What you need to know about Advertising Self-Declaration

What Need to obtain self-declaration certiifcate before publishing as per Supreme Court Order Register on the Broadcast Seva portal (for TV ads) and Press Seva Portal (for Print and digital ads) via an authorised signatory 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





Is this for all advertisers?

Answer

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

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.

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 conisder 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

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.

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.

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.

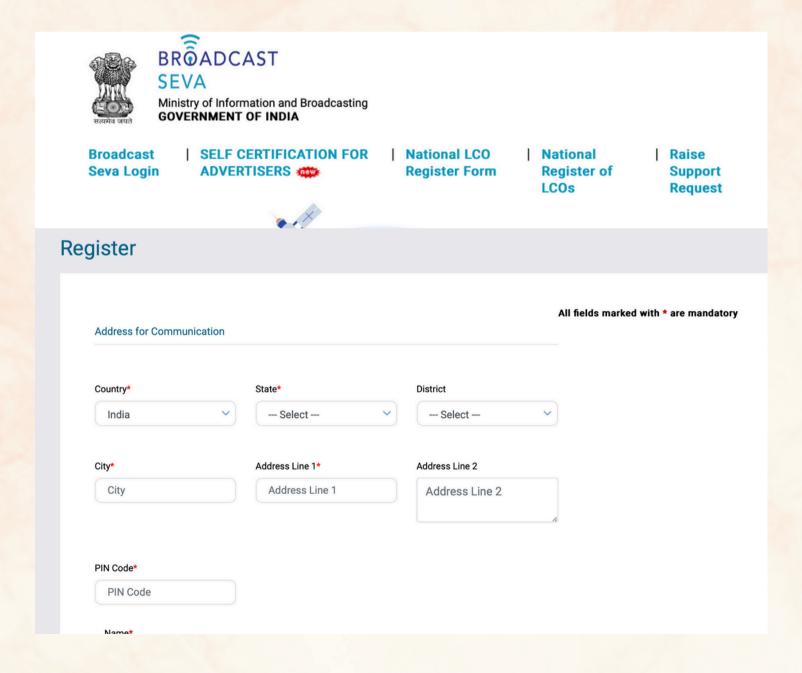
Can ASCI help in some way to ensure that my ad is compliant before uploading?

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 ASCl'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/



Link to Press Council of India

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

