

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 3272
TO BE ANSWERED ON 28.03.2025**

**IMPACT OF SOCIAL MEDIA ON CULTURE AND ENTERTAINMENT
ECOSYSTEM**

3272. SHRI JAGGESH:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state;

(a) whether it is a fact that the misuse of social media leads to cultural dilution and disrupt the entertainment ecosystem;

(b) whether Government has initiated study to assess the cultural impact of short-form digital content over traditional media;

(c) whether Government proposes regulation or monitoring mechanisms for social media content standards to maintain quality;

(d) whether Government plans to facilitate dialogues between traditional entertainment stakeholders and digital platforms to foster collaboration rather than competition; and

(e) if so, the details thereof?

ANSWER

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING;
AND PARLIAMENTARY AFFAIRS (DR. L MURUGAN):**

(a) to (e): The Government has notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (“IT Rules, 2021”) on 25.02.2021 under the Information Technology Act, 2000.

For the user generated content on intermediary platforms including YouTube, Part-II of IT Rules, 2021, administered by Ministry of Electronics and Information Technology (MeiTY) casts specific due diligence obligations on intermediaries, including social media intermediaries to make reasonable efforts by themselves and to cause the users of their computer resource to not host, store, transmit, display or publish, etc. any such information that is obscene, pornographic, invasive of another’s privacy, insulting or harassing on the basis of gender, racially or ethnically objectionable, or promoting enmity between different groups on the grounds of religion or caste with the intent to incite violence, or harmful to child or that is relating or encouraging money laundering or gambling, or that is misinformation, patently false information, untrue or misleading in nature, or that threatens the unity, integrity, defence, security or sovereignty of India, public order, or that violates any law for the time being in force.

Similarly for publishers of online curated content (OTT Platforms), Part-III of the IT Rules, 2021, administered by Ministry of Information and Broadcasting, provide for a Code of Ethics for such publishers which, inter alia, requires the publishers not to transmit any content which is prohibited by law for the time being in force and to undertake age based self-classification of content into 5 categories, based on general guidelines provided in the Schedule to the Rules. These guidelines provides that use of language, dialect, idioms and euphemisms vary from region to region and are culture-specific and may be taken into account during the process of classification of a work in a particular category.
