



# Women's Indian Chamber of Commerce and Industry

Anita Nayyar  
National President, Digital Media Council

Dear Sir, Madam,

Please find below some of the recommendations from the WICCI Digital Media council, for your kind attention to be incorporated in the upcoming budget. In order to implement the suggestion, it requires co-ordinated efforts from the finance & I&B ministry and organisations like ours. However, approvals coming from your esteemed ministry is key for these suggestions to take shape and be implemented.

There are a lot of conversations going on, on various aspects of Digital media and its impact given the future is digital and a digital revolution has come about especially during Covid. Digital transformation at corporates and industries is at an all time high, with increased use of the medium for easy access.

Representing WICCI at the national level I do feel there is a long way to go especially to help women in this fast growing field. However I am sharing a few suggestions for the overall industry as everyone is hugely impacted by digitisation – be it corporates, industries, media or audiences. The list of suggestions is ongoing and unending.

While larger organisations & platforms can still manage it is the Start-ups & MSMES which need a lot of handholding. They are the ones which will give wings to us being an Aatmanirbhar India .

To begin with please find below a few immediate and pressing issues that need your audience.

## **Suggestions:**

- 1. Need for a regulatory framework to protect agencies and publishers from payment defaults. And the need for business friendlier insurance options to safeguard digital businesses.**

The problem for start-ups and MSMES operating in digital landscape are two fold--There is no strong regulatory framework governing payments for publishers and agencies-- strong policies against delayed payments, defaulting clients which can help bring integrity into the eco system. This is unlike in the case of Television wherein IBF is a strong regulatory body or in the case of Print where INS is much stronger and they treats all operations big/small/startups/MSMES equally.

- 2. GST payments cycles are not aligned with payment terms prevalent in the market, affecting cash-flow for digital start-ups and MSMES**

Thus, GST policies friendlier to digital first businesses which are evolving and growing at a fast rate is the need for the hour.

## **3. OTT Content Regulation**

While major OTT players have signed a self-regulation code under the aegis of IAMA -- it is important to note that India is a diverse country with disparity in education, economic conditions and lifestyle being very stark. Content that seeds ideas that are socially dangerous may be watched most and may also encourage less educated and weaker sections to act on these ideas which may cause a very concerning situation in our society.

While the aspiration levels across India may be very high we cannot look at the Tier 1 cities from the same lens as Tier 2 and Tier 3 where the exposure and maturity to watch and process unregulated content is limited.

Thus, a government intervention in this matter which is fair to all parties concerned is necessary.

**WICCI Digital Media Council** : will play an important role in clarifying and drafting the policies around the above 3 concern areas and help its implementation going forward. There are a lot of start-ups headed by Women Leaders and this will not only help them but everyone at large.

## DIGITAL MEDIA COUNCIL



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Look forward to your kind intervention and an assurance that we are always there for any further information required.

Sincerely,

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