

Print and Digital Media Association (PADMA)

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In news— The Government of India has approved the Print and Digital Media Association (PADMA) as a self-regulatory body **for publishers of news and current affairs across the country.**

What is the the Print and Digital Media Association?

- The organisation with **47 digital news publishers on board** will look at grievances related to digital media news content on their platforms.
- The organisation will be **headed by former HC Judge Mool Chand Garg and have part-time member of Prasar Bharati Ashok Kumar Tandon** and journalist Manoj Kumar Mishra as members.
- It shall perform functions laid down in the sub rules (4) and (5) of rule 12 for the purpose of redressing grievances related to the code of ethics under the rules.
- The body shall also **ensure that the member publishers have agreed to adhere to the provisions of the rules,** including furnishing the requisite information under rule 18.
- Rule 12 of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, states that self-regulatory bodies will
 - Oversee and ensure adherence by the publisher to the code of ethics; provide guidance to publishers on aspects of the code of ethics.
 - Address grievances which have not been resolved by publishers within 15 days.
 - Hear appeals filed by the complainant against the decision of publishers.
 - Issue such guidance or advisories to such

publisher for ensuring compliance to the code of ethics.

- **With this, the Ministry has approved nine self-regulatory bodies since May 2021 under rule 12 of the Information Technology** (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.
- They include DIGIPUB News India Foundation, Confederation of Online Media (India), and NBF-Professional News Broadcasting Standards Authority, among others.