

GAMA Portal

June 10, 2020

- Government has launched an online portal called “Grievance Against Misleading Advertisements” (GAMA) where complaints relating to misleading advertisements can be lodged.
- The focus is on seven sectors viz. food, agriculture, health, education, real estate, transport and financial services.
- During the period between 01.04.2018 and 31.03.2019, a total 3884 complaints have been received on GAMA portal.
- Out of these, 2235 have been resolved and 1040 were rejected being incomplete or not pertaining to misleading advertisement.