

## ASCI Academy launches Hindi Versions of Flagship Courses to Empower Advertisers, Brands and Creators

### Responsible Advertising Course, now in Hindi

### ASCI Academy's flagship courses, now in Hindi

**Mumbai, December 23, 2024:** In a significant step towards creating greater access to training of the advertising ecosystem, ASCI Academy has launched Hindi versions of its two flagship e-learning courses, *The ASCI Guide to Responsible Advertising* and *The Responsible Influencing Playbook*. ASCI Academy is the training and thought leadership arm of the Advertising Standards Council of India (ASCI).

Originally introduced in English in April 2024, these courses are designed to empower advertisers, marketers, influencers, and professionals to build trustworthy brands that are compliant with advertising regulations. With a large number of advertisements and influencer content being crafted in Hindi or targeting Hindi-speaking consumers, this initiative aims to make industry-relevant training accessible to a broader demographic, enabling professionals to build campaigns and endorsements that resonate with audiences while adhering to required standards.

**Manisha Kapoor, CEO & Secretary General of ASCI,** said, *"The growing scrutiny on advertisements and endorsements reflects the need to safeguard consumer interest. Many violations, even though unintentional, arise from a lack of awareness, which is why these courses become important. They equip participants to stay compliant, connect with their audiences, and build trustworthy brands. The Hindi courses are a positive step toward training for professionals and influencers who prefer to learn in Hindi."*

As regulatory expectations evolve and become more rigorous, these courses provide practical tools to navigate these requirements. *The ASCI Guide to Responsible Advertising* enables advertisers, agencies, and marketers to align campaigns with ASCI's self-regulatory framework, helping them avoid misleading claims, adhere to advertising codes, and balance creativity with responsibility. By focusing on real-life examples and practical takeaways, the course strengthens participants' ability to prevent errors and safeguard brand reputation.

Meanwhile, *The Responsible Influencing Playbook* is tailored for influencers and professionals navigating the influencer marketing ecosystem. The course provides a comprehensive understanding of disclosure norms, authenticity in endorsements, and compliance with legal and platform-specific standards. Delivered through concise, interactive modules, the courses are designed to be short, engaging, and easy to follow. Participants earn certifications upon successful completion, enhancing their professional credentials and demonstrating their commitment to responsible practices.

Since its inception, the ASCI Academy has had over 80 alliance partners, including businesses, industry bodies, and academic institutions, to promote responsible and progressive advertising. The English versions of these courses have gained interest from various organizations like aHUL,

Mondelez, Himalaya Wellness, Whistling Woods International, Xavier Institute of Communications, SVKM's Usha Pravin Gandhi College, and Publicis Group. The Hindi version of these courses is expected to expand this reach, building a culture of responsibility and trust among stakeholders. To access the courses, [CLICK HERE](#)

### **About the Advertising Standards Council of India (ASCI)**

The Advertising Standards Council of India (ASCI), established in 1985, is committed to the cause of self-regulation in advertising, ensuring the protection of consumer interests. ASCI seeks to ensure that advertisements conform to its Code for Self-Regulation, which requires advertisements to be legal, decent, honest, and truthful and not hazardous or harmful while observing fairness in competition. ASCI looks into complaints across ALL MEDIA, such as print, TV, radio, hoardings, SMS, emailers, the Internet/website, product packaging, brochures, promotional material, point of sale material, etc. In January 2017, the Supreme Court of India, in its judgment, affirmed and recognised the self-regulatory mechanism as an effective preemptive step to statutory provisions in the sphere of advertising content regulation for television and radio in India. ASCI's role has been acclaimed by various government bodies, including the Department of Consumer Affairs (DoCA), the Food Safety and Standards Authority of India (FSSAI), the Ministry of AYUSH, and the Ministry of Information and Broadcasting (MIB). MIB issued an advisory for a scroller providing ASCI's WhatsApp for Business number 77100 12345, to be carried by all TV broadcasters for consumers to register their grievances against objectionable advertisements.

In August 2023, the ASCI Academy, a flagship program of ASCI, was launched to build the capacity of all stakeholders in creating responsible and progressive advertising. ASCI Academy aims to raise standards of advertising content through training, education, outreach, and research on the preventive aspects of advertising self-regulation.

On the international front, in 2023, ASCI CEO and Secretary General, Ms. Manisha Kapoor, was re-elected as one of the four Vice Presidents on the Executive Committee of the International Council on Ad Self-Regulation (ICAS). Among several awards bestowed by the European Advertising Standards Alliance (EASA), ASCI bagged a Gold Global Best Practice Award for the mobile app "ASCI online" (2016), with special recognition for its "Guidelines for Celebrities in Advertising" at the first-ever 'Global Awards for Effective Advertising Self-Regulation' hosted by the ICAS (2019). In 2021, ASCI also won two ICAS awards, one for the ASCI scroll telecast across television in the 'Best Awareness Raising Initiative' and for its extensive digital suo-moto monitoring through the NAMS initiative, in the 'Special Category'. It also got a special mention in the 'Best Sectoral Initiative' category for its efforts and regulatory recognition of its Gaming Guidelines. ASCI received the ICAS Global "Inspiration Award" in April 2023 for successfully promoting ASCI as a thought leader and developing impactful engagement with various stakeholders.