Twitter Thread by Durlov Baruah - ■■■■■■ ■■■■■



Durlov Baruah - ■■■■■■ ■■■■■
@lifeisbetter

Who is @smitaprakash

1)
She is the wife of the ANI founder owner's son. She started her career with ANI as an intern in 1986, got married to the son in 1988.

#SmitaPrakash #ModiInterview

2) #smitaprakash is the daughter of Inna Ramamohan Rao, former director of the Ministry of Information and Broadcasting. After this marriage, it is reported that #ANI started getting Govt patronage. With Reuters buying a stake, they became a monopoly.

3) During the first NDA govt, #ANI as a private media enterprise made it very big with Govt patronage and projects. ANI was into video/news syndication and production and not into investigative reporting, for us to expect ethics from #SmitaPrakash

4) In many TV debates, #SmitaPrakash has used the word 'US' referring to BJP when she is representing ANI. This is perhaps because ANI considers itself a private news syndicate and not a media outlet expected to be neutral. Mind you, ANI is the biggest TV news agency in India.

The reason why Mr Modi uses #ANI and #SmitaPrakash is not only that Smita is part of BJP but because ANI has a monopoly over video news syndication in India. Perhaps they have monopoly even for print news feed. Without them no media house can complete their pages or programs.

Her husband Sanjiv and she are the most powerful media personalities today. Even Modi can't ignore. Hopefully I don't get a jail term for these tweets. Anyways, it is my duty to analyse why Smita gets to interview Mr Modi.

#SmitaPrakash was one of the key social media influencers during the Anna movement, 2G scam and Nirbhaya movement against the Congress. She gets a lot of credit to leverage support from a lot of other SM influencers those days who are now against her.

Interesting website homepage of the largest news agency of India - Ads of Betting / Gambling websites right after the masthead. #ANI

Pucca businessman. Ethics outside the window.

AA
aninews.in
ANI
South Asia's Leading Multimedia News Agency
bet365
#AD
Bet on Cricket
Terms & Conditions apply. Not available to residents of Andhra Pradesh
Join
Returns exclude Bet Credits stake. T&Cs, time limits and exclusions apply.

NEWS FLASH

:commends 14 days self-monitoring p(

Since this thread is gaining a little traction, I want clarify that her marital introduction in the first tweet was not to demean her of her individuality and talents, but to just show the nexus.

Some of my Twitter friends have a misconception that publishers (aka websites) cannot gate keep the ads being served by Google Ads (Adsense). Let me correct them and say that publishers can definitely not allow certain ads.
Secondly can ANI put News before Ads?