

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

**STARRED QUESTION NO. \*373**  
**TO BE ANSWERED ON 26.03.2025**

**TRANSITION FROM TRADITIONAL MEDIA TO DIGITAL PLATFORMS**

**\*373. SHRI ALOK SHARMA:**

**SHRI JANARDAN MISHRA:**

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

**(a) the manner in which the Government proposes to support media houses in transitioning from traditional media to digital platform;**

**(b) the steps being taken by the Government to strengthen AI (Artificial Intelligence) governance and accountability in India;**

**(c) the manner in which the Government is ensuring that AI-based recommendation algorithms do not prioritize sensational news over credible journalism; and**

**(d) the steps taken by the Government to prevent spread of fake news and make media houses and online media accountable for spreading of fake news?**

**ANSWER**

**MINISTER OF INFORMATION AND BROADCASTING, MINISTER OF RAILWAYS  
AND MINISTER OF ELECTRONICS AND INFORMATION TECHNOLOGY**

**(SHRI ASHWINI VAISHNAW)**

**(a) to (d):- A statement is laid on the Table of the House.**

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA  
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**(a): India has a robust and diverse media consisting of about 1,45,000 printed publication, 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 the increasing media presence on digital platforms. As per industry estimates, the media and entertainment (M&E) sector has grown over 8% in 2023. 70% of this growth has stemmed from new media, which now constitutes 38% of the sector. Government takes policy initiatives from time to time to create an enabling environment for growth of the sector.**

**(b) & (c): On the issue of AI governance and accountability, the Ministry of Electronics and Information Technology (MeiTY) has informed that the Government is committed to ensure accountability, safety, and fairness while upholding human rights and privacy. This strategy includes robust regulatory frameworks, transparent AI governance, and independent oversight mechanisms to prevent bias, discrimination, and misuse. Further, the Government has approved an IndiaAI Mission as a comprehensive programme for leveraging transformative technologies to foster inclusion, innovation and adoption for social impact as well as to make India a global leader in the AI space and ensure responsible and transformational use of AI for all. The 'Safe and Trusted AI' pillar under the Mission emphasizes the need for responsible AI development, deployment and adoption and enables implementation of 'Responsible AI Projects' which include development of indigenous tools and frameworks, self assessment checklists for innovators and other guidelines and governance frameworks.**

**(d): The Government takes all possible actions to control the spread of fake and misleading information which has potential to adversely affect the society at large. In this regard, the Government has various statutory and institutional mechanisms in place to address fake news on various media platforms.**

**For Print Media, the newspapers have to adhere to “Norms of Journalistic Conduct” brought out by the Press Council of India (PCI) which, inter alia, restrains publication of fake/ defamatory/ misleading news.**

**The content on private satellite TV channels is required to adhere to the Programme Code under the Cable Television Networks (Regulation) Act, 1995, which, inter alia, provides that no content which contains anything obscene, defamatory, deliberate, false and suggestive innuendos and half-truths is broadcast on private satellite TV channels.**

**For the content of publishers and news and current affairs on digital media, the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021(IT Rules, 2021) provides for a Code of Ethics for such publishers and a three tier grievance redressal mechanism.**

**A Fact Check Unit (FCU) has been set up under Press Information Bureau, Ministry of Information and Broadcasting in November, 2019 to check fake news relating to the Central Government. After verifying the authenticity of news from authorised sources in Ministries/ Departments of Government of India, FCU posts correct information on its social media platforms.**

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