

From: venkatagiri rao <knvgiri@gmail.com>

Subject: Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2012

To: traicable@yahoo.co.in

Date: Saturday, 8 September, 2012, 8:06 PM

From, K.N.Venkatagiri

Secretary: Consumers forum (R.) Brasam building Nehru, Field,

Sagar-577401 (Karnataka)

Sir, Following are our comments and suggestions on the Subject;

1. We welcome the Authority's move to fix the ad. timings on clock hour basis
2. From the point of view of consumers, limiting the timings to 10 minutes instead of 12, could have been more appropriate
3. More than every thing else, what worries consumers most is gross violation of the regulations by service providers. Even in the case of this regulation also, there will be no surprises if the channels violate the time limits for advertisements. Therefore our suggestion for the Authority is to put in place a system for the enforcement of its regulations. It may be within the Authority or in the DoT.
4. Big question is how to authenticate or cross verify the Data/information provided by TV channels about the adherence to timings. Where will be the place for consumers to file grievances if they come across instances of such violation?

a. Therefore a space should be given for consumers to air their grievances and

lodge their complaints about the violation of time limits.

b. CAGs' assistance can be taken to cross verify the authenticity of information

provided by channels

5. Provision for stringent action on violation of the regulation should be incorporated.

With regards,

Yours truly,

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