



भारतीय प्रेस परिषद्
PRESS COUNCIL OF INDIA

सूचना भवन, 8 सी.जी.ओ. कॉम्प्लेक्स,
 लोधी रोड, नई दिल्ली - 110 003
 Soochna Bhawan, 8 - CGO Complex,
 Lodhi Road, New Delhi - 110 003

Norms approved by the Council in the meeting dated 17.11.2023

S No.	Adjudication/Case/File No.	Date	Head	Norm
1.	14/304/17-18-PCI	22.09.2022	Part A (2.) Advertisements	(xxviii) The advertisers should send their advertisements to the newspapers on their letterheads and for identity they should give their PAN Card details to save the prospective job aspirants from being deceived.
2.	250/2020-A	15.11.2022	Part A (4.) Caste, Religion or Community References	(xvii) The Press has to spread the message of brotherhood amongst people of all communities. It has to strengthen India's Unity in Diversity. It should desist from publishing inflammatory articles that can fan the flames of communalism.
3.	250/2020-A	15.11.2022	Part A (9.) Corrections	(iii) Apology or expression of regret about an impugned publication targeting a particular community should not be done out of fear of mob/rioters. This is an example of journalism of the worst kind. Such an apology is not genuine.
4.	1862/2020-A	15.11.2022	Part A (12.) Editor's Discretion	(x) Every Newspaper should have an internal mechanism by which there can be periodical interaction between Editors and news reporters so that the importance of Norms of Journalistic Conduct could be impressed upon them.
5.	14/50/SM/2019-20	28.02.2023	Part A (2.) Advertisements	(xxix) The Press should have a machinery in place to scan properly all the advertisements which they receive and then segregate such advertisements which are not permissible as per the norms.



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6.	1634/2020-A	28.02.2023	Part A (12.) Editor's Discretion	(xi) The newspaper should refrain from writing such editorials which can create discord among people and fan the flames of communalism. The Editor holds the highest position in a newspaper and is responsible for selection of news. He should not write articles derogatory to a particular religion. Such irresponsible behaviour is not expected from the Editor.
7.	1877/2020-A	29.05.2023	Part A (32.) Paramount National Interest	(v) While writing about Indian Army, Navy, Air Force or other defence forces every newspaper should be extremely careful because they are the backbone of the country and irresponsible reporting may harm national interest and affect the morale of Indian Armed Forces. Sensitive news items or editorials pertaining to Indian Forces shall be published on proper verification and after exercising due caution.
8.	376/2022-A	29.05.2023	Part A (12.) Editors' Discretion	(xii) Mere criticism of a political leader made by a letter writer cannot be objected to. However, the editor must verify whether the letter writer is making any statements which are personal, derogatory and made in unparliamentary language. The editor's discretion will come into play in such a situation.
9	14/406/2019-20	29.05.2023	Part A (25.) (i) Newspapers to Eschew Suggestive Guilt	(b) While publishing articles, news items etc., the newspapers should eschew unparliamentary or vulgar language, particularly when reference is made to a woman. Character assassination must be avoided.
10	17/3/2023-PCI	19.04.2023	Part - F: Government Advisory to Print Media on Advertisements concerning Online Betting Platform.	Annexure -A



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			a) No. DM/15/2022-DM, Government of India, Ministry of Information & Broadcasting	
11.	17/3/2023-PCI	19.04.2023	Part - F: Government Advisory to Print Media on Advertisements concerning Online Betting Platform. b) No. DM/15/2022-DM, Government of India, Ministry of Information & Broadcasting	Annexure- B
12.	17/3/2023-PCI	19.04.2023	Part A (2.) Advertisements	<p>xxx) Online Gaming- Do's and Don'ts.</p> <p>No gaming advertisement may depict any person under the age of 18 years, or who appears to be under the age of 18, engaged in playing a game of ONLINE GAMING FOR REAL MONEY WINNINGS, or suggest that such persons can play these games.</p> <ul style="list-style-type: none"> • Every such gaming advertisement in Print media must carry the following disclaimer: <ul style="list-style-type: none"> • This game involves an element of financial risk and may be addictive. Please play responsibly and at your



S No.	Adjudication/Cause/File No.	Date	Head	Norm
				<p>own risk</p> <ul style="list-style-type: none"> • Such a disclaimer should occupy no less than 20% of the space in the advertisement • It should also SPECIFICALLY meet disclaimer guidelines 4 (i) (ii) (iv) and (viii) laid out in the ASCI code • The advertisements should not present 'Online gaming for real money winnings' as an income opportunity or an alternative employment option. • The advertisement should not suggest that a person engaged in gaming activity is in any way more successful as compared to others.
13.	17/24/2021-PCI (Reference)	Approved in Council meeting dated 22.09.2022	Part A(39.) Reporting on : (f) LGBTQ+Community	While publishing any story/news about LGBTQ , the newspapers shall ensure that they do not publish anything which is repugnant to law and further they are not portrayed in undignified or demeaning manner.
14.	821/2022A (Complaints)	Approved in Council meeting dated 29.05.2023	Part A (2.) Advertisements	(xxxi) Print Media should cross check the credentials of the Company/Organisation/Institution/Person and carry out proper verification to establish their bona fides before booking Advertisements of Employment by private companies or under Govt. or Semi Government Schemes or Programmes in order to protect the vulnerable unemployed youth from fraudsters. Newspaper organisations must have proper Advertisement booking policy in place to contain misleading advertisements.



Annexure A

Draft Norm

Part - F: Government Advisory to Print Media on Advertisements concerning Online Betting Platform.

a) No. DM/15/2022-DM, Government of India, Ministry of Information & Broadcasting

April 6, 2023

ADVISORY

To

- (i) Newspapers registered under Press and Registration of Books Act, 1867
- (ii) Private Satellite Television Channels
- (iii) Publishers of news and current affairs content on digital media
- (iv) Online Advertisement Intermediaries

Subject: Advisory on Advertisements including Surrogate Advertisements of Online Betting Platforms – reg.

Attention is invited to Advisories issued by this Ministry on 13.06.2022 followed by that on 3rd October, 2022 on the above subject wherein the Ministry had taken strong exception to the publication/transmission on various media platforms of advertisements/promotional content of betting platforms/sites and had strongly advised media to refrain from transmitting such content, including their depiction as news websites or such other activities in a surrogate manner. While issuing the advisory, the Ministry had made mention of the fact that betting and gambling is an illegal activity and hence advertisements/promotion of such activities directly or indirectly on any of the media platforms falls foul of the various statutes, including under the Consumer Protection Act, 2019, the Press Council Act 1978, Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 etc. Attention is also invited to the Norms of Journalistic Conduct of the Press Council which, inter alia, mentions that "*newspapers should not publish an advertisement containing anything which is unlawful or illegal.....*", and further that "*The newspapers and periodicals should scrutinize the advertisement inputs from ethical as well as legal angles in view of the editor's responsibility for all contents including advertisement, under Section 7 of PRB Act, 1867. Revenue generation alone cannot and should not be the sole aim of the Press, juxtaposed much larger public responsibility*".

2. In spite of the above very clear position, the Ministry has been informed of recent instances where news publishers, including mainstream English and Hindi

newspapers, have published/printed advertisements/promotional content of betting sites/platforms which are clearly violative of the statutes and the various norms/guidelines issued thereunder as also goes against the very spirit of the advisory issued by MIB. It is also noticed that some of the news publishers have carried advertisements of a betting platform in which the audience are being encouraged to watch a sports league on its platform, which prima facie appears to be a case of piracy of content and violative of the Copyright Act, 1957. Exemplars of such advertisements are enclosed.

3. The Ministry takes strong exception to such practices and urges all stakeholders, including the media platforms and the various online advertisement intermediaries, to immediately refrain from showing such advertisements/promotional content in any form whatsoever. In the event news publishers, etc., are found to be not adhering to the aforementioned Advisory, the Government would be constrained to take appropriate action under the various statutes.

This issues with the approval of the competent authority.

Encl: as above



(Kshitij Aggarwal)
Deputy Director (Digital Media)
Email: kshitij.aggarwal@gov.in

b) No. DM/15/2022-DM, Government of India, Ministry of Information & Broadcasting

Dated 13th June, 2022

ADVISORY

To

- i. Newspapers registered under Press and Registration of Books Act, 1867
- ii. Private Satellite Television Channels
- iii. Publishers of news and current affairs content on digital media


Subject: Advisory on Advertisements of Online Betting Platforms

The Ministry of Information & Broadcasting, on 04.12.2020, had issued an Advisory to Private Satellite TV channels (copy enclosed) to adhere to the Advertising Standards Council of India (ASCI) guidelines on advertisements of online gaming which contained specific Do's and Dont's for static/print and audio-visual advertisements of online gaming.

2. It has now come to the notice of this Ministry that a number of advertisements of online betting websites/platforms are appearing in print, electronic, social and online media.

3. Betting and gambling is illegal in most parts of the country, and concerns have been expressed that advertisements of online betting promote an activity which is otherwise largely prohibited and poses significant financial and socio-economic risk for the consumers, especially youth and children. Further, advertisements of online betting are misleading, and do not appear to be in strict conformity with the Consumer Protection Act 2019, Advertising Code under the Cable Television Networks Regulation Act, 1995, and advertisement norms under the Norms of Journalistic Conduct laid down by the Press Council of India under the Press Council Act, 1978, a reference to which has also been made in the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.

4. In light of the above and having regard to the larger public interest involved, the print and electronic media is advised to refrain from publishing advertisements of online betting platforms. The online and social media, including the online advertisement intermediaries and publishers, are advised not to display such advertisements in India or target such advertisements towards the Indian audience.


(Kshitij Aggarwal)

Assistant Director (Digital Media)

Email: kshitij.aggarwal@gov.in