

**ICSI
(MANAGEMENT AND
DEVELOPMENT OF COMPANY
SECRETARIES IN PRACTICE)
GUIDELINES, 2023**

As approved by the Council in its 301st Meeting held on 6th September, 2023 and amended in 312th (Annual) Meeting held on 8th - 9th October, 2024 and further amended in 315th Meeting held on 18th - 19th March, 2025



**THE INSTITUTE OF
Company Secretaries of India**

भारतीय कम्पनी सचिव संस्थान

IN PURSUIT OF PROFESSIONAL EXCELLENCE

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

CHAPTER VI



BRANDING AND DEVELOPMENT OF THE PROFESSION

6.1 Introduction

The Act read with the Regulations permit the Company Secretary in Practice (PCS) to solicit and advertise Professional services rendered by him in a limited manner. In order to facilitate the PCS in promoting his professional brand within specified parameters, this Chapter establishes minimum standards for brand building for developing a competitive edge by providing for (a) designing and application of Logo of a Company Secretary(ies) in Practice/Firm, (b) display and publicise the services rendered by a Company Secretary(ies) in Practice/Firm, (c) maintaining a website/web page, visiting card and like matters. Thus, ensuring uniformity in branding and development of the profession of Company Secretaries.

6.2 USAGE OF LOGO BY COMPANY SECRETARY(IES) IN PRACTICE OR FIRM

(i) CS LOGO FOR MEMBERS

- a) The members of the Institute have been allowed to use the following logo as a prefix to their name . It can be applied on the website of the Company Secretaries in Practice, on letter heads, visiting cards, other office stationery, name boards, other branding materials whether in print or in electronic mode.
- b) The Council of the Institute has laid down certain parameters for using the logo  which must be adhered to by the members of the Institute. The CS member shall apply the logo in adherence to the Graphic Standards Manual issued by the Institute.

(For further details visit https://www.icsi.edu/media/webmodules/ICSI_Graphic_Standard_Manual.pdf)

- c) The same logo may be used by the firm of Company Secretary(ies) in Practice. It can be applied on the website of the firm of Company Secretary(ies) in Practice, on letter heads, visiting cards, other office stationery, name boards, other branding materials of the firm whether in print or in electronic mode.

- d) The logo can only be used by members of the Institute. Students, who are undergoing training and pursuing the course or left the course are not entitled to use the logo.

Further, the members are entitled to use the logo only during the currency of their membership of the Institute and if for any reason, the membership is cancelled or surrendered, steps should be taken to discontinue usage of logo within 30 days of such event with an intimation to the Institute.

- e) The CS Logo cannot be modified, manipulated or changed in any way from its original design, nor can it be used as a feature or design element to any other logo (e.g. a Firm Logo).
- f) Application of the CS logo by the Company Secretaries shall not imply an endorsement about quality, standard, utility, assurance of service by the Institute.
- g) The Institute has the right to monitor the use of the CS logo at all times and may direct a member who is in violation of these Guidelines to remove the logo immediately at the member's cost and consequences.

(ii) FIRM LOGO FOR COMPANY SECRETARY(IES) IN PRACTICE

- a) The Firm or Company Secretary(ies) are free to design their Firm Logo and Tagline. However while designing the Firm Logo and the Tagline, member shall ensure that the same are befitting the ideals and standards of the Profession of Company Secretaries and are also in compliance with such other principles as may be prescribed from time to time conforming to the highest levels of dignity and ethical behaviour and consistent with the core idea that make up the Firm.
- b) The Logo and Tagline shall not be in contravention of the provisions of the Act, Trade Marks Act, 1999, Indian Copyright Act, 1957, The Emblems and Names (Prevention of Improper Use) Act, 1950 and the rules and regulations made thereunder.
- c) The logo/tagline not be used with the CS Logo in continuation or to be placed above the Logo of CS. Logo of the Firm is to be designed in such a manner which does not give an impression of single logo.

It is hereby clarified that the Institute is not liable under any

circumstances for any action/s taken on any logo and or Tagline by any person. With this the Institute is providing an enabling provisions subject to compliance of these Guidelines, members may at their discretion use the logo or tag line.

6.3 (i) RESPONDING TO QUERIES OR TENDERS PERTAINING TO PROFESSIONAL WORK

- a) The Company Secretary in Practice may respond to the queries received from the client or to the tenders floated for professional assignment in the manner prescribed herein.
- b) The response submitted by the Company Secretary in Practice shall not in any manner amount to solicitation of clients or professional work, directly or indirectly, as prescribed in Part 1 of the First Schedule of the Act and reproduced hereinafter:

Part 1 of the First Schedule of the Act lays that A Company Secretary in Practice shall be deemed to be guilty of professional misconduct, if he-

6) solicits clients or professional work, either directly or indirectly, by circular, advertisement, personal communication or interview or by any other means:

Provided that nothing herein contained shall be construed as preventing or prohibiting-

- (i) any company secretary from applying or requesting for or inviting or securing professional work from another company secretary in practice;*
- (ii) a member from responding to tenders or enquiries issued by various users of professional services or organizations from time to time and securing professional work as a consequence;*

(7) advertises his professional attainments or services, uses any designation or expressions other than company secretary on professional documents, visiting cards, letterheads or sign boards, unless it be a degree of a University established by law in India or recognized by the Central Government or a title indicating membership of the Institute of Company Secretaries of India or of any other institution that has been recognized by the Central Government or may be recognized by the Council:

Provided that a member in practice may advertise through a write up setting out the services provided by him or his firm and particulars of his firm subject to such guidelines as may be issued by the Council;

Clause 3 of Part III of the First Schedule of the Act provides that a member of the Institute, whether in practice or not, shall be deemed to be guilty of professional misconduct, if he -

(3) while inviting professional work from another Company Secretary or while responding to tenders or enquiries or while advertising through a write up, or anything as provided for in items (6) and (7) of Part I of this Schedule, gives information knowing it to be false.

(ii) APPLYING FOR TENDERS

- a) Clause 6 of Part I of the First Schedule of the Act provides that a Company Secretary in Practice is allowed to respond to tenders or enquiries issued by various users of professional services or organizations from time to time and securing professional work as a consequence.
- b) A Company Secretary in Practice shall not respond to any tender issued by any organization or user of professional services, which are exclusive areas of Practice for the Company Secretaries where minimum fee for the professional service is not prescribed in the tender document itself.

6.4 DISPLAY/PUBLICITY OF SERVICES

- (i) This part shall be applicable to every kind of display, publicity, or endorsement by a Company Secretary in Practice in respect of or in connection with the services rendered under Section 2(2)(f) of the Act.
- (ii) Permitted means of Display/Publicity of Services:
 - a) As stated in the proviso to Para 7 of the Part I of the First Schedule of the Act, the Write Up by PCS setting out the services provided by him or his firm and particulars of his firm is permitted. The same is detailed at para 6.4(iii) below.
 - b) Display the services rendered on the website of the firm, which may be made available to the person visiting the website only when that person wants to receive it by agreeing to the pop-up notification before opening of any content of the website.

It is hereby clarified by agreeing to the acknowledgement, the viewer of the website may pull the information displayed therein. The same is detailed at point 6.6(ii) below.

- c) A visual identity (Firm logo) created in compliance with Part A of this Chapter.
- d) Display of Firm name, Logo for CS members, Firm logo on Office/s, office stationery and other branding material of the Firm.
- e) Professional Updates in any mode (providing an option to the reader to subscribe or unsubscribe).
- f) Appearing on local radio or television.
- g) Giving speeches/lectures at any platform including podcasts, webinars, seminars, conferences, training programmes, workshops, conventions and the like so organised by any forum.
- h) Holding professional seminars, webinars, conferences and workshops for members, businessmen, professionals and public at large, with or without any fees.
- i) Sponsoring any event (cultural, professional or otherwise) or helping with community programmes or doing voluntary work as a professional for charitable organizations.
- j) Creating an individual/firm account/webpage/website on any of the social media Platforms like Facebook, Instagram, LinkedIn, Twitter, YouTube, WeChat, Telegram and WhatsApp or and other media platforms of similar nature.
- k) Membership and Office-bearership of any Chambers of Commerce and other Association of Persons not for profit.
- l) Highest of designations held at the Institute viz. Present and Past membership of the Council including former President, former Vice-President, former Secretary, office bearer-ship of Regional Councils.
- m) Preparing profile for introduction anywhere covering any or all of the above.

(iii) The write-up as referred above may include the following information:

For Company Secretaries in Practice (Sole Proprietor)/Firm:

- a. Name of the Firmand other Particulars
 - i. Firm Registration No. with Institute.
 - ii. CIN in case of LLP.
 - iii. Year of establishment.
 - iv. Professional Address(s) including web address & email.
 - v. Telephone/Mobile/Fax No, if any.
- b. Name of the proprietor/partners and their particulars (including photos)
 - i. Name of the Company Secretary.
 - ii. Membership/Certificate of Practice No. with Institute.
 - iii. Years of Experience.
 - iv. Date of becoming ACS/FCS.
 - v. Other recognized qualifications.
 - vi. Languages known.
 - vii. Areas of interests or Hobbies like singing/ playing instruments etc.
- c. Logo of the firm, if any, CS Logo.
- d. Peer Review details.
- e. Details of Branches registered with the Institute including name and M.no. of the person incharge of the Branch.
- f. Professional attainments.
- g. Details of Employees (including photos):-
 - (a) Company Secretaries-
 - (b) Other Professionals -
 - (c) CS Trainee(s)
 - (d) Other Employees/ Associates

h. Services provided:-

- (a)
- (b)
- (c)

i. Testimony /credentials or endorsements from clients. However, any testimonial which contains the general specialisation of any services of the firm or tall claims of record timing for execution of the assignment or stating anything about the fees shall not be allowed to be placed on the website of the Company Secretary in Practice (Sole Proprietor)/Firm.

(iv) Conditions for Display/Publicity

The Display/Publicity shall be factual, accurate and shall:

- a) not be in violation of provisions of the Act and the Regulations made thereunder;
- b) not be of such nature which may bring disrepute to the profession or the Institute;
- c) not use a registered trademark or trade name of any other firm;
- d) not be false or misleading in its context;
- e) not claim superiority over any or all other Company Secretaries in Practice or any other professional(s) and shall not refer to any self-laudatory words including “Specialists” or “Experts”, “Best”, Cheapest, etc. and shall not make tall, misleading claims about the utility or efficacy of the services;
- f) not contain fabricated or false testimonials/credentials or endorsements concerning the services provided by the Company Secretary/Firm;
- g) in no way indicate that the charging of a fee is contingent on outcome, or that no fee will be charged in the absence of the desired outcome;
- h) not contain any reference to past successes or results or any other such claim which indicates a guarantee, warranty or prediction of result of future professional assignments. e.g., We made M/s. Xxx win the case, Meet the masters, etc.;

- i) not be designed for “pleasing clients”, which might mislead or eventually harm clients or third parties;
 - j) Not resort to any unfair practices as per provisions of Consumer Protection/Competition Act;
 - k) not mention the fee charged in present or past cases;
 - l) not be similar in general layout, slogans, visual presentation to publicity material of others so as to mislead or confuse the client.
- (v) **Association with Aggregators/Networking & Multi-Level Marketing Associations**
- a) The Company Secretary in Practice or a Firm of Company Secretaries shall not list his/her service(s) on any aggregator website such as Yellow Pages, Sulekha, Olx, Urbanclap, JustDial, Quikr or any other aggregator of similar category.
 - b) The Company Secretary in Practice shall not come in any association with Aggregators in the form of online platforms which provide services/assignments requiring certification and attestation, that may or may not be exclusive domain of Company Secretary in Practice or of similar category.
 - c) The Company Secretary or a firm of Company Secretaries shall not join or project himself/herself/itself as a member of any networking or any Multi-Level Marketing Association(s) or any other organisation which require his/her Company Secretary member to add other person as member of the organisation or which require him/her to render such services which are not referred to in section 2(2) of the Act.
 - d) The Company Secretary in Practice or a Firm of Company Secretaries shall not associate or project himself/itself to be associated with any network system whether or not on payment of fees, which is based on referral system, i.e. facilitating a platform enabling members to share client referrals.

6.5 DESIGN AND CONTENTS OF VISITING CARDS

(i) Application of Logo on the visiting cards

- a) The Institute is not providing any actual or standard format of the visiting card. Members and Firms are free to develop

and design visiting card subject to the Act, Regulations and guidelines in this regard. The visiting card should be befitting the profession of Company Secretaries and should not contain any information or material which is unbecoming of a Company Secretary.

- b) The CS Logo, if used, shall always be placed on the visiting card preferably at the top (left/right/center) in accordance with the Graphic Standard Manual issued by Institute from.

For further details, visit https://www.icsi.edu/media/webmodules/ICSI_Graphic_Standard_Manual.pdf

- c) Subject to Para (b) above, the Firm Logo and Tagline, if any, shall be placed suitably on the visiting card. Any such Logo shall not be in continuation or placed above the logo of CS. However, the same can be placed alongside the CS Logo without giving an impression of single logo.

(ii) Contents of the Visiting Card

- a) There is no restriction on the colour combinations which may be used in the visiting cards. Members may include the following information on their visiting cards:
- i. Name of Company Secretary in Practice and/or Firm name,
 - ii. Member/Firm's Address (both Head Office and Branches),
 - iii. Contact No(s),
 - iv. E-mail ID(s).

The visiting card may include website address and QR (Quick response) code. Provided that the QR Code does not contain information that directly or indirectly solicits professional works of any kind.

- b) The visiting card may have link of page(s) of Company Secretary in Practice/firm on Social Networking site.
- c) Where a Company Secretary in Practice is a Partner in more than one firm, the names of all such firms may be printed on the visiting card or separate cards may be printed for all such firms.

(iii) Additional Qualification/Designation on visiting card

- a) Designation other than Company Secretary may be placed on the visiting card only if it is a degree of University established by law in India or recognised by the Central Government/State Government or a title indicating membership of any other institution that has been recognised by the Central Government/State Government or the Council of the Institute.
- b) If a Company Secretary in Practice has qualified any Post Membership Qualification of the Institute, the same may be placed on visiting card, as per the ICSI (Specialised and Advanced Courses and Examination) Guidelines, 2020.
- c) If a Company Secretary in Practice is qualified as Insolvency Professional, Registered Valuer, Social Auditor, Trade Mark Agent or any other qualification approved by the Council, the same may be placed on the visiting card.
- d) A Company Secretary in Practice may mention a title on their visiting cards, to indicate membership of any Institute/University outside India, which has been recognized by the Council.
- e) Highest of designations held at the Institute may be placed on the visiting card viz. Present and Past membership of the Council including former President, former Vice-President, office bearer-ship of [Chapters and]¹ Regional Councils.
- f) Former Secretary of the Institute may place the same on the visiting card.

(iv) Restrictions

A Company Secretary in Practice shall not publicise the following on the visiting card:

- a) Any professional attainments or services which are not specifically allowed in these Guidelines,
- b) Chairmanship/Membership of a Task Force/Board/Committee/Group constituted by HQ or Regional Office/Chapter Office of the Institute or any other Professional body,
- c) Being a reviewer for publications of the Institute or other Professional bodies,

1. Inserted by the Council in its 312th (Annual) Meeting held on 8th-9th October, 2024

- d) Being a Paper setter, moderator, examiner, observer, paper checker, etc. related to examination conducted by the Institute or any other Institution/University/College.
- e) Any position held/Membership of clubs and other associations which are not related to the profession, eg. RWA membership/ position in NGO, etc.

6.6 MAINTENANCE OF WEBSITE FOR COMPANY SECRETARY IN PRACTICE AND FIRMS OF COMPANY SECRETARIES IN PRACTICE

- (i) Every Company Secretary in Practice or a Firm of Company Secretaries intending to launch and maintain a website shall ensure:
 - a) the Company Secretary in Practice/Firm is in compliance with the Schedules of the Act;
 - b) that all the information provided on the website is true, complete and correct in all material respects and does not contain any untrue statement of a material fact or omit to state any material fact necessary;
 - c) to exercise reasonable care, prudence and diligence in providing information on the website of the Firm.
- (ii) **Disclaimer**

Every website of Company Secretary in Practice and Firm of Company Secretaries in Practice shall display/pop up a disclaimer on opening of its website/on the main landing page of the website, clearly stating that the Regulations do not permit the solicitation/advertising of work and that the user is giving concurrence that he is only seeking information about the Firm/Partners/Proprietor.

Sample disclaimer is as under:

SAMPLE 1

Clause 6 and 7 of the Part I of the First Schedule of The Company Secretaries Regulations, 1982 do not permit solicitation of clients or professional work and advertising by Company Secretary in Practice in accordance with Section 2(2) of The Company Secretaries Act, 1980. By accessing the website i.e. _____, the user acknowledges that:

- *The user wishes to gain more information about us for his/her information and use. He/She also acknowledges that there has been no attempt by us to advertise or solicit work.*

- *Any information obtained or downloaded by the user from our website does not lead to the creation of the client relationship between the Firm and the user.*
- *All information contained in our website is the intellectual property of the Firm.*

AGREE

EXIT SITE

SAMPLE 2

Company Secretaries in Practice are not allowed to solicit clients or Professional work or advertise, according to The Company Secretaries Regulations, 1982:-

- *By clicking the “I Agree” button, you acknowledge and confirm that you are independently looking for information about our firm i.e. _____ and that no advertisements, personal communications, solicitations, invitations, or other forms of inducement of any kind have been made by or on behalf of our firm or any of its partners to solicit work through this website.*

AGREE

EXIT SITE

(iii) Contents on the Website

The Company Secretary in Practice/Firm shall create and maintain own websites/web pages subject to applicable laws. The website is to be maintained in accordance with following stipulation:-

- a. The Institute is not providing any actual or standard format of the website/web pages and there is no restriction on the colours/designs which may be used on the Website. However, the member/firm may provide the following information on their websites/web pages:
 - a.i) Name of Company Secretary(ies)/Firm name,
 - a.ii) Year of establishment,
 - a.iii) Member/Firm’s Address (both Head Office and Branches) along with Contact No(s), Fax No(s)(If, any) and E-mail ID(s),
 - a.iv) In case the person is a member of multiple firms, his interest in all such firms may be disclosed. Details of

Partners/employees/Associates etc. as given hereinbelow may be disclosed for all such firms, if so desired,

a.v) Details of Partners:

- Name of the Partner,
- Qualifications,
- Address, Contact No, Fax No and E-mail ID(s),
- Service Area,

a.vi) Details of Employees/Associates:

- Name of the Employee/Associates,
- Qualifications,
- Address, Contact No, Fax No, E-mail ID(s),
- Service Area,

a.vii) Photographs of the Proprietor/Partners/Employees/Associates dignitaries with proper descriptions,

a.viii) Awards/Accolades, if any, received in the professional capacity,

a.ix) Job vacancies under the Company Secretary in Practice/Firm (including training to the students of the Institute),

a.x) Highest of designations held at the Institute viz. Present and Past membership of the Council including former President, former Vice-President, office bearer-ship of [Chapters and]² Regional Councils,

a.xi) Former Secretary of the Institute may place the same on the website/web page,

a.xii) Nature of assignments handled along with credentials. (Professional Fee charged or estimates thereof shall not be given. However, fee calculators for any statutory fee may be included for informational purposes*).

**Note:* Disclosure of fees charged on the website is permissible only where it is required by any government agency or regulator,

2. Inserted by the Council in its 312th (Annual) Meeting held on 8th-9th October, 2024

whether or not constituted under a statute, in India or outside India. Provided that such disclosure is only to the extent of requirement of the regulator. Where such disclosure of names of clients and/or fees charged is made on the website, the member/firm shall ensure that it is mentioned on the website [*in italics*], below such disclosure itself, that “*This disclosure is in terms of the requirement of [name of the regulator] having jurisdiction in [name of the country/area where such regulator has jurisdiction] vide [Rule/Directive and such like under which the disclosure is required by the Regulator]*”.

- b. Academics/Knowledge Updates, Articles, PPTs, Lecture clippings, professional information, Service areas of the firm, updation, bulletin boards, media coverage, download section, log in for existing clients, contact us link/utility and Educational/ Professional videos are also permissible.
- c. The website may include the link of its page on Social Networking site. However, the members should not solicit people to visit or like their respective page(s) on such Social Networking site.
- d. The chat rooms/chat bot can be provided which permit chatting amongst members of the Institute and between firm and its clients. The confidentiality protocol shall be observed.

(iv) Other Stipulations:

- a) The website name should be as similar as possible to the name of the Firm or should at least reflect a connection thereto.
- b) The website should ensure adequate secrecy of the matters of the clients handled through website. The list/logo of clients can be displayed subject to necessary permission.
- c) Except as permitted under these Guidelines, the Firm shall not issue any circular or any other advertisement or any other material of any kind whatsoever by virtue of which they solicit people to visit their website. However, the Firm is permitted to mention the name of the website on their professional stationery, visiting cards, digital cards, email and other communication channels.

- d) The website may provide a link to the website of the Institute, its Regional Councils, Chapters and Branches and also the website of Government bodies, Departments, Regulatory authorities, other Professional Bodies, Tribunals such as Ministry of Corporate Affairs, Goods & Services Tax Council, the Income Tax Department, SEBI, RBI, NCLT, etc.

(v) Restrictions:

- a) Following shall be prohibited from being placed on the website at all the times:
 - a.i Usage of words/expressions including “Leading Firm”/“Best Firm”/“Top Firm”/“Global leader”;
 - a.ii Promotion of other business/association;
 - a.iii Promotion of other firms subject to compliance detailed in above paras.
- b) The website should be befitting the standards of the profession of Company Secretaries and should not contain any information or material which is unbecoming of a Company Secretary.
- c) Display of any information pertaining to being a reviewer for publications of the Institute or other Professional bodies.
- d) Display of any information pertaining to being a Paper setter, moderator, examiner, observer, paper checker, etc. related to examination conducted by the Institute or any other Institution/ University/College.
- e) Display of Chairmanship/Membership of a Task Force/Board/ Committee/Group constituted by HQ or Regional Office/Chapter Office of the Institute or any other Professional body.

6.7 ATTIRE AND CONDUCT OF COMPANY SECRETARIES IN PRACTICE

The ICSI (Attire and Conduct of Company Secretaries in Practice) Guidelines, 2020 shall apply *mutatis mutandis* to the Company Secretaries in Practice. The relevant paras are reproduced hereunder:

(i) Applicability

- (a) These Guidelines shall apply to Company Secretaries whether in Employment or in Practice appearing before the quasi-judicial

bodies, statutory authorities and other government agencies/ bodies including but not limited to ROC, OL, RD, NCLT, NCLAT, NGT, RBI, SEBI, CCI, Income Tax Department, GST Department, Stock Exchanges and any other Offices of Regulators/Registrars under different laws on behalf of their employer/clients.

- (b) Endeavour shall be made by Company Secretary in Practice to follow these Guidelines for appearing before all clients as well.

(ii) Dress Code

- (i) The dress code to be adhered to by the Company Secretaries Practice is as under:

A. For Male Members:

- a. Navy Blue Suit (Coat & Trouser, plain/solid coloured)
OR
Navy Blue Blazer over a sober plain/solid coloured Trouser, preferably light grey. The fabric of the coat/ blazer may be as per the weather.
- b. Navy Blue Neck Tie preferably with CS Logo or any other tie with CS Logo.
- c. Buttoned up Coat
- d. White full sleeve collared Shirt
- e. Formal Shoes
- f. The socks may be of any plain/solid colour preferably matching with the colour of Trousers

B. For Female Members:

- a. Navy Blue Suit (Coat & Trouser, plain/solid coloured) with White full sleeve collared Shirt
- b. Saree/Suit of sober colour with Navy Blue Blazer
- c. Formal footwear
- d. Scarf with CS Logo is recommended to be worn.

(iii) Restricted items of attire

The following items of attire shall not be worn in any case:

- a) Clothes that are too revealing or not fitting well.
- b) Shorts or skirts or half sleeve shirts.
- c) Sunglasses, Caps, Hats, Mufflers.
- d) Hand Gloves.
- e) Face Masks and veils (except when worn for medical reasons/ precautions)
- f) Sports shoes, Slippers, Casual footwear.
- g) Singlets, T-shirts, Jeans.
- h) Medallions, except where the professional has a constitutional right thereto.
- i) Medical equipment which would force the trial judge to either grant a continuance or influence the judge in any manner prejudicial to the administration of justice.
- j) Earphones, headphones and any other electronic communication equipment.

(iv) Exceptions

- (i) The intent of these Guidelines is not to impose rigid standards not directly related to judicial administration and accordingly exceptions are given for the following:
 - a) Turbans, for religious, cosmetic or other legitimate purposes in plain/solid sober colours.
 - b) Headgear, adhering to good sense of community standards and having a balance with the professional's attire.
 - c) Hearing aids, so that a person with hearing loss can listen, communicate and participate more effectively in daily activities.

(v) Etiquette while Attending Hearings

All members shall endeavour to adhere to the following:

- a) Do not enter the court room chewing gum or toffee, beetle-leaf, tobacco, gutkha, mouth freshener, pan-masala, or any eatables.
- b) Do not enter the court room in an inebriated state.
- c) Switch off all mobile and other beeping devices or put them on silent mode (non-vibrating) and keep them inside the bag or pocket before entering the courtroom as these may disrupt the proceedings.
- d) Enter the courtroom or office of the Presiding Authority silently and bow/greet to the Presiding Authority as a sign of respect before proceeding to your seat.
- e) Silence must be observed at all times during the hearing.
- f) Ensure that all loose sheets of papers are securely fastened, indexed and tagged so as not to waste the time of the court in locating the documents.
- g) Ensure that all documents needed for the hearing are available with you, including copies already submitted in advance with the authority.
- h) Behave in a polite and courteous manner with all present in the court room and maintain decorum.
- i) Do not attempt to capture photographs or audio/video record during the proceedings.
- j) All efforts must be made to observe the above etiquettes as well, even while attending virtual hearing. Further for virtual hearing the member in practice shall ensure that the environment from which the member is appearing (virtually) is in line with the prescribed directions and/or recommended standards for such virtual appearance.

(vi) Etiquettes while Attending Virtual Hearings

All members shall endeavour to adhere to the following additionally, in case of virtual hearing or E-hearing

- a) Before the hearing, familiarize yourself with your microphone,

camera and speakers, test your technology from the place where you plan to participate in the hearing.

- b) Dress code as mentioned in above paras should be adhered too.
- c) Excessive physical movements should be avoided.
- d) Computer or camera angle should be placed in such manner that is straight at or a bit above eye level.
- e) Overly bright or extremely dark background should be avoided as they do not translate well on camera. Additionally, background should be clear and uncluttered.
- f) While using spectacles/glasses they should have non-reflective coating.
- g) Use an external microphone, a headset or earbuds with a built-in microphone, where possible-this supports good audio quality and helps other participants to hear you clearly. Mute your microphone when not speaking. This reduces echo and background noise.
- h) Preferably, mute notifications on your computer/device.

6.11 Wherever the quasi-judicial bodies, statutory authorities and other government agencies/bodies referred above have defined a particular dress code for appearing before them, in the courtroom/or otherwise, the same shall be adhered to.