



EASA & GOVT. COMPLEMENT ASCI

The Advertising Standards Council of India (ASCI), The European Advertising Standards Alliance (EASA) and the Ministry of Information & Broadcasting (I&B Ministry), Govt. of India, met together at Hotel President on January 4th, 2008 to share their views and experiences on Self-Regulation of Advertising content.

Mr. Bhaskar Das, Chairman of ASCI spoke of the key role that advertising plays in a growing economy like India and need for a Self Regulatory Organisation (SRO) like ASCI to safeguard the interests of both, consumers and businesses, by guiding and monitoring the commercial communication. And as since July 1st, 2007 ASCI has become a member of EASA, he felt confident that exchange of views and information by both bodies will strengthen Self Regulation in Advertising globally.

Mr. Bharat Patel, past Chairman of ASCI discussed the role of ASCI plays in self regulating advertising content in India and the challenges it faces. He stated that the main role of the ASCI was to protect consumers' interests and ensure fair play amongst competitors. He appreciated the recent moves by the I&B Ministry to co-regulate advertising content on TV with ASCI. Mr Patel requested that I&B Ministry bring in similar co-regulation for ads in other media especially the press and also become the nodal point for different ad content related regulations promulgated by different ministries such Health, Consumer Affairs, Environment, Family & Child Welfare etc..

Mr. Jean Pierre Teyssier, President of EASA spoke of the role EASA is playing in promoting self and Co-regulation in the EU. His advise for increasing ASCI membership was to bring in. free copy advise i.e. pre check of ads' which is practiced by virtually all country SRO members of. EASA.

Mr. Uday Kumar Verma, Addl. Secretary, I&B Ministry said that Self-Regulation is a strong symbol of maturity of an industry and is superior to any form of regulation. He praised ASCI for doing a excellent job and mentioned that his Ministry has already incorporated the ASCI Code in the Cable TV Act. ASCI also is represented on relevant committees of the Ministry. He hoped that a time would soon come when institutions like the Judiciary and the Executive would refer advertising disputes to ASCI for resolution.

Mr. Madhukar Kamath, Vice-Chairman, ASCI thanked the press, the speakers and the audience for their participation in this interactive session between ASCI, EASA and I&B Ministry.

Alan Collaco
Secretary General, ASCI

January 5th, 2008