

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

**RAJYA SABHA  
UNSTARRED QUESTION NO. 3938  
TO BE ANSWERED ON 04.04.2025**

**STEPS TO ENSURE MEDIA PLURALISM AND DIVERSITY**

**3938. SMT. RAJANI ASHOKRAO PATIL:**

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

**(a) the challenges faced by traditional media outlets due to the rise of digital media;**

**(b) the steps being taken to ensure media pluralism and diversity in the digital age; and**

**(c) whether Government plans to regulate digital media platforms while ensuring freedom of speech and expression?**

## **ANSWER**

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

**(a) to (b): India has robust and diverse media consisting of about 1,45,000 printed publications, more than 900 private satellite TV channels and numerous publishers on digital media including OTT platforms, e-replica of news papers, digital newspapers, news websites and news channels on social media platforms etc. These media entities are adapting to the evolving technological development which is reflected in robustness and diversity of media. Government takes policy initiatives from time to time to create an enabling environment for growth of the sector.**

**(c): The Government has notified Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (IT Rules, 2021) on 25th February, 2021 under Information Technology Act, 2000.**

**Part-III of these Rules provide for Code of Ethics for publishers of news and current affairs on digital media and publishers of online curated content (OTT platforms). These Rules provide for responsibility of digital news publishers, thus ensuring freedom of speech and expression.**

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