

**User Manual**  
For  
**Self-Certification for Advertisers**  
for  
Ministry Of Information and Broadcast  
GOVERNMENT OF INDIA

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## 1. Purpose

This user manual provides guidelines and instruction to Advertisers for Self certification of Advertiser Web application.

The user manual will include the following in detail –

- Sign Up for Advertiser
- Sign In for Advertiser
- Application for Self-certification of Advertiser
- Auto generation of Self Certification for Advertiser

## 2. Audience / Users

Basic audience is the one listed below –

- Advertisers/Advertising Agencies

## 3. Functionality

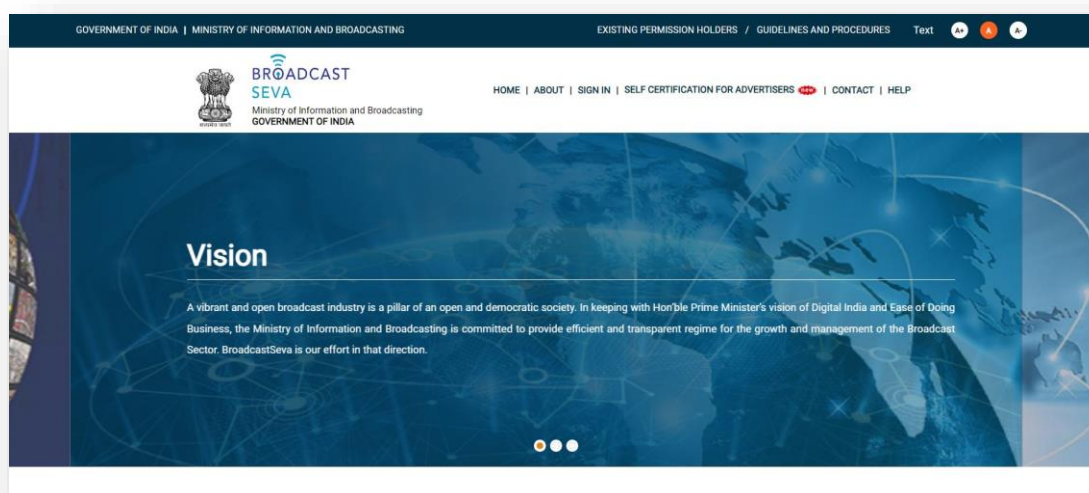
### 1. Prerequisites

User should register and then login with user id and password into the system.

### 2. Logging into the Application

To Login into the application, url of the web application given below:

1) Enter URL <https://new.broadcastseva.gov.in/digigov-portal-web-app/> in web browser. The Sign up and Login Screen appears.



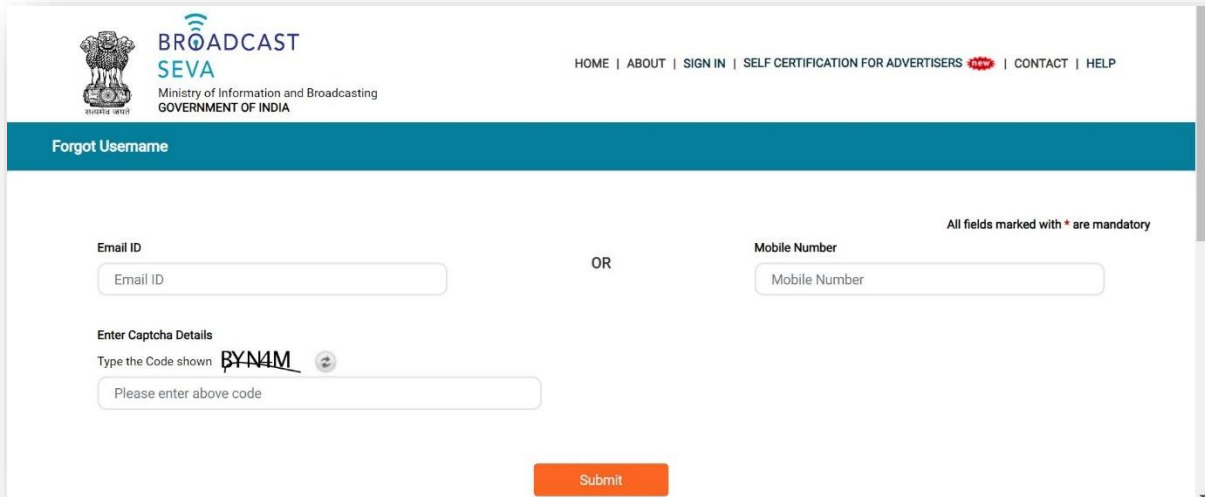
2) Users need to click on Self Certification for Advertisers link and complete the register process.

### Login Screen

1) Enter the Username and Password provided by the System Administrator (MIB) by entering User Id & Password authenticated user will login into the system.

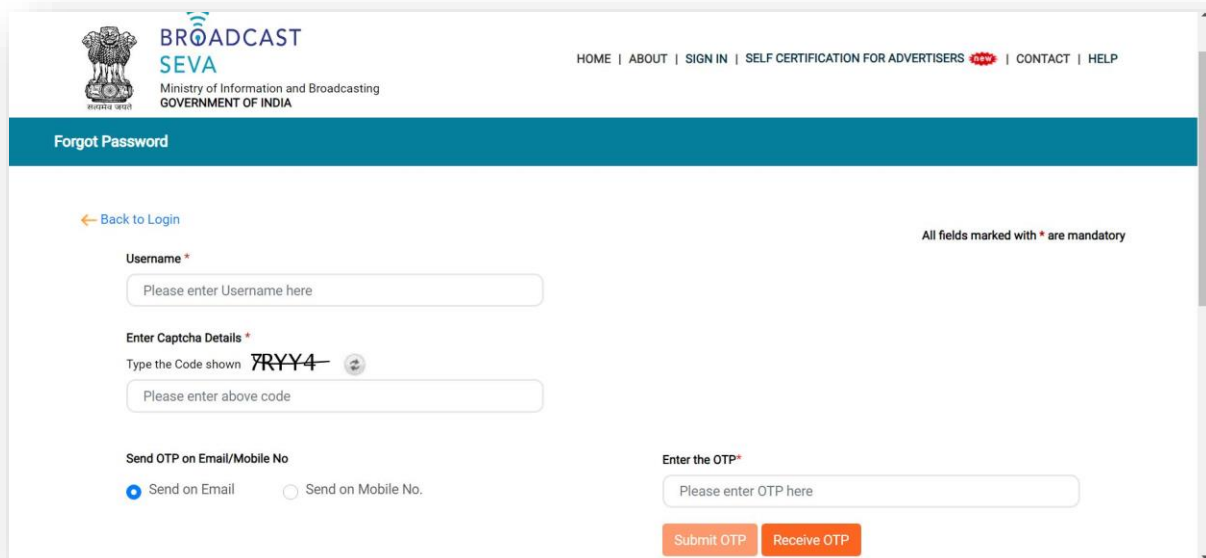
### 3. Forgot Username & Forgot Password:

Forgot Username and password option, will help users to fetch their default Username password, once login into the system. User will be able to change password.



The screenshot shows the 'Forgot Username' page. At the top left is the logo of the Ministry of Information and Broadcasting, Government of India, with the text 'BROADCAST SEVA'. To the right is a navigation menu: HOME | ABOUT | SIGN IN | SELF CERTIFICATION FOR ADVERTISERS | CONTACT | HELP. Below the logo is the text 'Ministry of Information and Broadcasting GOVERNMENT OF INDIA'. The page title is 'Forgot Username'. A note says 'All fields marked with \* are mandatory'. There are two input fields: 'Email ID' and 'Mobile Number', separated by 'OR'. Below these is a 'Enter Captcha Details' section with a captcha image showing 'BYN4M' and a text input field 'Please enter above code'. At the bottom is a 'Submit' button.

Fig.4: Forgot Username



The screenshot shows the 'Forgot Password' page. At the top left is the logo of the Ministry of Information and Broadcasting, Government of India, with the text 'BROADCAST SEVA'. To the right is a navigation menu: HOME | ABOUT | SIGN IN | SELF CERTIFICATION FOR ADVERTISERS | CONTACT | HELP. Below the logo is the text 'Ministry of Information and Broadcasting GOVERNMENT OF INDIA'. The page title is 'Forgot Password'. A note says 'All fields marked with \* are mandatory'. There is a 'Back to Login' link. There is a 'Username\*' input field with the placeholder 'Please enter Username here'. Below this is a 'Enter Captcha Details\*' section with a captcha image showing '7RY4' and a text input field 'Please enter above code'. There are two radio buttons for 'Send OTP on Email/Mobile No.': 'Send on Email' (selected) and 'Send on Mobile No.'. To the right is an 'Enter the OTP\*' input field with the placeholder 'Please enter OTP here'. At the bottom are 'Submit OTP' and 'Receive OTP' buttons.

1. User will have to provide Email ID and Mobile number. After filling the above information user will get the message with Username.

2. User will have to provide Username
3. OTP received on the registered mobile number/registered email address. After filling the above information user will get the message with password.

#### 4. Users >> Advertisers/Advertising Agencies

1. On clicking icon as given below in screen shot User will be able to view Guidelines and start filling new application. User can also see earlier issued certificate for submitted application.

**Self Certification for Advertisers**

**Data Grid for Advertiser**

Search:

S.No	Application Number	Application Date & Time	Action
1	MIB/ADV-DAS/NEW-REQUEST/05062024/119491	Wed Jun 05 15:49:44 IST 2024	<a href="#">Download Certificate</a>
2	MIB/ADV-DAS/NEW-REQUEST/04062024/119481	Tue Jun 04 14:49:05 IST 2024	<a href="#">Download Certificate</a>
3	MIB/ADV-DAS/NEW-REQUEST/29052024/119407	Wed May 29 11:44:46 IST 2024	<a href="#">Download Certificate</a>

Showing 1 to 3 of 3 items

[Start filling new application](#)
[Guidelines for Advertisers](#)

Website Owned by Ministry of Information and Broadcasting, Government of India  
Designed and Developed by Tata Consultancy Services Ltd. and Managed by BECIL

1. On selecting box User will able to view Guidelines and can start filling new application.

### **Guidelines for using Broadcast Seva Portal/Press Council of India portal by Advertisers/Advertising Agencies for uploading Self-declaration Certificate**

#### **1. Introduction:**

Recently, the Hon'ble Supreme Court, in its Order dated 07.05.2024 passed in WPC No. 645/2022-IMA & Anr. Vs. UOI & Ors., has underscored the significance of ensuring compliance with advertising regulations across print, electronic, and internet/digital media platforms. The Hon'ble Supreme Court has directed that prior to broadcasting/publishing any advertisement, it is mandatory for every advertiser/advertising agency to submit a self-declaration certificate affirming that the advertisement does not make misleading claims and complies with all relevant regulatory guidelines, including those stipulated in Rule 7 of the Cable Television Networks Rules, 1994.

This portal has been established to facilitate the submission of Self-Declaration Certificates by advertisers/advertising agencies to ensure compliance with the

aforesaid direction passed by the Hon'ble Supreme Court.

**2. Authorised Representative:** An authorised representative of the advertiser/advertising agency shall submit the self-declaration certificate after signing the certificate on behalf of the advertiser/advertising agency. This ensures accountability and authenticity of the declaration. A valid mobile number and email ID of the applicant i.e. authorised representative of the advertiser/Advertising agency, are prerequisites for uploading the self-declaration certificate.

**3. Details of Advertisement to be filled in:** This includes the following points:

- i. Product/service being advertised
- ii. Advertisement Title
- iii. Brief description of advertisement in approximately 100-200 words, highlighting any specific features or claims made in the advertisement
- iv. Full script of advertisement (in pdf file)
- v. URL of advertisement audio/video for TV/radio/internet advertisement OR PDF of actual advertisement for print/static internet advertisement
- vi. Proposed date of first broadcast/publishing of advertisement

**4. Documents required before submission of the self-declaration certificate:**

- i. **Letter of Authorisation:** A Letter identifying the representative of the advertiser/advertising agency as one authorised to fill and submit the self-declaration certificate shall be uploaded while filling details of the authorised representative) (Sample Format attached below)
- ii. **Full script of advertisement:** Advertisers need to provide the complete written script of the advertisement that will be published or broadcast. This script should include all dialogue, voiceovers, text displayed on-screen, and any other verbal or written content featured in the advertisement.
- iii. **Advertisement video/audio file:** Advertisers must submit the actual video/audio file of the advertisement through a URL. The advertisement video/audio file should accurately represent the content that will be aired or published. It should include visuals, audio, and any special effects or animations used in the advertisement. The source of the URL must be kept available for reference at any future dates.
- iv. **CBFC Certificate if available-**If the advertisement has been certified by the Central Board of Film Certification (CBFC), advertisers should provide a copy of

the CBFC certificate.

#### **5. Mandatory fields :**

All fields marked with an asterisk to be filled as mandatory and must be filled before submitting the self-declaration certificate.

#### **6. Optional Fields:**

CBFC Certificate and GST Details are optional fields, meaning they are not required for submission unless available. If the advertisement has been certified by the Central Board of Film Certification (CBFC), or if the advertiser has GST details related to the advertised product/service, they can provide this information.

#### **7. Submission Process:**

Advertisers must ensure that all mandatory fields are filled accurately before proceeding with the submission. Incomplete or inaccurate information may lead to rejection or delay in processing. Once all required fields are completed and the self-declaration certificate is signed by the authorised representative, the advertiser can upload the document to the portal.

#### **8. Acknowledgement and confirmation:**

Upon successful submission of self-declaration certificate, the applicant would receive an acknowledgement receipt.

#### **9. Compliance:**

The requirement of self-declaration certificate is mandatory for all advertisers/advertising agencies w.e.f. 18.06.2024 before they broadcast/publish any advertisement on electronic media, print media or internet.

\*\*\*\*\*

**For Any further queries or information, Advertisers/Advertising agencies, may contact Helpline No. - +91-011-23381707 & Support Email: [mib-selfdec-cert@gov.in](mailto:mib-selfdec-cert@gov.in)**

2. Applicants will find below application form to be filled and submitted with required documents to be attached.



Self Certification for Advertisers

Authorized Representative Details & Advertisement Details

<p>Representative name *</p> <input type="text"/>	<p>Position/ Designation *</p> <input type="text"/>
<p>Company/ Organization Name *</p> <input type="text"/>	<p>Address *</p> <input type="text"/>
<p>Contact Number *</p> <input type="text"/>	<p>Letter of authorization *</p> <div style="border: 1px solid #ccc; padding: 5px;"> <p><a href="#">Choose File</a> No File Uploaded</p> <p>Letter of Authorization*</p> <p>( Max Size:40 MB   Allowed Type:PDF   Max Files:1 )</p> </div>

Note: Applicant is required to use sample format available in Guidelines for Advertiser.

<p>Product/Service Name *</p> <input type="text"/>	
<p>Advertisement Title *</p> <input type="text"/>	<p>Date of first release of Advertisement *</p> <input type="text" value="dd-mm-yyyy"/>
<p>Advertisement URL *</p> <input type="text"/>	<p>GST Details</p> <input type="text"/>
<p>Brief Description of advertisement content *</p> <input type="text"/>	<p>Product/Service Script *</p> <div style="border: 1px solid #ccc; padding: 5px;"> <p><a href="#">Choose File</a> No File Uploaded</p> <p>Product Script*</p> <p>( Max Size:40 MB   Allowed Type:PDF   Max Files:1 )</p> </div>

Note: Minimum word level should be 50 words.

<p>CBFC Certificate</p> <div style="border: 1px solid #ccc; padding: 5px;"> <p><a href="#">Choose File</a> No File Uploaded</p> <p>CBFC Certificate</p> <p>( Max Size:40 MB   Allowed Type:PDF   Max Files:1 )</p> </div> <p><a href="#">Download Self Declaration Certificate Performa</a></p> <p>Note: Applicant is required to send the original performa</p>	<p>CBFC Certificate Number</p> <input type="text"/>
	<p>Self Declaration Certificate by advertisers of a Product/Service on TV Channels *</p> <div style="border: 1px solid #ccc; padding: 5px;"> <p><a href="#">Choose File</a> No File Uploaded</p> <p>Self Declaration*</p> <p>( Max Size:40 MB   Allowed Type:PDF   Max Files:1 )</p> </div>

[Submit](#)

**Sample Format: Letter Of Authorisation**

**LoA on Company Letterhead**

**Subject: Authorisation of representative for submission of Self-Declaration Certificate by Advertisers/Advertising Agencies**

This is with reference to the Order dated 07.05.2024 passed by the Hon'ble Supreme Court in WPC No. 645/2022-IMA & Anr. Vs. UOI & Ors. for ensuring compliance with advertising regulations across print, electronic, and internet/digital media platforms.

2. In this regard, Shri/Ms. [name of representative] in his/her capacity as [Designation of Representative] is hereby authorised to submit the self-declaration certificate in compliance of the aforementioned order of the Hon'ble Supreme Court on behalf of [name of advertiser/advertising agency].

Signed by Head of Company (advertiser/advertising agency) along with

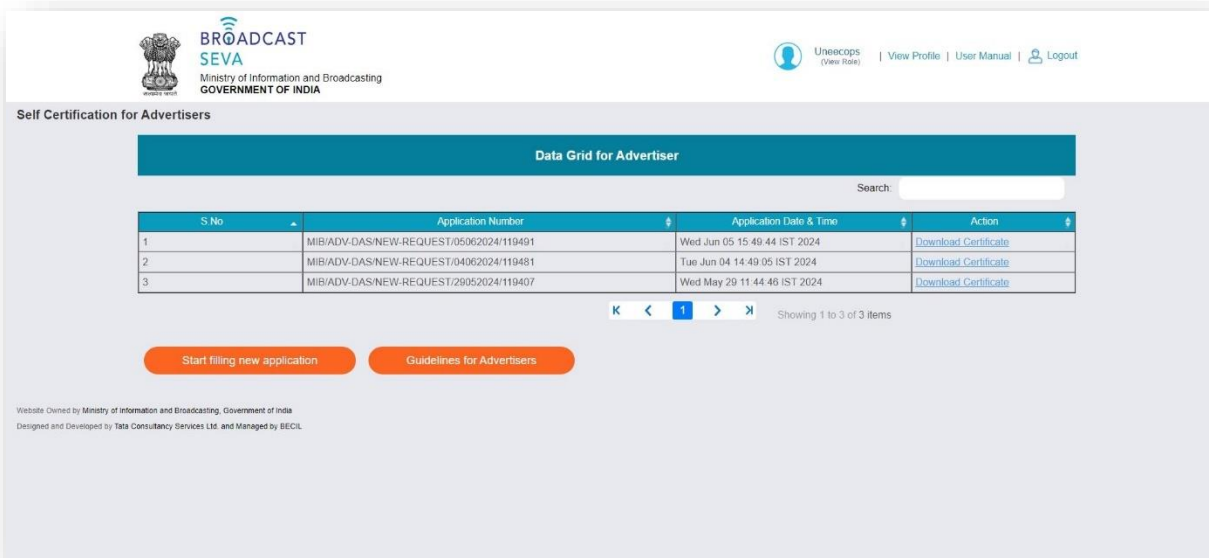
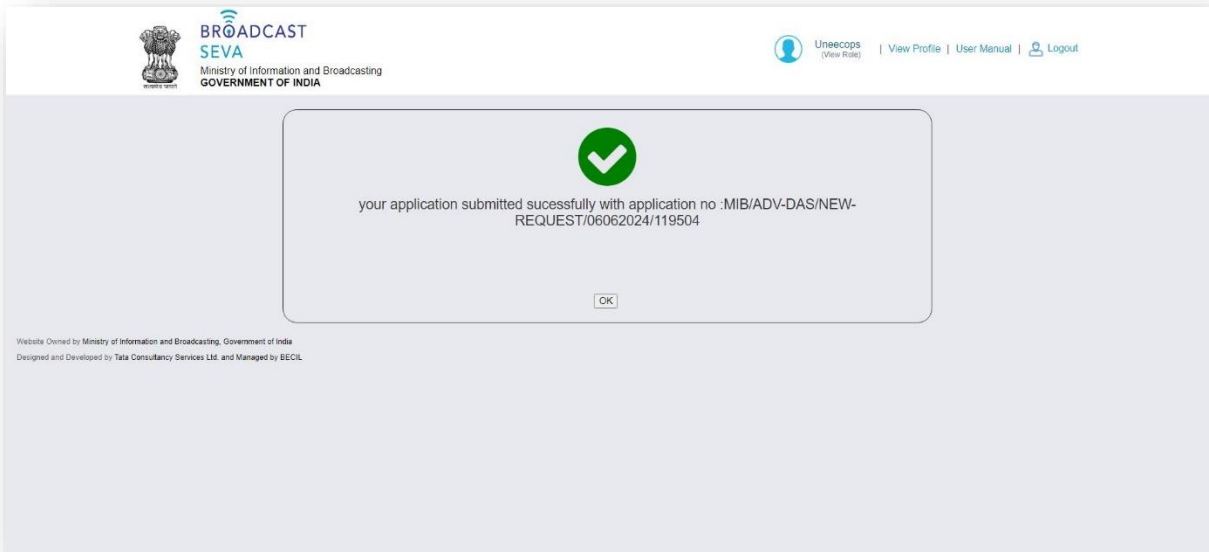
Company Seal Name of Signatory:

Designation of

Signatory: Date:

## 5. Application Submitting

This section will help User to see the application number and download the certificate on behalf of application number. Once application successfully submitted message will comes.




## 6. View for all and verification of QR code in certificate

This section will be open to all users who can check or verify Self-Certification Advertiser certificate and their video uploaded on portal.


User can click on Self certification for Advertiser link and can verify as per below screen.

Sector. BroadcastSeva is our effort in that direction.


Guidelines and Procedures




Satellite TV Channels




MSOs




Teleports and DSNB



DTH Operators



HITS Operators




Self Certification for Advertisers

Helpdesk

GOVERNMENT OF INDIA | MINISTRY OF INFORMATION AND BROADCASTING

EXISTING PERMISSION HOLDERS / GUIDELINES AND PROCEDURES Text



HOME | ABOUT | SIGN IN | SELF CERTIFICATION FOR ADVERTISERS | CONTACT | HELP

Back to Broadcast Seva / Site Map

Self Certification for Advertisers

### Self Certification for Advertisers

Self Certification for Advertisers

Sl. No.	Company Name	Company Address	Date of First Advertisement	Self Declaration Certificate	Advertisement URL
1	Uneecops	Noida	01/01/14	<a href="#">Download Self Declaration</a>	google.com
2	Uneecops	kjlkjk	31/12/24	<a href="#">Download Self Declaration</a>	dfasda
3	ABC Corporation	123 Main Street, XYZ City	06/06/24		
4	test	test	23/05/24		test
5	uneecops	noida	29/05/24	<a href="#">Download Self Declaration</a>	https://www.parleproducts.com/

## 7. Certificate Issued

### Self-Declaration Certificate for Advertisements on TV Channels

Certificate Number:SCAB5062024/7588513

I/We **Shanu** , hereby certify on behalf of **Unecops** , that the advertisement titled **Women Horlicks** for product / service named **Horlicks** first released on **01-01-2014** does not make any misleading claims and complies with all relevant regulatory guidelines, including but not limited to those stipulated in Rule 7 of the Cable Television Network rules, 1994 as directed by the Hon'ble Supreme Court vide its order dated 07.05.2024 passed in WPC No. 645/2022-IMA & Anr. Vs. UOI & Ors.

I further declare that all information provided in this certificate is true and accurate to the best of my/our knowledge and belief.

**05-06-2024**

Date of Declaration

Signature of Authorized  
Representative

QR Code:

