



Government Endeavours to Strengthen Credible Information Dissemination through PIB Fact-Checking, Public Service Broadcasting and Digital Media Regulations

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The Press Information Bureau (PIB), as the principal information dissemination agency of the Government of India, facilitates timely, credible and accurate communication in different forms through various media platforms. Prasar Bharati plays a key role in fulfilling the mandate of public service broadcasting. Information is disseminated in multiple languages, including regional languages and dialects, using various platforms.

The Government has established a Fact Check Unit (FCU) in PIB to mitigate fake news related to its programmes and policies. FCU verifies claims relating to Government Ministries, Departments, PSUs and other Central Government organisations through a structured fact-checking process. It disseminates verified information through various platforms.

Doordarshan and Akashvani further disseminate verified information through their news bulletins, programmes and digital platforms. DD News follows a multi-layered editorial mechanism involving rigorous fact-checking, cross-verification through multiple credible sources and editorial scrutiny before broadcast. PIB Fact Check content is regularly integrated into Doordarshan and Akashvani news and digital platforms to counter misinformation and false narratives.

The Government notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 under the Information Technology Act, 2000. The Rules prescribe due diligence obligations for intermediaries, provide a Code of Ethics for publishers of digital news and OTT platforms. It establishes a three-tier grievance redressal mechanism comprising self-regulation by publishers, self-regulating bodies and an oversight mechanism by the Central Government.

The Government promotes the film and media sector through initiatives including the Development, Communication and Dissemination of Filmic Content (DCDFC) Scheme, India Cine Hub (ICH) and the National Film Heritage Mission (NFHM). The DCDFC Scheme provides financial assistance for film festivals, promotion of Indian cinema, international participation, preservation and related activities. India Cine Hub facilitates film shooting permissions through a single-window mechanism and promotes India as a filming destination. NFHM undertakes preservation, restoration, digitisation and archiving of India's cinematic heritage.

The Government promotes international media cooperation by strengthening its global engagement in media and broadcasting.

The Government organised the inaugural World Audio Visual & Entertainment Summit (WAVES 2025) in Mumbai in May 2025. It brought together the Media and Entertainment sector under the vision of making India a global hub for content creation through the "Create in India, Create for the World" initiative. The

Summit provided a platform for Indian creators, producers and startups to engage with global buyers, investors, OTT platforms and technology leaders from over 100 countries.

In the broadcasting sector, Prasar Bharati maintains active engagement with broadcasting organisations across the world through content-sharing arrangements with international broadcasters and broadcasting agreements with partner organisations. It also has 48 active Memoranda of Understanding with broadcasters from different countries for cooperation in broadcasting, facilitating the exchange of content, professional expertise and best practices.

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 Dr. Alok Kumar Suman in Lok Sabha today.

Mahesh Kumar/ Vivek Vishwash

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