

Date: May 16, 2025

To,

Mrs. Anita Sharma

Compliance Officer NBDSA

Independent News Services Private Ltd.

India TV Broadcast Centre, B-30, Sector 85, Noida 201305,

Uttar Pradesh, India

E-mail: mail@indiatvnews.com, anitasharma@indiatvnews.com

Subject: Complaint regarding the dissemination of inaccurate and misleading visuals during the broadcast by India Tv on May 9, 2025

Respected Ma'am,

We, at Citizens for Justice and Peace (CJP), are writing to lodge a formal complaint against India TV regarding a broadcast aired on May 9, 2025, titled “Pakistan Drone Destroyed in Rajasthan: राजस्थान के रामगढ़ में गिराया गया पाकिस्तानी ड्रोन [Pakistani drone shot down in Ramgarh, Rajasthan] IND Vs PAK.” In the impugned segment in question, the channel presented a four-year-old video of Israel’s Iron Dome Air Defence System while simultaneously reporting on an alleged drone attack by Pakistan in Ramgarh, Jaisalmer. The broadcast claimed that India’s Air Defence System had successfully intercepted and destroyed the Pakistani drones in the region.

In reality, the footage had no connection to the events being reported. Independent fact-checkers confirmed that it was originally published on May 11, 2021, by the YouTube channel @NSFchannel, and likely depicted Israel’s Iron Dome air defence system during a separate conflict.

The broadcast of this outdated and unrelated video as part of a current national security story constitutes a serious violation of the NBDSA’s Code of Ethics and Broadcasting Standards, breaching the core principles of impartiality, objectivity, neutrality, and responsible coverage—especially in matters concerning national security. It also disregards the ethical imperative to avoid sensationalism and the glorification of violence.

I. Misrepresentation and Misinformation

This was not a simple editorial oversight but a deliberate distortion of facts that misled viewers, fuelled public anxiety, and risked inflaming nationalist sentiment. By integrating dramatic visuals of missile intercepts and explosions—imagery that bore no relation to the situation in Rajasthan—India TV created a false narrative of Pak strikes in Jaisalmer, Rajasthan during its news segment on May 9, 2025, titled “Pakistan Drone Destroyed in Rajasthan: राजस्थान के रामगढ़ में गिराया गया पाकिस्तानी ड्रोन [Pakistani drone shot down in Ramgarh, Rajasthan] IND Vs PAK.”

While the channel did not explicitly state that the video footage was from Ramgarh, Jaisalmer, it was presented alongside a report alleging that Pakistani drones had been intercepted in the area—

without any disclaimer or clarification. This created a misleading impression that the visuals were authentic, recent, and directly related to the reported incident, particularly within the context of escalating India-Pakistan tensions.

The lack of any on-screen disclaimer or contextual clarification further supported this illusion, making it appear as though viewers were witnessing real-time footage of Indian forces responding to a Pakistani attack.

This is a textbook example of visual misinformation. The use of emotionally charged and visually striking archival footage—featuring night-time intercepts and missile trails—was not merely illustrative but suggestive, crafting a narrative designed to evoke nationalistic pride and urgency rather than deliver factual reporting.



Pakistan Drone Destroyed In Rajasthan: राजस्थान के रामगढ़ में गिराया गया पाकिस्तानी ड्रोन IND Vs PAK



IndiaTV

47.5M subscribers

Subscribe

52

Share

4,152 views
May 9, 2025
#droneattack #lahoreattack #indiapakistanconflict

Pakistan Drone Destroyed In Rajasthan: राजस्थान के रामगढ़ में गिराया गया पाकिस्तानी ड्रोन IND Vs PAK



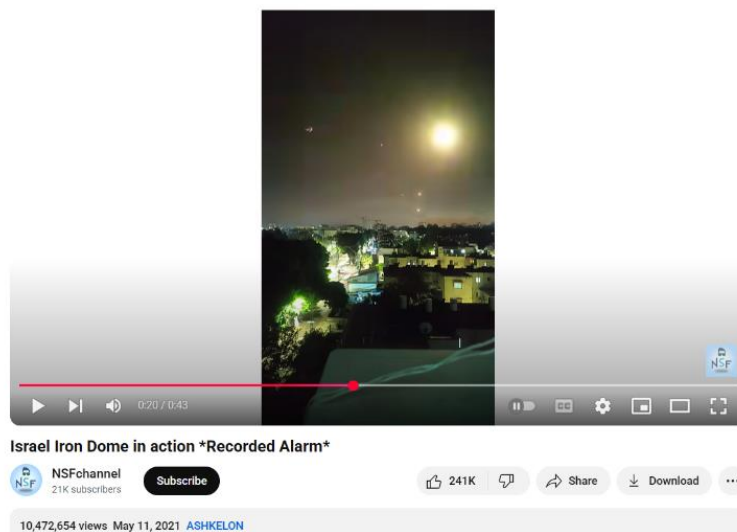
Link for the contentious programme:

<https://www.youtube.com/watch?v=YDigjOdscR4&t=45s>

Independent fact-checking portal Alt News investigated the video and conclusively established that it had no connection with the current conflict. Their investigation revealed the following:

- A reverse image search of multiple frames from the India Tv broadcast was conducted using Google's image search tools.
- This search led to an identical video uploaded on May 11, 2021, by a YouTube channel called @NSFchannel.
- The video was titled and described as footage of Israel's Iron Dome air defence system in action.
- While Alt News noted it could not independently verify the location, it was able to confirm beyond doubt that the video was at least four years old and had no connection to the May 2025 India-Pakistan tensions, nor to any incident in Jaisalmer.
- The original video is still publicly available:
- Original video link can be found here:

<https://youtu.be/uTaEkAvfKMEtu.be/uTaEkAvfKME>



Such tactics exploit the emotive power of visuals for sensational effect, prioritising ratings over responsibility. In a volatile geopolitical climate, this kind of reporting is not only ethically indefensible but socially dangerous. It undermines public trust in the media, distorts the reality of conflict, and risks escalating tensions based on manufactured impressions.

- **Link of the fact-checking report of Alt News:** <https://www.altnews.in/aaj-tak-ndtv-india-tv-and-other-shared-four-years-old-footage-from-israel-as-recent-india-pakistan-tension-Jaisalmer/>

This episode is a textbook case of disinformation — a viral, misleading video being platformed by a reputed news channel without basic due diligence, at a time of high national tension, thus potentially.

II. Violations of NBDISA Code of Ethics and Broadcasting Standards

Section 1 – Fundamental Principles

Section 1 of the Code underscores the duty of professional electronic journalists to serve as trustees of public interest, and to “seek the truth and report it fairly with integrity and independence.” This includes:

- Ensuring the dissemination of verified and accurate information,
- Enabling the public to form their own opinions based on facts, and
- Being accountable to the citizenry by not misleading them, especially during sensitive national moments.

In this case, India Tv aired a video of unverified origin, of a Pakistani air attack foiled in Jaisalmer. In doing so:

- The channel compromised accuracy by failing to verify the authenticity or origin of the footage before airing it.
- It misled its audience, violating the ethical foundation of journalism to act in the public interest.
- It betrayed its role as a platform for truthful and balanced information.
- This is a grave dereliction of professional responsibility, particularly in a conflict scenario where public perception can be easily influenced and misinformation can trigger mass fear or escalate geopolitical tensions.

Section 2 – Principles of Self-Regulation

1. **Impartiality, Objectivity, and Neutrality:** Accuracy is at the heart of the news television business. Viewers of 24-hour news channels expect speed, but it is the responsibility of TV news channels to keep accuracy, and balance, as precedence over speed...

Violation:

In the broadcast on May 9, 2025, the channels prioritised sensationalism and speed over accuracy. The use of inaccurate and outdated footage as purported real-time visuals shows a

reckless disregard for factual correctness, impartiality, and ethical broadcasting standards. No corrective statements or clarifications were aired, compounding the breach of accountability.

2. Reporting on crime and safeguards to ensure crime and violence are not glorified:

Channels should exercise restraint to ensure that any report or visuals broadcast do not induce, glorify, incite, or positively depict violence...

Violation:

- The use of footage depicting Israeli footage, under the false pretence of being Indian military action, glorified violent retaliation and military aggression. Presenting this with graphic visuals and a triumphant tone amounts to the glamorisation of cross-border violence, which can mislead viewers and potentially incite emotional and nationalistic fervour.
- The misrepresentation of a foreign missile defence system as Indian defence success glorified a militaristic response, potentially desensitising viewers to the grave implications of armed conflict and misleadingly enhancing India's perceived defence capability through falsified visuals.

3. Endangering national security: News channels will refrain from allowing broadcasts that... endanger lives and national security.

Violation:

The broadcast on May 9, contributed to the dissemination of false information during a highly volatile military situation between India and Pakistan. By misreporting the scale and locations of military operations, and falsely showing active air defence visuals, the channels could compromise operational confidentiality, mislead international observers, and inflame tensions, potentially undermining diplomatic efforts and national security interests.

III. Violation of government advisories

This coverage is also in direct violation of multiple advisories issued by government authorities including the Ministry of Information and Broadcasting:

- Advisory on live/real-time coverage of defence operations (MIB Advisory dated April 25, 2025): All media channels, digital platforms and individuals are advised to refrain from live coverage or real-time reporting of defence operations and movement of security forces. Disclosure of such sensitive or source-based information may jeopardise operational effectiveness.

India Tv Channel, in its rush to report “military actions,” irresponsibly broadcasted speculative and unverified visuals during prime-time programming, falsely portraying old footage from a different conflict zone as evidence of India's military strikes over Pakistan's drone. This not only misled the public but also potentially compromised operational and national security.

The MIB advisory dated April 25, 2025 has been downloaded and annexed to the complaint as Annexure A

- Advisory to counter disinformation during sensitive times: Through social media platforms, the Ministry of Information and Broadcasting had urged citizens to, in sensitive

times like these, be wary of disinformation being spread on social media. The advisory emphasised verifying any piece of news, image, or video before sharing or forwarding.

The broadcast in question blatantly disregarded this advisory by airing unverified and repurposed footage — originally the Iron Dome from 2021 — and falsely presenting as authentic visuals from an ongoing India-Pakistan conflict. This constitutes a serious breach of ethical responsibility, especially during heightened national tension.

Link: http://x.com/MIB_India/status/1920890376367362362

IV. Consequences of your irresponsible coverage

The use of misleading and outdated footage by India tv during its May 9, 2025 broadcast constitutes a gross violation of journalistic ethics and regulatory standards. By airing old videos from footage resembling the Iron Dome from 2021 — the channels have misinformed the public on matters of national security and international conflict.

This misrepresentation is deeply troubling, especially given the heightened tensions between India and Pakistan during this period. Misreporting of this nature can escalate public panic, influence national sentiment based on falsehoods, and contribute to a climate of fear and hostility. That this broadcast was led by senior journalists of national prominence further amplifies the damage, as viewers rely on their platforms for trusted and verified news.

As outlined in the NBDSA Code and upheld by journalistic ethics globally, the responsibility of the media is to inform the public with accuracy and fairness, especially during sensitive geopolitical moments. The channels' failure to verify the origins of the footage — when basic reverse image searches and public records clearly revealed the videos' actual provenance — represents a serious dereliction of this duty.

This reckless coverage has had tangible and damaging consequences:

- You have disseminated misinformation related to military operations, potentially destabilising regional diplomatic relations and compromising public understanding of national security events.
- You have undermined public trust in mainstream media, deepening scepticism towards legitimate news coverage and making space for further disinformation.
- You have trivialised real-time conflicts by co-opting unrelated global footage, thereby disrespecting the suffering of people impacted by those original conflicts.

We are conscious and aware that the India Tv Channel is a responsible television channel and hence are bringing this to your attention with the sole intention of ensuring that verified telecasts alone are broadcast especially at a time of national crises. If at any point, in the flurry and hurry of 24X7 news coverage such an egregious error (as detailed below) does take place, surely the channel should remove this video and apologise to the viewing public?

V. Our demands

In light of the above, we demand that India Tv take immediate corrective and restorative action as follows:

- **Corrigendum and on-air correction:** Acknowledge and correct the false claims aired on May 9, 2025, through on-air corrections with equal prominence and visibility as the original segments. we must be scheduled to attract maximum viewer attention, and not relegated to off-peak timeslots.
- **Public apology to viewers and affected communities:** A formal, unconditional apology must be issued by the channels, both on-air and on all digital platforms, for the dissemination of false and misleading visuals and the resultant panic and misinformation caused.
- **Immediate removal of the broadcast videos and related content:** The videos titled “Pakistan Drone Destroyed in Rajasthan: राजस्थान के रामगढ़ में गिराया गया पाकिस्तानी ड्रोन [Pakistani drone shot down in Ramgarh, Rajasthan] IND Vs PAK” and related content from India Tv must be permanently removed from all platforms, including YouTube and X, to prevent continued circulation of this misinformation.

This complaint is being formally lodged in accordance with the NBDSA's complaint mechanism and shall be escalated to the NBDSA should no corrective action be undertaken within the prescribed time. The fabrication and misrepresentation of sensitive military events is not only a journalistic failure but a moral one. India Tv must accept responsibility and take urgent steps to undo the harm it has caused.

Yours sincerely,

Nandan Maluste, CJP President

Teesta Setalvad, CJP Secretary

Annexures:

Annexure A – MIB advisory dated April 25, 2025