

Submitted
by
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‘A Research Study on “Third Press Commission” in India’
“A Critical Study on the Media Industry in Post-Independent India, (2018)”
(Case Study)

I am very proud to inform you that the Research study conducted by me on the need for constituting a **“Third Press Commission”** in India, **“A Critical Study on the Media Industry in Post-Independent India, (2018)”**, has been sent for perusal and opinion by eminent Parliamentarians and Legislatures and Administrators and Media personalities.

The Research study has been invariably appreciated and recommended by The Honorable Governor of Kerala Shri. Justice P. Sathasivam, the Honorable Governor of Mizoram, Shri. Kummanam Rajasekharan, the Honorable Chief Minister of Gujarat Shri. Vijay Rupani, the Honorable Chief Minister of Kerala, Shri. Pinarayi Vijayan, the Honorable Chief Minister of Assam Shri Sarbananda Sonowal, Shri. V. S. Achuthanandan the Chairman, Administrative Reforms Commission & The Former Chief Minister of Kerala, Shri. P. Venugopal IAS, Secretary to Government of Kerala I&PRD Commissioner, Dr. Shashi Tharoor, Member of Parliament (Lok Sabha) Kerala & Chairman, External Affairs Committee of Parliament, Dr. A. Sampath Member of Parliament (Lok Sabha) Kerala, Shri. Suresh Gopi Member of Parliament (Rajya Sabha) Kerala, Shri. Ramesh Chennithala, The Leader of the Opposition in the Kerala Legislative Assembly, Shri. Akhilesh Mishra IFS, Ambassador of India to Maldives & by a few eminent Media personalities.

The Research study on the Media Industry in India is a Proposal for favorable action for the appointment of a **“Third Press Commission”** in view of the fact that the study had been submitted before the Honorable Prime Minister of India Shri. Narendra Modi for perusal by Dr. A. Sampath, Member of Parliament (Lok Sabha) Kerala, Shri. Kummanam Rajasekharan, the Former State President, Bharatiya Janata Party (BJP) Kerala and Shri. Suresh Gopi, Member of Parliament (Rajya Sabha) Kerala.

My letter to the Honorable Prime Minister of India Shri. Narendra Modi based on the Media study **PMOPG/E/2018/0330084** has been sent to concerned division for further review.

The Media study submitted before Sri. K. K. Venugopal, the Attorney General of India, Col. Rajyavardhan Rathore (Retd.), AVSM, Minister of State (I/C) for Information & Broadcasting Government of India and Sri. C. P. Sudhakara Prasad, The Honorable Advocate General of Kerala, Shri Justice C. K. Prasad, Chairman, Press Council of India, Shri Justice Markandey Katju, Former Chairman, Press Council of India, Smt. Anupama Bhatnagar The Secretary Press Council of India.

The Media study submitted before the Honorable President of India Shri. Ram Nath Kovind, The Honorable Vice-President of India, Shri M. Venkaiah Naidu, to all the Governors, Lieutenant Governors, Administrators & Chief Ministers in India, The Honorable Speaker of Lok Sabha Smt. Sumitra Mahajan, All the Member of Parliament (Lok Sabha), All the Member of Parliament (Rajya Sabha), Smt. Smriti Zubin Irani, Former Minister of Information & Broadcasting, Government of India, the Honorable BJP National President, Shri. Amit Shah, Shri. Sitaram Yechury, the Honorable General Secretary Communist Party of India (Marxist), The Honorable President, Indian National Congress, Shri. Rahul Gandhi, Shri A. K. Antony, Former Defense Minister of India & Former Chief Minister of Kerala, for the imperative need of a Media Reform in India - **“Third Press Commission”** in India and support me in my single handed effort.

All the mainstream Political leaders representing different **Political parties in Kerala - Communist Party of India (Marxist), Congress, Bharatiya Janata Party (BJP)**, have appreciated and advised to take it to its logical purpose.

The **Kerala Kaumudi**, a leading Malayalam News Daily, highlighted the Research study recently and remarked on its guidelines and suggestions.

The Research study strives to analyze and explain explicitly the various nuances regarding the Media Freedom and the problems involved in the functioning of the Press and the responsibilities of the Government and the service to be rendered by the Press to the society. The study highlights the **requisite Terms of reference (TOR)** for envisaging an effective **Media Policy in India**. It includes The Media Freedom in India, The Media (Paid, Owned, Earned and Hijacked) in India, The Policy of the Indian Foreign Direct investment (FDI) in the Media sector, The Media Dharma - Media should be for the Public Interest (MPI). The Paid News (Paid News Syndrome), The Fake news scenario, the balancing of Digital Media Industry in India.

The Fake news syndrome and the soaring digital media are influencing public opinion to a great extent. In this situation, we need to implement novel methods and techniques to assess and analyze contemporary Journalism. The use of Technologies like **Blockchain and artificial intelligence (AI)** with a view to building an ecosystem to guarantee authenticity of texts, avoid censorship, and combat fake news, have been experimented across the Globe - Blockchain-Based Content Platform for genuine, unbiased news.

The Study findings emphasize how the Media Organizations in India – Newspaper, Magazines, Radio, Television, and Internet are controlled by Media Conglomerate. The Media (Paid, Owned, Earned and Hijacked) in India and The Paid News (Paid News Syndrome) adversely affect the Media Organizations to a great extent. It is a matter of grave concern for National security and Media ethics when big business groups get intervene into the Indian Media business arena. The post-Independent Indian Media have forgotten the Media Dharma that the Media should be for Public Interest (MPI).

The freedom of expression, Press freedom, onlinefreedom and personal freedom to continue to be the epicenter of debate in India since Indian Independence. It is important to note that the Media Industry has changed and advanced drastically with the application of cutting edge Technologies. The Government of India need to frame suitable rules to streamline Media (Paid, Owned, Earned and Hijacked) in India.

Shri. Jawaharlal Nehru who stood for free Press, took a keen interest in the appointment of the Indian Press Commission, after having studied the practical problems relating to the role of Press in India. It is need of the hour for constituting a **Third Press Commission** in India, as it is **four decades** since the appointment of **the Second Press Commission**.

In the 21st century if **Innovation** is the key to realizing the dreams of '**New India**', an **Innovative Press** is the need of the hour for a vibrant nation. So in reciprocation to the appreciation and recommendation of eminent persons in India, and in view of the cause of the nation for a prospective society.

The Research study has a momentous role in shaping or even changing the destiny of our nation. So in view of the situation I insist that the Research study should be considered and processed to analyze and access its merits and innovative finding pin pointing the need to constitute the "**Third Press Commission**" after four decade since Independence. So in this manner we can reciprocate to the **Public interest in this regard**.

Jai Hind!