

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

STARRED QUESTION NO:448
ANSWERED ON:24.04.2015
COUNCIL FOR ADVERTISING AGENCIES
Puttaraju Shri C.S.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the objectives of the Advertising Standards Council of India (ASCI) and its code for self-regulation for advertisements;
- (b) whether the Government proposes to set up a council for the advertising agencies and if so, the details thereof;
- (c) whether the Government has also received a number of proposals in this regard; and
- (d) if so, the details thereof and the action so far taken thereon?

Answer

THE MINISTER OF FINANCE; THE MINISTER OF CORPORATE AFFAIRS AND THE MINISTER OF INFORMATION & BROADCASTING (SHRI ARUN JAITLEY) (a) to (d) A statement is laid on the table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION No. 448 FOR ANSWER ON 24.04.2015

(a): As per information provided by ASCI, ASCI is a voluntary Self-Regulation council, registered as a not-for-profit Company under section 25 of the Indian Company's Act set up by Advertisers, Media, Advertising Agencies and other Professional/Ancillary services connected with advertising practice. ASCI has been set up with the following objectives:

1. I. To ensure the truthfulness and honesty of representations and claims made by advertisements and to safeguard against misleading advertisements.
 - II. To ensure that advertisements are not offensive to generally accepted standards of public decency.
 - III. To safeguard against the indiscriminate use of advertising for the promotion of products or services which are generally regarded as hazardous to society or to individuals which are unacceptable to society as a whole.
 - IV. To ensure that advertisements observe fairness in competition and the canons of generally accepted competitive behaviour.
2. To codify adopt and from time to time modify the code of advertising practices in India and implement, administer and promote and publicize such a code.
 3. To promote, maintain and uphold fair, sound, ethical and healthy principles and practices of advertising.
 4. To promote better understanding of the benefits of fair, sound and ethical advertising amongst the Practitioners of advertising and in society at large.
 5. To represent, protect, inform and guide the members of the Company on matters relating to advertising.
 6. To foster and promote co-operation amongst persons or companies engaged and involved in advertising.

ASCI has formulated a code for Self-regulation based on the above objectives. The ASCI has informed that its Code is available at www.ascionline.org.

- (b): At present there is no proposal to set up a council for advertising agencies.
- (c): No proposal in this regard has been received by the Government.
- (d): Does not arise.