

sailors, and all warriors, to enhance

## **I&B Ministry Approves Groundbreaking Digital Advertisement Policy, 2023**

The Ministry of Information and Broadcasting has given the green light to a transformative Digital Advertisement Policy, 2023, enabling the Central Bureau of Communication (CBC) to channelise public service campaign messages through Mobile Applications, OTT and Video on Demand space, expanding its reach to Podcasts and Digital Audio platforms. Recognising the influence of Social Media Platforms, the policy streamlines the process for placing government advertisements on these platforms and empowers CBC to empanel Digital Media Agencies to enhance outreach.

## **UPST Forges Partnership to Offer Job-Oriented Training**