



## भारतीय प्रेस परिषद **PRESS COUNCIL OF INDIA**

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### **PRESS RELEASE**

### **National Press Day, 2024**

The Press Council of India (PCI) today celebrated National Press Day 2024 at National Media Centre in New Delhi. This year the theme was "*Changing Nature of Press*".

Hon'ble Minister of Information and Broadcasting, Railways, Electronics & Information and Technology, Shri Ashwini Vaishnaw attended the event through video conferencing as the Chief Guest and delivered the keynote address. Hon'ble Minister of State for Information and Broadcasting and Parliamentary Affairs joined the event virtually as Guest of Honour. Shri Kundan Ramanlal Vyas, Veteran Journalist and Padmabhusan awardee graced the occasion as Guest of Honour. Shri Sanjay Jaju, Secretary, Ministry of Information and Broadcasting attended the event. Hon'ble Chairperson, Press Council of India, Smt. Justice Ranjana Prakash Desai presided over the function.

Speaking on the occasion, Hon'ble Minister Shri Ashwini Vaishnaw, mentioned various challenges that society is facing due to changing nature of media landscape. These included impact of the artificial intelligence, algorithmic bias by data analysts and lack of fair compensation in traditional media sector. Shri Vaishnaw stressed the need of open debates and discussions for addressing these challenges. The Minister outlined Governmental efforts in promoting free media which he said is the main cornerstone of Indian democracy. Recalling the Emergency days in the Country, the Minister stated that such action has put a bloat on otherwise the healthy functioning of Indian democracy.

The Minister Dr L. Murugan, while congratulating the media fraternity on National Press Day expressed his concerns on fake news particularly in social media platforms. He mentioned that nation's sovereignty cannot put at stake by the explosion of misinformation and disinformation.

PCI Chairperson Smt Justice Ranjana Prakash Desai, while delivering the welcome address, highlighted the significant contributions of the Press Council of India in upholding journalistic integrity and ethics. She dwelt at length the building-up of journalistic norms through adjudication of cases. She talked about issuance of impactful advisories, and preparation of comprehensive reports addressing challenges such as safety of journalists and

retrenchment during Covid -19 crisis. The Chairperson also mentioned about the Council's innovative initiatives, like the National Awards for Excellence in Journalism and internship programs, fostering ethical journalism. The Chairperson underscored the changing nature of Press driven by digital platforms and artificial intelligence. While acknowledging the efficiency and reach brought by Artificial Intelligence Smt. Justice Desai stressed on the importance of maintaining journalistic ethics and core values in serving the people amidst technological transformations.

Shri Kundan Ramanlal Vyas, Veteran journalist, highlighted the significant challenges faced by print media amid the rapid evolution of digital platforms in his address. He emphasised the need for strategic steps to support and sustain print media, ensuring its relevance and resilience in the current digital-centric environment. He underlined the need for empowering the PCI to take punitive actions against the violators. He also advocated reforming the present Press Council of India into Media Council of India bringing social media under its ambit.

Speaking on the occasion Shri Sanjay Jaju, Secretary, Ministry of Information and Broadcasting highlighted the role played by Indian media in social awakening and education as well as spreading awareness about government policies for public well being. He also elaborated the Government's initiatives for journalists and media support, including insurance coverage, health benefit, capacity building programmes, accreditation. He also highlighted recent reforms in media regulations including the Press and Registration of Periodical Act, 2023.

While proposing the Vote of Thanks the Secretary, PCI, Dr Dhiraj Kakadia, advised the journalism students to learn AI and other digital innovations in making their writings more effective.

The event witnessed active participation from the dignitaries, eminent journalists, students of journalism and Senior Officers.

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