

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA  
UNSTARRED QUESTION NO. 1568  
TO BE ANSWERED ON 31/07/2024**

**SELF CERTIFICATION FOR ADVERTISING**

**1568. SHRI MANICKAM TAGORE B:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether it is a fact that the media bodies and their advertising agencies have urged the government to defer the implementation deadline for a self certification for advertising;
- (b) whether it is fact that according to them the implementation would involve practical challenges and would also require cooperation by various stakeholders;
- (c) whether it is also true that the hon'ble Supreme Court has only imposed requirements on advertising firms and not channels and if so, the details thereof;
- (d) whether the Government held any discussions with all concerned to sort out this issue; and
- (e) if so, the details of the said discussions?

**ANSWER**

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

**(a) to (e): Hon'ble Supreme Court vide its Order dated 07.05.2024 directed all Advertisers/ Advertiser Agencies to upload Self-Declaration Certificate (SDC) before issuing advertisements in print/electronic media & internet. Ministry of Information and Broadcasting was directed to create portal for uploading of SDC. In compliance to Hon'ble Supreme Court's Order, new feature was introduced for uploading of SDC, namely on Broadcast Seva Portal for TV/Radio advertisements and Press Council of India Portal for Press/Print/Internet advertisements.**

**Following several representations from stakeholders expressing their concerns and suggestions, the Ministry held consultative meetings with the stakeholders and suitable action has been taken to address these concerns within the ambit of Hon'ble Supreme Court's order and an Advisory has been issued to all stakeholders on 03.07.2024.**

**A compliance affidavit in this regard has also been filed on 08.07.2024 and Hon'ble Court on 09.07.2024 expressed its intention that industry should not suffer and further directed Ministry of Information & Broadcasting to continue the consultation with industry stakeholders to resolve the difficulties expressed and to file an affidavit detailing the suggestions and recommendations within 3 weeks. Accordingly, another meeting has been held with concerned stakeholders.**

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