

Press Release

JMI hosts FDP on Empowering Ethical Advertising in collaboration with ASCI

The Anwar Jamal Kidwai Mass Communication Research Centre (AJK MCRC), Jamia Millia Islamia (JMI), in collaboration with ASCI Academy, the Advertising Standards Council of India, organized a one-day Faculty Development Programme (FDP) on Ethical Advertising on 20th April, 2024. ASCI is a self-regulatory organization that promotes responsible advertising practices in India.

The day-long event, held at the university's premises, saw the participation of over a hundred educators, researcher scholars and professionals from various educational institutions and organizations, including advertising agencies, media houses, and corporate entities.

Aimed at creating awareness about ethical advertising, the program provided participants with insights into socially responsible messaging and the role played by ASCI in promoting responsible advertising practices.

The theme of the program, "Empowering Ethical Advertising" resonated with participants who engaged in enriching discussions and presentations led by industry expert and ASCI Academy Master Trainer, Aditi Hingu. Through insightful sessions, attendees delved into key topics such as truthfulness, transparency, social responsibility, and consumer trust.

Prof. Eqbal Hussain, the Officiating Vice-Chancellor of JMI, set the tone for the program through his inaugural address, emphasizing the importance of building trust and credibility among consumers. He emphasised the need for responsible advertising and to protect the consumers rights for access a fair and just information which stem from our fundamental constitutional provisions.

Honorary Director of AJKMCRC, Prof. M Kasim, informed the participants about the MoU between ASCI and AJK MCRC JMI and its intended objectives of academic, industrial and professional outreach towards shared goals of capacity building for ethical advertising. He highlighted instances of some unethical practices, and the necessity of regulatory oversight to combat such malpractices.

Ms. Hingu, highlighted the importance of collaboration in advancing ethical advertising practices. She emphasised the need to acquaint educators with ethical advertising practices so that they, in turn, instil ethical values in the next generation of advertising professionals.

"Responsible advertising is one of the bedrocks of honest communication today when the quantum and volume of advertising is increasing and evolving rapidly. The workshop conducted by ASCI Academy on empowering ethical advertising at AJK MCRC, JMI, is meant for educators who are teaching students who will become professionals of tomorrow. It has been a pleasure and privilege to have conducted an engaging session with some of the best faculty in the country," said Hingu.

The FDP concluded on a high note, with participants committing to integrating ethical principles into their teaching pedagogy. Participants also received a certification of participation.








