Today's era is considered era of Digital Communication wherein more and more communication has been taking place through digital form and said has had a huge impact on our personal lives, meaning not only do we meet up with our friends and share these experiences with the rest of the users / communities / society / connects, we tag every single post to try and generate the most likes and comments.

The communication depicts different nature:

- Emotional Communication
- Informative Communication
- Humorous Communication
- Entertaining Communication
- Idea
- Protest / Oppose (Resistance) etc.

Since our modus operandi is with business objective is as follows:

- Allow sharing of information and thoughts on current political conversation
- Creation of awareness about the political leaders and their performance during the tenure of various posts held by them / served as elected candidates which would enable people to elect candidate wisely (It will also lead to increase in voting)
- Engagement people on a social media platform with networking service and help them understand what's happening in their locality / city
- Grievance / Complaint / Suggestion or raising an issue to political leader of respective location so that appropriate redressal will be done

We are open platform for sharing ideas, social ties, political ties, informative information etc. (It is an inclusive list and not a complete list), it may happen despite agreeing to our Content Policy, User may post such content not acceptable.

Enforcement

We have adopted zero tolerance policy for Prohibited Content and we are immediately removing such content as soon as we identify or become aware of any such content.

Our summary is as below:

Sr. No.	Month / Week / Day	No. of Posts deleted

** It indicates posts that we have identified by tools and backend team as well as reported posts as well.

In case of any content which we notice require legal action or non-compliance to regulatory provisions, we do report such content to Statutory / Regulatory Authorities.

But sometimes, there isnot a clear consensus — because the words themselves are ambiguous, the intent behind them is unknown or the context around them is unclear. Language also continues to evolve, and a word that was not a slur yesterday may become one today.

Defining Prohibited content

The first and foremost challenge is restricting Prohibited content defining what is permissible and what not.

However, we need to understand that there is no universally accepted one definition of Prohibited content which serves to understand what is permissible under definition of prohibited content and what not. Although each country defines prohibited content but the same differ because of one or other factors.

Therefore, we determine CONTEXT and INTENT of Content / Post.

Continuous Improvement

Our Back - Office Team is assigned with roles and responsibilities to ensure adherence to our guidelines and policies. Our basic aim is zero tolerance against any content which is prohibited.

We have internal guidelines and SOPs in place to remove such content within 24 hours from posting along with warning stages determined.

Sr. No.	Warning Stages	Description
1	Warning 1	Non conformance to our policy intentionally on a continuous basis
2	Warning 2	No improvement despite of 1st warning
3	Blocking of Account	No improvement despite of 2 warnings

Therefore,significant reliance has been placed on our Users and Community to identify and report potential content noticed by User. With 10 of posts on our platform — and with the need for context in order to assess the meaning and intent of reported posts — there's not yet a perfect tool or system that can reliably find and distinguish posts that cross the line from expressive opinion into unacceptable Content.

Our model works like watchdog. We then have our teams of reviewers, who have broad language expertiseand work 24 hours a day across time zones, to apply our prohibited content policies.

Currently, we have back end team equipped with expertise which is engaged in continuous improvement and conformance to our quality standards.

Managing such huge No. of Users and Community of Indian Citizens in this manner has never been done before and we know we have done a lot more. Also, we know we will achieve what we have said before and strive towards commitment and adherence to zero tolerance policy.