

ASCI GOALS

To monitor administer and promote standards of advertising practices in India with a view to

- (i) ensuring the truthfulness and honesty of representations and claims made through advertising and safeguarding against misleading advertising.
 - (ii) ensuring that Advertising is not offensive to generally accepted norms and standards of public decency.
 - (iii) safeguarding against the indiscriminate use of advertising for the promotion of products or services which are generally regarded as hazardous to society or to individuals or which are unacceptable to society as a whole.
 - (iv) ensuring that advertisements observe fairness in competition and the canons of generally accepted competitive behaviour.
2. To codify adopt and from time to time modify the code of advertising practices in India and implement, administer and promote and publicize such a code.
 3. To promote, maintain and uphold fair, sound, ethical and healthy principles and practices of advertising.
 4. To promote better understanding of the benefits of fair, sound and ethical advertising amongst the Practitioners of advertising and in society at large.
 5. To represent, protect, inform and guide the members of the Company on matters relating to advertising.
 6. To foster and promote co-operation amongst persons or companies engaged and involved in advertising.