

(b) Does not arise in view of (a) above.

(c) Details of allocation of rice and wheat made to Assam under normal Targeted Public Distribution System (TPDS) during the last five years are as under:

(In '000 MTs)

Year	Rice	Wheat	Total
2007-08	1081.116	264.411	1345.527
2008-09	1181.892	224.364	1406.256
2009-10	1208.460	277.506	1485.966
2010-11	1346.190	326.936	1673.126
2011-12	1440.962	365.794	1806.756

Details of additional allocation of rice and wheat made to Assam since 2009-10 are as under:

(In '000 MTs)

Year	Rice	Wheat	Total
2009-10	52.476	37.384	89.860
2010-11	569.152	200.696	769.848
2011-12	190.794	30.000	220.794

Misleading advertisements

2189. DR. T.N. SEEMA: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether consumers are being cheated/misled by the companies including producers of cosmetics, health and food supplements, through misleading advertisement making false exaggerated claims about their products and other legal nuances;

(b) if so, the details thereof indicating the number of such cases reported, along with the names of the companies, during 2011 and 2012, State/Union Territory-wise;

(c) the steps taken by Government to protect the interests of the consumers, State/Union Territory-wise;

(d) whether Government has any regulatory mechanism to monitor and regulate such advertisements and if so, the details thereof; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K.V. THOMAS): (a) to (c) Yes Sir, a large number of misleading advertisements come through various media. Details of such advertisements are not centrally available. There are a number of legislations that have provisions to deal with misleading claims and advertisements made by companies regarding their products which include interalia:

- (i) The Drugs and Cosmetics Act, 1940 (Ministry of Health)
- (ii) The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1955 (Ministry of Health)
- (iii) Food Safety and Standards Act, 2006 (Ministry of Health)
- (iv) The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (Ministry of Health)
- (v) Consumer Protection Act, 1986 (Administered by Department of Consumer Affairs)
- (vi) Advertisement aired on private satellite TV channels are regulated under the Advertising Code prescribed in rules framed under Cable Television Network (Regulation) Acts 1995.
- (vii) Advertisement in print media, which are violative of 'Norms of Journalistip Conducts' are being adjudicated by the Press Council of India under Section 14 of the Press Council Act 1978. Various Ministries are administering above Acts and taking necessary action to protect consumer interests.

(d) and (e) Telecast of advertisements on private satellite/cable TV channels is regulated as per the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. Rule 7 (5) of the Advertising Code provides that no

advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or supernatural property or quality, which is difficult of being proved.

The Ministry of Information & Broadcasting has constituted an Inter Ministerial Committee (IMC) to look into the specific complaints or suo-moto take cognizance against the violation of Programme and Advertising codes and action is taken as per rules. IMC has representatives from the Ministry of Home Affairs, Defence, External Affairs, Law, Women & Child Development, Health & Family Welfare, Consumer Affairs and Advertising Standards Council of India (ASCI). Government has also set up an Electronic Media Monitoring Centre (EMMC) to monitor the content of private television channels with reference to the violation of Programme and Advertising Codes.

So far as print media is concerned, the Press Council of India (PCI), a statutory autonomous body has been set up under the Press Council Act, 1978 with the twin objective to preserve the freedom of press and to maintain and improve the standards of newspaper and news agencies in India and also to inculcate the principles of self-regulation. Accordingly, the Council has built "Norms of Journalistic Conduct" which cover principles and ethics of journalism for adherence by the media. The norm 36 prescribes guidelines for 'Advertisements'.

Regulation for forward trading in essential commodities

2190. SHRI SHADI LAL BATRA: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) whether Government has any proposal to regulate forward trading in essential commodities including farm products to control price rise;
- (b) if so, the details thereof,
- (c) if not, the reasons therefor; and
- (d) the other remedial steps taken in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K.V. THOMAS): (a) to (c) The Forward Markets Commission, a statutory body established under the Forward Contracts(Regulation) Act, 1952 regulates forward trading in commodities.