

India with about 700 million internet users and half a billion social media users and among the largest open digital media market now in need of a regulatory digital code.

The Intermediary guidelines and digital ethics code released by Ministry of Electronics and Information Technology fulfill this need.

Salient features of this code :

wide coverage : This guidelines cover all digital media platforms, OTT platforms and all social media companies.

Greater accountability : It allows the platforms to comply with the laws and allow for greater accountability and liability besides providing freedom of expression of creators.

protects vulnerable people : This code protects all regional language communities and

also protects the dignity of individuals especially women.

Grievance redressal : A self-regulatory grievance redressal body to address the complaints of the individual. It also allows the individuals to be heard and defend his stand.

Curbs unlawful activities : The act also allows the digital media to disclose the first originator of the misinformation thereby protecting sovereignty of the nation.

A balance framework : This move will enhance the companies in India especially startups and individuals and also digital media platforms.

Conclusion :

This regulatory architecture is what exactly the country needs and again proves its digital leadership.