

What you need to know about Advertising Self-Declaration

What	Need to obtain self-declaration certificate before publishing as per Supreme Court Order
How	Register on the Broadcast Seva portal (for TV ads) and Press Seva Portal (for Print and digital ads) via an authorised signatory
When	The portals are active already. All NEW ads being published post 18th of June need to be certified
Next Steps	A meeting with the Ministry of Information & Broadcasting is planned on the 12th of June to seek greater clarity on implementation details



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FAQ

Is this for all advertisers?

Answer

Yes, these rules apply to all advertisers irrespective of spends or volume of advertising for all commercial communication

FAQ

Are there any exemptions?

Answer

Classifieds (other than those related to consumer goods and services), personal advertisements, statutory advertisements, public information notices, tenders, and advertisements related to public functions are exempt .

FAQ

Whose login id should be created?

Answer

It is recommended that all ads are registered under 1 login id, so that it is easy for the company to track all its ads on a single dashboard. An advertiser may consider creating a new id just for this purpose so that it is easy to monitor and can be shared with the team that is in charge of uploads

FAQ

From when is this applicable?

Answer

All ads first published after 18th of June 2024, would need to have a self-declaration certificate in place.

FAQ

What happens if I do not obtain this certificate?

Answer

Publishers including TV channels, print publications and online platforms will not be able to accept any new ads without the self-declaration certificate from 18th June. This could therefore disrupt your campaign.

FAQ

Where can I have further queries answered?

Answer

MIB has promised to publish an exhaustive FAQ on its portals soon, addressing the many queries which have arisen. In addition, many industry associations will meet the ministry on the 12th of June and seek greater clarity on a few issues, and share the same with their members.

FAQ




Can ASCI help in some way to ensure that my ad is compliant before uploading?

Answer

It would be safer to have your ads vetted in case you wish to be compliant, especially those advertisements that make specific claims. You can consider ASCI's Ad advisory service to self-declare with greater confidence. You can send your requests to advisory@ascionline.in


Link to Broadcast Seva Portal

<https://new.broadcastseva.gov.in/digigov-portal-web-app/>



BROADCAST SEVA
Ministry of Information and Broadcasting
GOVERNMENT OF INDIA

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Register

All fields marked with * are mandatory

Address for Communication

Country* State* District


City* Address Line 1* Address Line 2


PIN Code*

Name*

Link to Press Council of India

<https://cbcindia.gov.in/cbc/advt-login>

 भारतीय प्रेस परिषद्
PRESS COUNCIL OF INDIA



Advertisement
Login

Login for Self Declaration Certificate on Advertisements

Email Id *

Password *

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