



Self-Declaration Certificate (SDC) by Advertisers

A step towards responsible advertising practice:
To be filed from 18th June 2024 Onwards

The Supreme Court in the case of Indian Medical Association v. Union of India (Patanjali Case) vide its order dated 7th May 2024 (MANU/SC/0522/2024; 2024 INSC 406) has directed advertisers/advertising agencies to file a Self-Declaration before an advertisement is printed, aired or displayed. The order was issued to make the Consumers aware of the quality of products being offered for sale by manufacturers, service providers, advertisers and advertising agencies.



Supreme Court's Direction:



- Advertiser/advertising agency shall submit the respective self-declaration in accordance with **Rule 7 of the Cable Television Networks Rules, 1994**.
- SDC shall be uploaded on the Broadcast Sewa Portal run under the aegis of the Ministry of Information and Broadcasting.

In reference to the order passed by the Supreme Court, Ministry of Information & Broadcasting (MIB) has issued a **PIB (MANU/PIBU/0412/2024)** on **3rd June 2024** providing detailed information about filing of SDC

What is SDC and what are its requirements?

PIB provided that:

1. The SDC is to certify that the advertisement:
 - does not contain any misleading claims,
 - complies with all relevant regulatory guidelines, including those stipulated in **Rule 7 of the Cable Television Networks Rules, 1994** and the Norms of Journalistic Conduct of the Press Council of India.
2. Advertisers must provide proof of uploading the Self-Declaration Certificate to the relevant broadcaster, printer, publisher, or electronic media platform for their records.
3. As per the Hon'ble Supreme Court's directive, no advertisement will be permitted to run on television, print media, or the internet without a valid Self-Declaration Certificate.



Where to file SDC?

MIB has introduced new features on the following websites:

- On Broadcast Seva Portal of the MIB for TV and Radio Advertisements
- On Press Council of India's portal for Print and Digital/Internet Advertisements.

The certificate, signed by an authorized representative of the advertiser/advertising agency, needs to be submitted through these portals.

When to be filed?

- The portal will be activated on 4th June 2024.
- The Self- Declaration Certificate must be obtained by all advertisers and advertising agencies for all new advertisements issued/telecast/aired/published on or after **18th June 2024.**
- The ongoing advertisements are not required to file for self-declaration.

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