

Indigenous platforms

July 21, 2022

In news—The Union government has taken steps to provide indigenous social media platforms.

Some of the indigenous platforms-

Following are indigenous platforms launched in India-

Sandes-

- Sandes is an **Indian state-owned freeware instant messaging platform** developed by the Government of India.
- It is an indigenous solution for **instant messaging for use by government** and its stake holders.
- It is hosted at government infrastructure and is made available at leading appstores.

Lok Samvaad-

- It has been developed to provide **indigenous public micro blogging platform**.

MyGov-

- It has been **established as Government of India's Citizen Engagement Platform** which collaborates with multiple Government bodies/ Ministries to engage with citizens for policy formulation and seeks the opinion of people on issues/ topics of public interest and welfare.
- **MyGov has adopted multiple engagement methodologies like discussions, tasks, polls,** surveys, blogs, talks, pledges, quizzes, and on-ground activities by innovatively using internet, mobile apps, IVRS, SMS and outbound dialling (OBD) technologies.

Regulation of Social media platforms in India-

- As per the Information Technology (IT) Act, 2000, social media platforms are generally considered as intermediaries.
- Any intermediaries, irrespective of their country of origin, rendering their online services in India need to follow the IT Act, 2000 and other applicable laws.
- Government has notified the **Information Technology (Intermediary Guidelines and Digital Media Ethics Codes) Rules, 2021** (“IT Rules, 2021”) on 25th February, 2021 to make intermediaries including social media platforms accountable to their users and enhance user safety online.

Note:

The 5 most popular social media platforms (including messaging apps) in India are WhatsApp (534.30 million active users), followed by Instagram, Facebook, Telegram, Facebook Messenger.