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**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)”**

I am very proud to inform you that the Research study conducted by me emphasizing the need for constituting a **“Third Press Commission”** in India. The study is entitled **“A Critical Study on the Media Industry in Post-Independent India, (2018).”** It has been sent to **eminent Parliamentarians and Legislatures, and Administrators and Media personalities** for perusal and opinion. All of them have invariably appreciated the merits of its findings and suggestions and unanimously recommended to take it further for 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 evolve proper guidelines and point out 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.**

Today it is seen that **The Fake news syndrome** and the soaring digital media continue to influence the public opinion unabated. The absence of a proper and effective **Media policy** has further aggravated the worsening situation in India. So in this crucial juncture, novel methods and techniques need to be implemented to analyze and access the **Media industry.**

Here we are faced with some questions.

- a) Can we ignore the reaction of the Public or the responsible Media for a viable solution to this malady?
No, we cannot ignore or overlook this compelling situation.
- b) Can we be indifferent to the need of the hour?
No, we cannot be indifferent.
- c) Can we delay or procrastinate in taking suitable measures for shaping an effective **Media policy**?
No, we have no time to wait any longer

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.**

Thanking you,

V. J. Reji Vasanth
Researcher