Mustard Oil	M/s Hari Vegetable Products Ltd. Bharatpur, Rajasthan.	Claims like 'health and vigour' and 'cholesterol 0g' on the advertisement are misleading in nature.	Delhi	Case was filed on 18.07.2012. Hearing yet to start (As on 09-11-2012).
8.	Nutri Charge Men	Trophic Wellness Pvt. Ltd, 142-AB, Kandivli Industrial Estate, Kandivali West, Mumbai -400067	<p>The claims like:</p> <ul style="list-style-type: none"> <li>• Enhance your energy, stamina and immunity with smart nutrition.</li> <li>• Smart nutrition means nutricharge</li> <li>• Powered by 10 vitamins, 11 minerals, 11 antioxidants and 3 amino acids</li> <li>• Heart and brain health are misleading and deceptive in nature.</li> </ul>	Mumbai	Case was filed on 6.07.2012
9.	Kellogs Special K	Kellogs India, 2 & 3-L, MIDC District, Raigad, Talaja, Mumbai Maharashtra,	The claim that 'research shows that people, who eat low fat breakfast like Kellogg's Special K, tend to be slimmer than those who don't' is misleading and deceptive in nature.	Mumbai	Case was filed on 6.07.2012

10.	Britannia Nutri Choice Biscuits	Britannia Indust. Ltd., 5/1/A Hungerford Street, Kolkata-700 017 West Bengal	The claims on advertisements like: <ul style="list-style-type: none"> <li>• No added sugar</li> <li>• Complex carbohydrates</li> <li>• Diabetic friendly are misleading</li> </ul> ad violates Section 24 of FSS Act, 2006.	Kolkata	Prosecution letter issued to AO, Kolkata on 07-11-2012.
11.	Kellogs Extra Museli	Kellogs India, 2 & 3-L, MIDC District, Raigad, Taloja, Mumbai, Maharashtra	The label of the said product appeared as if it contains a number of fruits. This type of labels is misleading, which gives an idea that the said product contains so many fruits.	Mumbai	Case was filed on 6.07.2012
12.	Bournvita Little Champs	Cadbury India Limited, 19, Bhulabhai Desai Road, Mumbai-400026	The Producer has claimed presence of DHA in their product and its benefits which are not proved. This is deceptive in nature.	Mumbai	Case was filed on 6.07.2012

1	2	3	4	5	6
13.	Today Premium Tea	Today Tea Limited 409-12,4th Floor Roots Tower, District Centre Laxmi Nagar, Delhi-110092	The claims by the Producer in newspaper ad shows the following which are misleading as per Section 24 of FSS Act, 2006: <ul style="list-style-type: none"> <li>• 100% natural</li> <li>• Rich in antioxidants</li> <li>• Thakawat hataye chusti laye</li> </ul>	Delhi	Case filed on 11.07.2012. Hearing yet to start (As on 09-11-2012)
14.	Pediasure	Abbott India Limited 3-4, Corporate Park, Sion-Trombay Road Mumbai	The claim on the product label and advertisement is 'Helps in child's growth and development', which is misleading as per Section 24 of FSS Act, 2006 and FSS (Packaging and labeling) Regulation, 2011.	Mumbai	Case was filed on 6.07.2012
15.	Real Active Fibre+	Dabur India Ltd. Kaushambi Ghaziabad-201010 Uttar Pradesh, India	Advertisements of the said product shows the following which are misleading. <ul style="list-style-type: none"> <li>• Snack healthy</li> <li>• Manages weight and keeps you fit</li> <li>• Keeps digestive system healthy</li> <li>• Maintains heart health</li> </ul>	Lucknow	Case filed on 09.07.2012. Next hearing on 23-11-2012 (As on 09-11-2012)

- |     |                        |  |   |         |   |
|-----|------------------------|--|---|---------|---|
| 16. | Nutrilite              | <p>Amway India Enterprises Claims like:</p> <p>Pvt. Ltd. 9th Floor,<br/>Tower A&amp;B, Express<br/>Trade Towers 1 Plot No.<br/>15-16, Sector - 16A,<br/>Noida-201301 (Uttar<br/>Pradesh)</p> | <p>"if you are not taking a truly<br/>adequate and well balanced<br/>diet the nutrilitte daily may<br/>be convenient once a day<br/>choice for supplemental<br/>nutrients you have been<br/>looking for""Each tablet<br/>supplies 13 vitamins,<br/>11 minerals and phytofactores<br/>plant compound from nutrilitte's<br/>exclusive plant concentrate.<br/>Nutrilitte exclusive nutria lock<br/>makes tablet easier to swallow"<br/>are misleading and deceptive<br/>in nature.</p> | Lucknow | <p>Case was filed on<br/>18.07.2012</p> |
| 17. | Kissan Cream<br>Spread | <p>Hindustan Unilever<br/>Limited, Unilever House,<br/>B. D. Sawant Marg,<br/>Chakala, Andheri (E),<br/>Mumbai - 400 099.</p>  | <p>Advertisement shows the claim<br/>that 'Kissan creamy spread<br/>contains 3 times more essential<br/>nutrients than sadharan butter'.<br/>This statement is misleading.</p>  | Mumbai  | <p>Case was filed on<br/>6.07.2012</p>  |

1	2	3	4	5	6
18.	Rajadhani besan	Rajdhani Flour Mills Ltd. (Delhi), Rajdhani Besan, 5596, Lahori Gate, Delhi-110006	Newspaper advertisement has a heart logo and slogan 'karlo dil se dosti' which are misleading as per Section 24 of FSS Act, 2006	Delhi	Case was filed on 12.07.2012. Next hearing on 16-11-2012 (As on 09-11-2012)
19.	Britannia Vita Marie	Britannia Industries Ltd., Claims like: 5/1/A Hungerford Street, Kolkata-700 017 West Bengal	• Heart friendly • Helps reduce cholesterol are misleading as per section 24 of FSS Act, 2006.	Kolkata	Prosecution letter issued to AO, Kolkata on 07-11-2012.

### ***Statement-II***

*The cases of misleading advertisements on private satellite TV channels where final action has been taken.*

Sl. No.	Advertisements	Action Taken
1	2	3
1.	Advertisement of serious diseases claiming to have special/miraculous cure	A Warning was issued to IBN7 TV channel on 16.4.2010.
2.	Advertisements of products having special or miraculous or supernatural cure	An Advisory dated 13.5.2010 was issued to all the channels.

3. Petition was received from Shri Saurabh Joshi complaining against telecast of alleged misleading advertisements of the products like 'Badha Mukti Yantra', 'Dhan Laxmi Yantra', etc. on TV channels claiming to release oneself from bad spell or give success in life, *etc.*
4. Telecast of alleged misleading advertisements of (i) Gymnedine as remedy for diabetes and (ii) Power Prash as remedy for sexual impotency on TV channels.

The complaint was referred to Advertising Standards Council of India (ASCI) for their views. ASCI, *vide* its letters dated 11.10.2011, upheld the complaint against following advertisements:

- i. Divyarishi's Kuber Kunji
- ii. Badha Mukti Yantra,
- iii. Shani Shubh Yantra,
- iv. Sai Darshan Pendant
- v. Maha Dhan Laxmi Yantra

Representative bodies of the broadcasters namely Indian Broadcasting Foundation (IBF) and News Broadcasters Association (NBA) were called upon, *vide* letter dated 17.11.2011, to advise their channels not to carry these advertisements as also similar advertisements which are not in accordance with Rule 7(5) of the Advertising Code.

ASCI intimated *vide* its letter dated 16.12.2011 and 23.1.2012 that the complaints against these advertisements were upheld. Representative bodies of the broadcasters namely Indian Broadcasting Foundation and News Broadcasters Association were called upon, *vide* letter dated 12.3.2012, to advise their channels not to carry these advertisements as also similar advertisements which are not in accordance with Rule 7(5) of the Advertising Code.

1	2	3
5.	Telecast of Advertorial 'Third Eye of Nirmal Baba' on TV channels.	The matter was referred to IBF and NBA. They advised their member channels to stop the programmes relating to Nirmal Baba. IBF and NBA also confirmed that their member channels have stopped the telecast of the programme relating to Nirmal Baba.
6.	Petition from Shri V. Lal against an alleged misleading advertisement of Garnier Fructus Shampoo.	The complaint was referred to Advertising Standards Council of India (ASCI) for their views. The complaint was not upheld by ASCI.

***Statement-III***

*The details of action taken for showing misleading advertisements in Print Media during last three years and current year (as on 20.08.2012)*

**A. Misleading Advertisements in Print Media - for the years 2009 -2010**

Sl. No.	Complainant	Respondent	Subject	Action Taken/Status
1	2	3	4	5
1.	Shri Sukh Dev Singh, Pankaj House, Charan Singh Nagar, Sikar (Rajasthan).	The Editor, Rajasthan Patrika, Kesargarh, Nehru Marg, Jaipur	Publication of misleading/ objectionable advertisements for commercial gain	The Council rendered its decision on 30.7.2010. It, keeping in view the statement of respondent newspaper,

				opined that no further action was warranted in the matter.
2.	Shri Rajendra Prasad Tiwari, Village- Jamuniyan, Post-Hirdennagar, Mandala	The Editor, Nai Duniya	Publication of misleading advertisement	Matter has been treated as closed for being outside jurisdiction of the Council.
3.	Shri Kush Kalara, Standard Batteries, Shop No.2, Ambala Road, Near Darpan Cinema, Saharanpur (UP)	The Editor, Hindustan Times,	Publication of false advertisements	Closed for lack of sufficient ground for inquiry.
4-5.	Shri Khushal Singh, 426, IVth Floor, Ganpati Plaza, M.I. Road, Jaipur	The Editor, Rajasthan Patrika	Publication of fake advertisements	Closed for non-pursuance

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#### B. Misleading Advertisements in Print Media-2010-2011

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1..	Dr. Gautam, Indore (M.P.).	Raj Express, Dainik haskaer, Nai Duniya & Patrika.	Publication of Misleading Advertisement	Counter comments has been received on 7.10.2010.
2.	Shri Iqbal Singh, Punjab.	Media.	- do-	Requirement letter has been sent on 15.04.2011

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1	2	3	4	5
<b>C Misleading Advertisements in Print Media - 2011-2012</b>				
1.	Shri Sumit Kumar Ray, Shakti Nagar Bhopal,	Print Media	Regarding Publication of Misleading Advertisement.	Closed for Non-pursuance.
2.	Shri Ramdev; Vishunpur, Chaparan	Prabhat Khabar	Regarding Publication of Misleading Advertisement.	Under process
3.	Shri V. Raju	Dinakaran.	Regarding publication of advertisement.	Closed for non-pursuance
4.	Md. Zahid, Dehleer Woman and Children Welfare Society, Jafrabad, Delhi- 53	Rajnama, Rashtriya Sahara	Regarding publication of false and misleading advertisement	Closed for non-pursuance
5.	Shri Zameer, 1110 Mohalla Kishan Ganj, Teliwara, Delhi-06	The Editor, Daily Rashtriya Sahara	Regarding of Publication of Malicious a defamatory Advertisement	Under Process
6.	Shri V.K.Thakkar, President of 'V' Care Right & Duty NGO, Keval Karodia Road, P.O.- Bajwa-391310	Media	Regarding Publication of Misleading Advertisement.	Requirement sent

7.	District Information Public Relation Inspector, Zgahar.	Media	Regarding of Publication of false Advertisement	Under Process
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#### **D. Misleading Advertisements in Print Media - 2012-2013**

Sl. No.	Complainant	Respondent	Subject	Action Taken/Status
1.	Shri Madhuuranthakam Prabhaka Rao, Kukatpally, Hyderabad-72.	The Hindu	Misleading advertisement and editorial regarding Mortien Nature Guard	Under Process
2.	Office Secretary, Consumers India, E-7/16, Vasant Vihar, New Delhi	Delhi Times	Publication of Misleading Advertisement	Under process
3.	Shri A. Ahmed Sonali, Padir Hati, Kolkata-66 (W.B.)	Tathya Kendra	Publication of Misleading Advertisement	Under process