



Supreme Court Mandates Self-Declaration by Advertisers

[Source: PIB](#)

Recently, the [Supreme Court of India](#) has ordered that all advertisers/Advertising Agencies must submit a '**Self-Declaration Certificate**' before publishing or broadcasting any advertisement.

- This aims to ensure **transparency, consumer protection, and responsible advertising practices**.
- These will apply to all new advertisements from 18th June 2024.
- It will also ensure compliance with all relevant regulatory guidelines, including those given in **Rule 7 of the Cable Television Networks (CTN) Rules, 1994** and the **Norms of Journalistic Conduct of the Press Council of India**.
 - **Rule 7 of CTN** provides that advertisements must comply with Indian laws and avoid offending the morality, decency, and religious sensitivities of viewers.
- A certificate signed by an authorised representative of the advertiser can be submitted in **Broadcast Seva Portal** (For TV/Radio Advertisements) and [Press Council of India portal](#) (For Print and Digital Media Advertisements).
- Advertisers need to provide proof of uploading the Self-Declaration Certificate to the relevant broadcaster, printer, publisher, or electronic media platform for their records.

Read more: [Regulating Misleading Advertisements in India](#), [Changes in Cable Television Network Rules](#), [Disclosure of Journalistic Sources](#)

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