

THE VICE-CHAIRPERSON (SHRIMATI MEDHA VISHRAM KULKARNI): Dr. Fauzia Khan; not present. Dr. John Brittas; not present. Dr. Sasmit Patra; not present. Shri Ayodhya Rami Reddy Alla; not present. Dr. Ashok Kumar Mittal; not present. Shri Sanjeev Arora; not present. Shri A.D. Singh; not present. Shri Kartikeya Sharma.

Mandatory self-declaration certificates for advertisements

SHRI KARTIKEYA SHARMA (Haryana): Madam, thank you for allowing me to address this critical issue affecting print and digital media. The recent directive requiring self-declaration certificates for all advertisements (print, digital and electronic) aims to safeguard consumer interests and uphold advertisement integrity. However, this directive has introduced several operational challenges.

There remains significant ambiguity, especially regarding non-claim advertisements published by small media houses for SMEs. These advertisers may struggle to comply due to the technical nature of the process and limited resources. Additionally, the handling of Government and Public Sector advertisements under this directive is unclear. Media houses face difficulties in preparing self-declaration certificates, registering on the portal, and troubleshooting issues, which could deter advertisers from using print media and affect revenue.

Storage of self-declarations, weeding out, and handling emergency advertisements pose further challenges, particularly within the digital media ecosystem. Given the potential for legal challenges and technical issues with the portal, it is requested that the Ministry delay the implementation of these guidelines until clear and objective procedures are established. It is also suggested that the implementation be initially limited to medical ads and that a wider consultation with stakeholders be conducted. Thank you.

THE VICE-CHAIRPERSON (SHRIMATI MEDHA VISHRAM KULKARNI): With this, the House stands adjourned to meet at 11.00 a.m. on Monday, the 1st July, 2024.

The House then adjourned at forty-eight minutes past five of the clock till eleven of the clock on Monday, the 1st July, 2024.