

Guidelines for using Broadcast Seva Portal/Press Council of India portal by Advertisers/Advertising Agencies for uploading Self-declaration Certificate

1. Introduction:

Recently, the Hon'ble Supreme Court, in its Order dated 07.05.2024 passed in WPC No. 645/2022-IMA & Anr. Vs. UOI & Ors., has underscored the significance of ensuring compliance with advertising regulations across print, electronic, and internet/digital media platforms. The Hon'ble Supreme Court has directed that prior to broadcasting/publishing any advertisement, it is mandatory for every advertiser/advertising agency to submit a self-declaration certificate affirming that the advertisement does not make misleading claims and complies with all relevant regulatory guidelines, including those stipulated in Rule 7 of the Cable Television Networks Rules, 1994.

This portal has been established to facilitate the submission of Self-Declaration Certificates by advertisers/advertising agencies to ensure compliance with the aforesaid direction passed by the Hon'ble Supreme Court.

2. **Authorised Representative:** An authorised representative of the advertiser/advertising agency shall submit the self-declaration certificate after signing the certificate on behalf of the advertiser/advertising agency. This ensures accountability and authenticity of the declaration. A valid mobile number and email ID of the applicant i.e. authorised representative of the advertiser/Advertising agency, are prerequisites for uploading the self-declaration certificate.

3. **Details of Advertisement to be filled in:** This includes the following points:

- i. Product/service being advertised
- ii. Advertisement Title
- iii. Brief description of advertisement in approximately 100-200 words, highlighting any specific features or claims made in the advertisement
- iv. Full script of advertisement (in pdf file)
- v. URL of advertisement audio/video for TV/radio/internet advertisement OR PDF of actual advertisement for print/static internet advertisement
- vi. Proposed date of first broadcast/publishing of advertisement

4. **Documents required before submission of the self-declaration certificate:**

- i. **Letter of Authorisation:** A Letter identifying the representative of the advertiser/advertising agency as one authorised to fill and submit the self declaration

certificate shall be uploaded while filling details of the authorised representative) (Sample Format attached below)

- ii. **Full script of advertisement:** Advertisers need to provide the complete written script of the advertisement that will be published or broadcast. This script should include all dialogue, voiceovers, text displayed on-screen, and any other verbal or written content featured in the advertisement.
 - iii. **Advertisement video/audio file:** Advertisers must submit the actual video/audio file of the advertisement through a URL. The advertisement video/audio file should accurately represent the content that will be aired or published. It should include visuals, audio, and any special effects or animations used in the advertisement. The source of the URL must be kept available for reference at any future dates.
 - iv. **CBFC Certificate if available-**If the advertisement has been certified by the Central Board of Film Certification (CBFC), advertisers should provide a copy of the CBFC certificate.
5. **Mandatory fields :**

All fields marked with an asterisk to be filled as mandatory and must be filled before submitting the self-declaration certificate.

6. **Optional Fields:**

CBFC Certificate and GST Details are optional fields, meaning they are not required for submission unless available. If the advertisement has been certified by the Central Board of Film Certification (CBFC), or if the advertiser has GST details related to the advertised product/service, they can provide this information.

8. **Submission Process:** Advertisers must ensure that all mandatory fields are filled accurately before proceeding with the submission. Incomplete or inaccurate information may lead to rejection or delay in processing. Once all required fields are completed and the self-declaration certificate is signed by the authorised representative, the advertiser can upload the document to the portal.

9. **Acknowledgement and confirmation:** Upon successful submission of self-declaration certificate, the applicant would receive an acknowledgement receipt.

10. **Compliance:** The requirement of self-declaration certificate is mandatory for all advertisers/advertising agencies to be released from 18.06.2024 onwards before they broadcast/publish any advertisement on electronic media, print media or internet.

11. It may be noted that this certification will not apply for statutory advertisements and classifieds not related to any goods and services.

For Any further queries or information, Advertisers/Advertising agencies, may contact through Support email ID: mib-selfdec-cert@gov.in

Sample Format: Letter Of Authorisation

LoA on Company Letterhead

Subject: Authorisation of representative for submission of Self-Declaration Certificate by Advertisers/Advertising Agencies

This is with reference to the Order dated 07.05.2024 passed by the Hon'ble Supreme Court in WPC No. 645/2022-IMA & Anr. Vs. UOI & Ors. for ensuring compliance with advertising regulations across print, electronic, and internet/digital media platforms.

2. In this regard, Shri/Ms. [name of representative] in his/her capacity as [Designation of Representative] is hereby authorised to submit the self-declaration certificate in compliance of the aforementioned order of the Hon'ble Supreme Court on behalf of [name of advertiser/advertising agency].

Signed by Head of Company (advertiser/advertising agency) along with Company Seal

Name of Signatory:

Designation of Signatory:

Date: