



The Advertising Standards Council of India

REGISTERED OFFICE & SECRETARIAT: 219 Bombay Market Bldg., 78 Tardeo Road, Mumbai 34
Tel: 23513982, 23521066 Fax: 23516863 E-mail: asci@vsnl.com Website: www.ascionline.org

B: CCC Meeting Procedure

PREAMBLE

- With the increasing importance / responsibility taken by the ASCI it is essential that the CCC creates the appropriate meeting procedure expeditiously. To ensure focus in functioning efficiently and effectively, the deliberations of the CCC is to be conducted in the following structured manner:-

MEETING PROCEDURE

- a. The Secretary General should read out the complaint number and complaint. He should also summarise the Advertiser's response.
- b. The Chairperson should ensure that each member present gets an opportunity to express his/her opinion. After each person has given his / her views the Chairperson should give his views and then seek a consensus on the decision. If a consensus is not forthcoming, the decision should be voted upon and the Secretary General should record the overall vote only and not the specific vote of any individual CCC Member.

CHAIRMAN

The regular presence of an ASCI Board member in the CCC meeting is appreciated. The 5th CCC member who arrives at the meeting chairs the Meeting.

ADVANCE COMMUNICATION

If due consideration is to be given to the complaints and advertiser's response, the Summary of the Complaints and the Advertiser's response should be sent by the Friday preceding the meeting by email to those who confirm their attendance.

A CCC member who is "interested in the complaint", being an advertiser or an agency associated with the advertiser, as the complainant or the party complained against, will not participate in the CCC proceedings and will not be present when the complaint is being discussed. Such interested members will also not be sent papers relevant to the complaint. A CCC member who has raised the Suo Motu complaint will not participate in the discussions.