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World looking at India's digital prowess with respect: Rajeev Chandrasekhar

Speaking at the annual lecture of the Public Affairs Forum of India (PAFI), the minister said that we have reached a stage where every global leader looks at us with respect and awe, "not just in terms of our healthcare performance but also in terms of our economy bouncing back".

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Union Minister of State for Electronics and IT and Skill Development, Rajeev Chandrasekhar

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Embedding technology into governance has changed the way the world used to look at India and in the last two years, the country has begun amalgamating deep tech x overnance, thus plugging leakages in delivery to the masses, Rajeev Chandrasekhar, Union Minister of State for Electronics and IT and Skill Development

Speaking at the annual lecture of the Public Affairs Forum of India (PAFI), the minister said that we have reached a stage where every global leader looks at us with respect and awe, "not just in terms of our healthcare performance but also in terms of our economy bouncing back".

"We need to ensure that the pace of digitalisation is not allowed to slow down if India has to claim its rightful place in the decade to come," Chandrasekhar told the audience.

"In the past 35 years, I have had the highs of optimism and the lows of skepticism and negativity, and I can safely testify that India's potential has never been more exciting," he emphasised.

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India has the potential to become a \$1 trillion digital economy by 2025, by tapping opportunities in manufacturing, engineering and digitalization.

India currently has 800 million online users, and the numbers are projected to rise to 1.2 billion by 2024-2025.

The minister said that India has successfully used technology to prevail over the pandemic by seamlessly managing to administer 1.8 million jobs to 1.4 million citizens.

He said that tax revenues have risen a record 20 per cent, on the back of rapid digitalisation.

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"India is witnessing an incredible number of first-generation entrepreneurs, unlike in the early days where companies were founded only by those that knew people in the corridors of power," Chandrasekhar emphasised at the PAFI event.



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Instagram unveils 'Enhanced Tags' on Reels for creators

The company said that, in March, Enhanced Tags was launched for Feed, but now it is available on Reels as well. "Proper creative credit and recognition is a starting point for discovery, new opportunities and economic empowerment. This is especially relevant as more creators collaborate with each other," the company said in a statement.

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Meta-owned photo-sharing platform Instagram on Tuesday announced Enhanced Tags on Reels, which is a way to make it easier for creators to receive credit for their work.

The company said that, in March, Enhanced Tags was launched for Feed, but now it is available on Reels as well.

"Proper creative credit and recognition is a starting point for discovery, new opportunities and economic empowerment. This is especially relevant as more creators collaborate with each other," the company said in a statement.

"Until now, the Instagram community has come together to support creators and have found alternative ways to credit each other, such as tagging one another in captions and photos, so we are now bringing this feature to our product," it added.

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Enhanced tags allow a creator's self-designated profile category on their professional accounts to be displayed in their People Tag, so that people can share and view a creator's specific contribution to a photo or video post.

"And as Reels also continues to be the largest contributor to engagement growth on Instagram, we're excited to expand enhanced tags to Reels. Simply put, if you are a makeup artist, songwriter or other significant collaborator on a post, your contributions will be more visible in the post or Reel," the company said.



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