



सूचना भवन, 8 सी.जी.ओ. कॉम्प्लेक्स, लोदी रोड, नई दिल्ली - 110 003
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PRESS RELEASE

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The Press Council of India takes Suo-motu cognizance and issue Show Cause to the Hindustan for publishing classified advertisements in contravention of Rule 170(3) & 170(4)(iv) of the Drugs & Cosmetics Rules(Amendment)

New Delhi April 22, 2019 : Taking note of the fact that the newspaper 'Hindustan' has published a large number of advertisements violating Rule 170(3) and 170(4)(iv) of the Drugs and Cosmetics Rules, as amended by Drugs and Cosmetics(Eleventh Amendment) Rules that interalia, provide for:

(i) application of Unique Identification Number by the manufacturers of Ayurvedic medicine for advertisements and rejection of;

(ii) application for advertisement of Ayurvedic drugs which suggest enhancement of height and dimensions or capacity of performance of male or female sexual organ.

The newspaper Hindustan has also violated "Norm 17- Obscenity and Vulgarity" of the Norms of the Journalistic Conduct edition, 2018:-

17(i) Newspapers/journalists shall not publish anything which is obscene, vulgar or offensive to public good taste.

(ii) Newspapers shall not display advertisements which are vulgar or which, through depiction of a woman in nude or lewd posture, provoke lecherous attention of males as if she herself was a commercial commodity for sale.

The Council takes suo-motu cognizance of the matter and has issued Show Cause Notice to the Editor, Hindustan, New Delhi.

