

# ASCI Academy launches 'Responsible Influencing E-learning Course'

**Mumbai, April 4, 2024:** ASCI Academy, the training arm of the Advertising Standards Council of India (ASCI), has introduced the 'Responsible Influencing Course' e-learning certification, designed to support content creators be compliant with the ASCI code and the law, and uphold ethical standards and transparency in the influencer marketing industry.

The interactive, two-hour course is broken into 21 small snippets which cover diverse topics. These include, shaping change by embracing self-regulation as an influencer, the power of transparency in embracing authenticity, decoding core concepts of influencer marketing, providing a nuanced understanding of the ASCI code and guidelines with relevant case examples. Additionally, the course addresses regulatory and platform-specific guideline requirements. A dedicated section focuses on the power of disclosures addressing issues like who should disclose, how and why to disclose and the specific requirements for disclosures. There are other interesting topics like influencer archetypes, brand engagement checklist, and more, ensuring an overall engaging and exciting learning experience.

In today's digital age, creators play a pivotal role in shaping consumer perception and behaviour, making them essential partners for advertisers seeking to reach broader audiences. The course is crafted to equip influencers, content creators, agencies and influencer marketing experts with the knowledge and skills needed to navigate regulatory standards, maintain audience and brand trust, and ensure that they are on the right side of ethical advertising. Upon successful course completion and assessment, participants will be awarded the '**Responsible Influencing Certificate**'. This certificate signifies their dedication to ethical endorsement practices and proficiency in adhering to responsible influencer guidelines, enhancing their professional credibility within the industry.

**Manisha Kapoor, CEO and Secretary General of ASCI,** *"With so many young and new content creators, it is an exciting time for the advertising industry. It is important that consumer and brand trust remains high in this exciting channel of communication. We want to support influencers to stay on the right side of advertising regulations and codes, so that they are able to keep themselves safe, and have a long and sustained career. With increased scrutiny on influencers and content creators, it is important that they build familiarity with the rules and regulations that surround advertising. The course simplifies the regulatory landscape, and influencers who take the course can be more confident in their endorsements. We also expect brands to prefer creators who have shown their commitment to honest influencing by doing this course."*

To access the course, please [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, Internet/website, product packaging, brochures, promotional material and point of sale material etc. In January 2017, the Supreme Court of India in its judgement affirmed and recognised the self-regulatory mechanism as an effective pre-emptive 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 as well as 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), 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.

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