



IT Rules, 2021 Mandate Classification for Liquor & Tobacco Content; 3-Tier Mechanism Redresses Code of Ethics Complaints

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Government has notified the Information Technology (Intermediary Guidelines and Digital Media, Ethics Code) Rules, 2021 on 25.02.2021 under IT Act, 2000 in order to put in place an institutional mechanism for publishers of news & current affairs on digital media and publishers of online curated content (OTT Platforms).

Part-III of the rules provides for a Code of Ethics for digital news publishers and publishers of online curated content (OTT platforms).

The Code of Ethics, inter-alia, requires OTT platforms not to transmit any content which is prohibited by law, exercise due caution and discretion, and undertake classification of content on the basis of i) Themes and messages; ii) Violence; iii) Nudity; iv) Sex; v) Language; vi) Drug and substance abuse; and (vii) Horror as described in the schedule to the Rules.

Part II of the Schedule to the IT Rules, 2021 prescribes guidelines for the classification of content, including content involving 'Psychotropic substances, liquor, smoking and tobacco and Imitable behaviour'.

Complaints relating to the violation of the Code of Ethics are addressed under the provisions of the three-tier grievance redressal mechanism and complaints received by the Ministry are forwarded to the concerned OTT platforms for resolution as per IT Rules, 2021.

The Government issued an advisory dated 26.11.2024 to publishers of online curated content (OTT platforms) on streaming content related to narcotic drugs and psychotropic substances.

The information was provided by the Minister of State for Information and Broadcasting and Parliamentary Affairs, Dr. L. Murugan, in a written reply to a Question asked by Shri Haris Beeran in the Rajya Sabha today.

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