

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION No. 744
(TO BE ANSWERED ON 24.07.2026)**

POLICY TO DEMONETIZE CONTENT ON SOCIAL MEDIA

744. SHRI RAJEEV KUMAR:

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

- (a) whether the commercial model of all social media platforms dictates that the content creators earn money based on engagement (views, likes, etc.) and this model encourages content creators to create content based on shock and awe value rather than facts;
- (b) whether the Ministry will consider framing a policy to demonetize the clips/reels of news/views channels working under the guise of freedom of expression but spewing venom and defamatory content; and
- (c) whether the Ministry will consider framing the policy so that freedom of expression is protected on these social media platforms, but the right to earn money through that expression cannot be claimed?

ANSWER

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

(a) to (c):

The Government has notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 under the Information Technology Act, 2000. Part-III of these Rules provide for publishers of online curated content (OTT platforms) which, inter alia, require the publishers not to transmit any content which is prohibited by law for the time being in force.

For the user generated content on intermediary platforms, Part-II of IT Rules, 2021, casts specific due diligence obligations on intermediaries, including social media intermediaries. They should make reasonable efforts by themselves and to cause the users of their computer resource to not display, upload, host, store, transmit, display or publish any such information that is unlawful.
