

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO. 1786

TO BE ANSWERED ON 30.07.2025

**OBSCENE OR HARMFUL CONTENT ON DIGITAL PLATFORMS AND
INFLUENCERS ADS**

1786. SHRI RAHUL KASWAN:

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

(a) whether the Government issued advisories in May 2025 directing all OTT platforms and digital intermediaries to immediately remove all media content originating from Pakistan;

(b) if so, the rationale behind this directive and any precedents;

(c) whether the Government is simultaneously drafting new regulations to govern “obscene” or “harmful” content on digital platforms and influencer ads and if so, the details thereof;

(d) whether any consultation has been held with various stakeholders on this draft frame work and content boundaries and if so, the details thereof;

(e) whether the Government proposes a three-tier grievance redressal mechanism or content evaluation body under the new Broadcasting Services (Regulation) Bill; and

(f) if so, the anticipated structure, oversight process and timeline for its implementation?

ANSWER

THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS

(DR. L. MURUGAN)

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

- Part-III of the rules provides for a Code of Ethics for digital news publishers and publishers of online curated content (OTT platforms).**
- OTT platforms are under obligation to not transmit any content which is prohibited by law for the time being in force.**
- OTT platforms are under obligation to undertake age-based self-classification of content, based on general guidelines provided in the Schedule to the Rules which contain the provisions related to depiction relating to nudity and sex.**
- The OTT platforms are also under obligation to put in place adequate safeguards for restricting age-inappropriate content for children with adequate access control measures. Besides, Section 79(3)(b) of IT Act, 2000 provides for notification by appropriate Governments of unlawful act or content to the intermediaries for removing/disabling access to such content.**

Government has issued advisory dated 19.02.2025 to OTT platforms and Self-regulatory Bodies of OTT platforms for ensuring adherence to Indian Laws and the Code of Ethics laid down under the IT Rules, 2021 while hosting of content on their platforms.

After due consultation with relevant Ministries, 43 OTT platforms have been blocked so far.
