

PRESS RELEASE

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Mrs. Mamta Sharma, Chairperson, National Commission for Women has taken up the matter of commodification of women and use of offensive and derogatory language against women in advertisements with the Minister of Information and Broadcasting.

In reply Minister of I&B Smt. Ambika Soni has informed that different mechanisms are available to handle cases of indecent advertisements in print and electronic media and the action taken by them. She also said that there are several Acts passed by the Parliament and several ministries are empowered to act to check commodification of women in advertisements. The Indecent Representation of Women (prohibition) Act 1986 is one such example which is administered by the Ministry Of Women and Child Development. It is important for all concerned to synergize actions to check commodification of women. The Ministry of I&B and NCW would continue their efforts in this regard.