

GOVERNMENT OF INDIA  
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 2840**  
TO BE ANSWERED ON 03.08.2022

**MISLEADING AND UNWANTED ADVERTISEMENTS**

**2840. SHRI G.M. SIDDESHWAR:**

Will the Minister of Electronics and Information Technology be pleased to state:

- (a) whether companies are spreading misleading and unwanted advertisements through email, WhatsApp Messenger, Facebook, etc. for their financial gains;
- (b) if so, the details of complaints received in this regard;
- (c) whether the above messages are against the traditions of Indian culture and society which are adversely affecting the younger generations; and
- (d) if so, the effective steps/measures proposed to be taken/likely to be taken to check the spread of said messages?

**ANSWER**

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY  
(SHRI RAJEEV CHANDRASEKHAR)

(a) to (d): There have been media reports about misleading and unwanted advertisements appearing on various social media platforms. In such cases users are advised to approach the law enforcement agencies.

Following the notification of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, intermediaries are required to adopt a robust grievance redressal mechanism including appointment of a grievance officer. These Rules empower users and make the intermediary platform accountable for timely redressal of grievances received. They are also expected to remove any unlawful content as and when brought to their knowledge either through a court order or through a notice by appropriate government or its authorised agency.

Further, Department of Consumer Affairs runs an online portal namely “Grievances Against Misleading Advertisements” ([gama.gov.in](http://gama.gov.in)), where consumers can lodge complaints relating to misleading advertisements on any media including the digital platforms.

Under section 10 of the Consumer Protection Act, 2019, a Central Consumer Protection Authority (CCPA) has been established in July 2020 to regulate matters relating to violation of rights of consumers, unfair trade practices and false or misleading advertisement which are prejudicial to the interest of public and consumers. CCPA also issues advisories from time-to-time in the interest of general public.

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