

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION NO. 1362
TO BE ANSWERED ON 02/08/2024

SELF DECLARATION CERTIFICATION FOR ADVERTISEMENT

1362. SHRI DEREK O' BRIEN:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether Government have a detailed action plan to manage the high volume of violations that may arise, especially in digital advertising in light of Government's recent guidelines for all advertisers and advertising agencies to obtain a 'Self Declaration Certificate' for all new advertisements;
- (b) whether Government proposes to conduct a study to evaluate the impact that might have on micro and small entities; and
- (c) if so, the details thereof, if not, the reasons therefor?

ANSWER

**MINISTER OF STATE FOR INFORMATION & BROADCASTING AND
PARLIAMENTARY AFFAIRS (DR. L. MURUGAN)**

(a) to (c): In compliance to Hon'ble Supreme Court's Order dated 07.05.2024, this Ministry launched a new feature on Broadcast Seva Portal for TV/Radio advertisements and Press Council of India portal for print/internet advertisements respectively for uploading of Self-Declaration Certificate (SDC). After consulting stakeholders and suitably addressing their concerns and suggestions whichever were administratively possible, within the ambit of Hon'ble Supreme Court's order, the Ministry issued an advisory on 03.07.2024 advising Advertisers/ Advertising Agencies to upload an annual SDC for advertisement related to products and services related to 'Food & Health sectors', published across various media platforms i.e. print/electronic/internet on the above mentioned portals.
