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# Channel gets I&B rap for negative portrayal of DM

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New Delhi: The I&B ministry on Thursday pulled up entertainment channel Colors for negative portrayal of a district magistrate in its soap 'Na Aana Iss Des Lado'.

The channel has been asked to reply within 15 days on why action should not be taken against it. This is the second notice to Colors in a week. The ministry had issued the channel a notice on October 26 for vulgar visuals on its reality show 'Big Boss 3'.

According to the notice, the DM has been shown as "corrupt and a womaniser" but "his lust

for women defies any logic".

"In fact, in one of the episodes, women are paraded before him on his request. The DM, who is apparently shown on an official visit to investigate a case of female foeticide, has also been shown to indulge in blackmail. The entire

characterisation appears to be a grotesque caricature of a district administrator," the notice said.

Arguing that a DM was the chief representative of the government at the district level, deliberate portrayal of the character in a derogatory manner appeared to "demean the public institution and bring it to disrepute unnecessarily".

**2ND NOTICE  
IN A WEEK**