



वास्तुकला परिषद्  
Council of Architecture

वास्तुविद् अधिनियम, 1972 के अंतर्गत भारत सरकार का एक स्वायत्त सांविधिक निकाय  
(An Autonomous Statutory Body of Govt. of India, under the Architects Act, 1972)

**Ar. HABEEB KHAN**  
**PRESIDENT**

Ref No. CA/A1/2022/President  
May 04, 2022

**TO ALL THE ARCHITECTS REGISTERED WITH THE COUNCIL OF ARCHITECTURE**

**Subject: Advertisement in print media/social media-reg.**

Dear Fellow Architects,

It has come to the notice of Council of Architecture that some Architects have been publishing advertisements in print media/social media and other places advertising their professional services to solicit Architectural work and also endorsing building infrastructure related products in violation of the provisions of Architects (Professional Conduct) Regulations, 1989.

I would like to invite your kind attention towards the Regulation 2(1)(xxv) of the above Regulations which provides that an Architect shall not advertise his professional services nor shall he allow his name to be included in advertisement or to be used for publicity purposes with the following exceptions:

- a) a notice of change of address may be published on three occasions and correspondents may be informed by post.
- b) an Architect may exhibit his name outside his office and on a building, either under construction or completed, for which he is or was an Architect, provided the lettering does not exceed 10 cm. in height.
- c) advertisements including the name and address of an Architect may be published in connection with calling of tenders, staff requirements and similar matters.
- d) May allow his name to be associated with illustrations and descriptions of his work in the press or other public media but he shall not give or accept any consideration for such appearances.
- e) May allow his name to appear in advertisements inserted in the press by suppliers or manufacturers of materials used in a building he has designed, provided his name is included in an unostentatious manner and he does not accept any consideration for its use.
- f) May allow his name to appear in brochure prepared by Clients for the purpose of advertising or promoting projects for which he has been commissioned.
- g) May produce or publish brochures, pamphlets describing his experience and capabilities for distribution to those potential clients whom he can identify by name and position.
- h) May allow his name to appear in the classified columns of the trade/professional directory and/or telephone directory/website.

In view of the above, I would like to advise you to strictly adhere to the provisions of Architects (Professional conduct) Regulations, 1989, to avoid any legal action by the Council of Architecture.

Looking forward to your cooperation for compliance with standards of code of conduct and ethics as prescribed by the Council of Architecture and help us strengthen the profession.

Yours Sincerely,

  
**HABEEB KHAN**  
**PRESIDENT**