



Responsibilities Of The Digital Media In Amrit Kaal

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Abstract:

Amrit Kaal, a period of 25 years from India's 75th to 100th Independence Day, envisages a transformative journey for the country. This period requires a digital media landscape that is not only a disseminator of information but also a catalyst for positive change. This paper explores the important responsibilities of digital media in India's Amrit Kaal. Unique reach and impact of digital media Amrit Kaal is a period of 25 years marking the journey of India from 75th to 100th Independence Day. During this period, the media landscape not only evolves to disseminate information but also acts as a catalyst for positive change. This paper examines the critical responsibilities of digital media in shaping India's future during the Amrit Kaal.

The unique reach and impact of digital media is crucial in navigating this journey. It highlights the multifaceted role of digital media platforms and their users in promoting social progress, promoting economic development, nation building and promoting an equitable society. In addition, it emphasizes how digital media can strengthen democracy while addressing challenges such as misinformation, hate speech, and online harm. These are important for shaping the trajectory. This paper explores the multifaceted duties of digital media platforms and users in India's Amrit Kaal, emphasizing the role of nation-building and egalitarian society in promoting social progress, promoting economic development, and having the potential to strengthen democracy in the face of challenges. Misinformation, hate speech and online harm.

Key wards: Digital Media, Amrit Kaal, Development, Economic, Responsibilities, Technology.

1. Introduction:

Digital media in India has historically played an important role in shaping public discourse, maintaining authority over accounts and driving social change. As India embarks on its Amrit Kaal, the responsibilities of digital media are becoming more important. This period demands a digital media landscape which is not only informative but also transformative, which actively contributes to the progress of the country and empowers its citizens. Digital media has emerged as a dominant force in contemporary India, covering all aspects of social, political and economic life. With more than 600 million internet users and a rapidly growing digital landscape, digital media platforms wield enormous power to shape public discourse, mobilize citizens, and drive social change. As India ushers in the Amrit Kaal, a period of transformative growth and development, it becomes crucial to understand and harness the potential of digital media.

2 Objectives

- 1 Prevention of misinformation about Amrit Kala through digital media.
- 2 To develop new and innovative ways to raise awareness about Amrit Kalas through digital media.
3. Develop new and innovative ways to promote citizen participation on Amrit Kaal through digital means.
4. To increase awareness about the aims and objectives of Amrit Kalan.
5. To provide an opportunity to citizens to participate in the decisions of Amrit Kalan.

3.Hypothesis

1. Awareness about the goals and objectives of Amrit Kaal can be increased through digital medium.
2. Through digital means, citizens can get an opportunity to participate in the decisions of Amrit Kaal.
3. Digital media can increase transparency in the programs and policies of Amrit Kaal.
4. Economic Growth: Digital media nectar can help boost the economic growth of tomorrow.
5. Amrit Kaal can help in promoting social reforms through digital medium.

4. Research method

Both qualitative and quantitative methods have been applied in this study, emphasizing two important aspects of the subject. For this, information has been collected on the basis of various articles, journals, publications, books, online journals, government websites and other secondary sources.

5. Amrit Kaal Vision of New India 2047

Prime Minister Narendra Modi introduced the concept of Amrit Kaal or 'Amrit Yug' to the nation on India's 75th Independence Day. Amrit Kaal is the Prime Minister's vision for 'New India' 2047, a new dawn for the country that will bring opportunities to fulfil the aspirations of the nation. He envisioned the next 25 years to restructure all parts of the Indian economy through rapid profitable growth, better living standards for all, infrastructure and technological advancements, and rekindling the world's trust in India. The five fundamental principles of Panchaprana or Amrit Kaal include the goal of India's development, the destruction of any vestiges of the colonial mindset, respect and pride for our roots, the development of unity and a sense of duty among citizens.

5.1 First Budget

The Finance Minister, Smt. Nirmala Sitharaman announced the Union Budget for 2023-24, which is the first budget of the Amrit Kaal, which is the path to a strong and inclusive economy. The Budget aims to lay a strong foundation for macro-economic stability with an emphasis on women empowerment along with a technology-driven and knowledge-based economy for a New India. It provides a framework for promoting sustainable development through a green and futuristic (technology-driven) approach. Further, it aims to bring prosperity by allocating funds to all micro and macro sectors of the economy. It aims to lay the foundation for the next 25 years of the Indian economy and divide the major policies into 7 co-dependent segments called Saptarishis or 7 Rishis.

5.2 Sustainable and Inclusive Development

In the last decade, India has been at the forefront of the fight against climate change and has emerged as a global economic power. "It can start with the COP26 summit, where our Prime Minister pledged that India will achieve 'net zero' carbon emissions by 2070. "The launch of 'Mission Life' - Lifestyle for Environment inspired all Indian

citizens to come forward and take a step towards an environmentally conscious life, which will lay a fertile foundation for India in the future. New India also claims equality of all genders. The leaders of the country are promoting equal participation and representation of women in all workplaces by ensuring their upliftment and providing fair and equal opportunities to women through various schemes and programmes like 'Beti Bachao Beti Padhao'. To transform India's immense population into its greatest asset, the focus is on investing in several child welfare schemes that ensure access to education and basic education. New India strongly believes in empowering our youth to perform to the best of their abilities and allowing them to pursue their passions and voice their opinions.

5.3 Technology and innovation.

India is making great strides every day in the field of healthcare not only through the development of infrastructure but also by making better use of Artificial Intelligence (AI). At the same time, Indian doctors and scientists are constantly looking for sustainable and affordable medical care and technology. in the agricultural sector. This proved to be a game-changer. More than 7,000 farmers are using AI to monitor the health of their crops, control quality, and test their produce.

5.4 The Way Forward

Looking ahead, Amrit Kaal is a balanced and planned vision that lays out a roadmap for India's bright future by nurturing new possibilities, identifying new concepts and moving forward with confidence. The efforts and participation of all sections of the society will make India a shining star of the global economy in the times to come.

6. The role of digital media:

Promoting National Unity and Harmony:

In a diverse nation like India, digital media must strive to foster a sense of national integration while respecting and celebrating our rich cultural tapestry. This includes promoting inclusivity, discouraging divisive narratives, and highlighting shared values and aspirations.

Championing Social Progress:

Digital media should actively support social causes such as poverty alleviation, gender equality, environmental protection, and education and healthcare. It should amplify the voices of marginalised communities and bring their concerns to the forefront of public discourse.

The ability to create an account:

Digital media should act as a vigilant watchdog, scrutinizing the actions of governments and other institutions, exposing corruption, inefficiency and human rights violations. Transparency and accountability must be ensured in all spheres of public life.

Promoting democratic values:

Digital media must adhere to the principles of democracy, freedom of speech and right to information. It should promote citizen participation in the democratic process and facilitate informed public debate on critical issues.

The promotion of digital literacy:

In the age of digital media, digital media has a responsibility to citizens to use technology responsibly, fight misinformation, and promote critical thinking skills.

To provide a platform for the voice of the people:

Digital media should provide a platform for citizens to voice their concerns, share their perspectives and engage in public discourse. This can be achieved through citizen journalism, interactive platforms and a comprehensive media ownership model.

Compliance with professional standards:

Digital media must adhere to the highest standards of journalistic ethics, including accuracy, fairness, impartiality and respect for privacy. Avoid sensationalism, misinformation and biased reporting.

Countering Hate Speech and Misinformation:

The media must actively combat hate speech, misinformation and fake news, which can have serious social and political consequences.

Raising the voice of the marginalized community:

Digital media can provide a platform for marginalized communities to share their stories, advocate for their rights, and challenge social inequality.

Promoting social causes:

The platform can play an important role in mobilizing citizens for collective action to create awareness about important social issues such as poverty, environmental degradation and access to healthcare.

Enhancing the participation of citizens:

Digital media can facilitate citizen participation in the democratic process, enable individuals to participate in online discussions, interact with elected officials and contribute to policy formulation.

The empowerment of entrepreneurship:

Digital media platforms can serve as powerful tools for entrepreneurs and small businesses to reach a wider audience, interact with customers, and expand their market.

In order to encourage innovation:

Digital platforms can facilitate exchange of ideas, collaboration and knowledge sharing, fostering innovation and creativity across sectors.

Improving access to information and services:

Digital media can provide information, education and essential services, especially to people living in remote and deprived areas.

Promoting transparency and accountability:

Digital media can be used to expose corruption, hold governments and institutions accountable, and increase transparency in public affairs.

Promoting an informed public conversation:

Digital platforms can facilitate informed public debate on important issues, allowing citizens to have diverse perspectives and participate in constructive dialogue.

Countering misinformation and hate speech:

The spread of misinformation, fake news and hate speech is a significant threat to social cohesion and democratic discourse. Platforms should proactively implement measures to address challenges such as fact-checking mechanisms, control strategies, and promotion of media literacy among users.

Dealing with online threats:

Issues such as cyberbullying, online harassment and child abuse need urgent attention. Platforms must prioritize user safety and well-being by developing robust mechanisms to prevent and address these harms.

Protection of the confidentiality of data:

Data privacy and security are of paramount importance. Platforms must ensure responsible collection, use and protection of user data, while adhering to ethical guidelines and respecting individual privacy rights.

Promoting digital inclusion.

It is important to reduce the digital divide and ensure equal access to social media for all citizens. Efforts should be made to improve digital literacy, provide affordable internet access and address the needs of underserved communities.

Misinformation and fake news:

The proliferation of social media and ease of dissemination of information has led to the spread of misinformation and fake news, which can mislead people and reduce trust in digital media.

Financial pressures and corporate impact.

The growing influence of corporate interests on digital media ownership and content can lead to biased reporting and a lack of critical scrutiny of powerful actors.

The digital divide:

Unequal access to information and technology can exacerbate existing social and economic inequalities, limiting the media's ability to reach and empower all segments of society.

These challenges also offer opportunities to innovate and adapt to digital media. The rise of digital media has created new avenues for citizen journalism, participatory media, and data-driven storytelling. By embracing these opportunities and rising to the challenges, the media can transform India's Amrit Kaal into a more informed, engaged and equitable society.

7. Conclusion:

Finally, digital media in India has a huge responsibility to contribute to the progress of the country in the Amrit Kaal. Media can play an important role in shaping India's bright future by adhering to the highest standards of journalistic ethics, promoting social cohesion, upholding the power of accountability, empowering citizens and embracing the opportunities presented by the digital age. Digital media in the Amrit Kaal presents great opportunities and significant challenges for India. India can use digital media as a powerful tool for national development and social transformation, leveraging its potential to promote social progress, economic development and strengthen democracy, while effectively mitigating the risks of misinformation, hate speech and online harm. Building a responsible and inclusive digital ecosystem in the best interest of the country requires collaborative efforts involving policymakers, platform providers, civil society organisations and users.

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