ADVISORY

Whereas Ministry of Road Transport & Highways has raised concerns on depiction of rash, negligent and dangerous driving in various programmes, serials, news features, etc. on TV channels and in print media. Drawing attention to a few such instances the ministry of road transport & highways has pointed out that such depiction could be against public interest.

Whereas taking note of the aforesaid issues, Ministry of Road Transport & Highways has requested that:

i) The stills/images/scenes depicting rash, negligent or dangerous driving may not be usually portrayed in print and electronic media.

ii) In the unlikely event that depiction of such situation becomes unavoidable in a certain context, these should invariably be accompanied by appropriate messages such as “over speeding kills”, “driving two-wheeler without wearing helmet is dangerous and illegal”, “driving four wheeler without wearing seat belt is dangerous”, etc.

Now, therefore, all TV channels/Doordarshan/print media are advised to be extremely careful in portraying such stills/images/scenes which depict rash, negligent or dangerous driving; and in case, such portrayal is necessary, then it may be accompanied by appropriate messages/warnings.

To

2. Shri Ashish Sinha, Secretary General, Broadcast Content Complaints Council (BCCC), C/o The Indian Broadcasting Foundation, B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi – 110049.
3. Shri Alan Collaco, Secretary General, The Advertising Standards Council of India, 219, Bombay Market Building, 78 Tardeo Road, Mumbai – 34
4. All TV Channels
5. Press Council of India, 8, C.G.O. Complex, Lodhi Road, New Delhi -110003
6. All Newspapers
7. DG : Doordarshan, Prasar Bharati, Doordarshan Bhawan, Copernicus Marg, New Delhi.