

24 December 2012

All Members of Indian Broadcasting Foundation (IBF):

**ADVISORY ON 'SEXUALISATION OF CHILDREN' IN
TV PROGRAMMES**

The Broadcasting Content Complaints Council (BCCC) has received many complaints about the sexualisation of children on talent and other shows on General Entertainment Channels. The Council has watched some of these programmes and shares the concerns of those who have complained.

The BCCC advises all Member Channels of the Indian Broadcasting Foundation (IBF) to refrain from featuring children below the age of 12 years in any situation that has sexual or adult overtones. For instance, children should not be made to dance to songs that have covert sexual overtones. They should not be allowed to imitate adult gestures with a sexual or vulgar content. And they should not be placed in situations where they wear makeup and costumes in an effort to imitate adult performers and then enact scenes, songs or dance moves with an adult content or a sexual subtext.

This Advisory applies to all such situations and the BCCC does not consider it a mitigating circumstance if the Channel has secured the permission of parents. Our concern is with protecting children and in ensuring that Indian television portrays them in a manner that is devoid of sexual or vulgar overtones.

A.P. Shah

**Justice (Retd.) A.P. Shah
Chairperson
Broadcasting Content Complaints Council (BCCC)**

BROADCASTING CONTENT COMPLAINTS COUNCIL

Indian Broadcasting Foundation, B-304, Ansal Plaza, Khelgaon Marg, New Delhi 110 049
Email: bccc@bccc.co.in Website: www.ibfindia.com Tel: 91 11 4379 4400 Fax: 91 11 4379 4455