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## The Role of social media in G20 Summit of 2023 in New Delhi

Nidhi Sharma

Independent Research Scholar, New Delhi.

Email : sana33sharma@gmail.com, Mobile : 9717818547

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### Abstract

*The purpose of this study is to discuss the role of social media in the G20 Summit in New Delhi, India. The role of social media has been increasing since the last decade and it is touching on undiscussed issues about what the mainstream media is unable to raise questions regarding national interest and people's concerns. In connection of the G20 Summit of 2023, this article evaluates the types of approaches discussed in the social media arena on India's role in successfully hosting this multilateral summit. This research also highlights the positivity of the summit in the context of social media debate where member countries had agreed to the establishment of the India-Middle East-Europe Economic Corridor (IMEC) as the formation of the transnational rail and shipping route to connect Europe and Asia. The study implies that qualitative research methods will be used to describe the role of social media during the G20 Summit in New Delhi. The following research questions are formulated to justify the key objectives of this research: Why is it essential to discuss the role of social media at the G20 Summit in New Delhi? The second question is: How did social media discuss the G20 Summit and what kind of role did social media groups play during the G20 Summit in New Delhi? Furthermore, this study empirically describes the key approaches and characteristics of the G20 Summit through the lens of social media's role. As a result, the social media debate praised the role of India in the implementation of New Delhi's proposal in front of the global leaders at the G20 Summit.*

**Keywords:** G20 Summit, India, Social Media, Development, Multilateralism, Economic & Trade etc.

### Introduction

The social media platform has emerged for sharing ideas and thoughts by the public and private stakeholders. There is a lot of content that could be found out before writing by the mainstream media. Common people have been using social media to express their concerns and show their own views, agreeing or disagreeing with the government's decision and criticising what the government does for welfare through its governance. During the G20 Summit in New Delhi, the debate on social media has praised Prime Minister Narendra Modi's role in this intergovernmental platform of multilateral partnership. The role of social media has been playing an important role across the country. People are sharing their opinions through social media platforms about India's position at the global level. The following social media are key platforms of the people, for example, Facebook, Twitter (X), YouTube, LinkedIn, Instagram and other social media groups as well were part of the central debate of the G20 Summit. Even, political leaders, commentators, political

pundits, and social scientists have been using social media platforms to share their ideas on the various social media.

The various groups of intellectuals across ideological differences are supporting the government's role in making the G20 New Delhi Summit a success on the social media platform. The university campuses from Delhi and NCR region also made their comments through the use of social media. Thus, the young India actively participated in the social media debate about the G20 Summit with positive think about India's emerging role in the global politics. There is also a small section of people who took notice of the Russian invasion of Ukraine and were not officially criticized by the G20 leaders at the G20 Summit. There are also some academics who have written about China and that the Russian president did not come to India to join the G20 summit. During this summit, world leaders have appreciated the success of India's lunar mission and the successful landing of Chandrayaan 3 on the Moon's South Pole. The G20 leaders also support India's initiative on the inclusion of

the African Union in this intergovernmental framework for trade and economic cooperation. The new economic and trade corridor between India, Arab countries and Europe was created and all member countries have agreed on it at this G20 Summit. This is considered a great success of this summit and India played an important role. These are the key and central points of the discussion on social media and the commentators had shown a deeper intention in the debate on social media where people are showing enormous support for the Government of India's position in this Summit of the G20.

### India's G-20 Presidency and Social Media

The social media has focused during this G20 Summit that India successfully brought all member states to an agreement on the common Delhi Declaration. Through this international symposium, India also showed its ancient heritage in front of global leaders and under the slogan (theme) "One Earth, One Family, One Future," and other such issues also part of the social media discussion of food security, energy development, artificial intelligence, digitization and health security (Aulakh & Prasad, 2023).

The role of social media has been increasingly at the highest level of trending and surpassed other global issues in the debate of social media platforms. The "New Delhi Declaration" was passed with India's strong position and got support from world leaders. As per discussion at the G20 platform, India has included lots of burning issues, i.e., cross-border terrorism, human trafficking, narco-terrorism, solar energy, climate cooperation, new shipping corridor, and connectivity are key principles included in this summit to work together for a peaceful and developed world. India also shows tremendous support for the sustainable development programme and its future goal to achieve success through multilateral cooperation. The USD 5.9 trillion will spent on the various developing programmes which are decided under the sustainable development goal and reform in multilateral banks and global taxation.

### Methodology

The qualitative research method is applied to explain the role of social media in the G20 Summit in New Delhi. There is various literature used to find out the key principles and objectives of social media to discuss the questions. This research used the inductive method to analyses the key arguments and fill the research gap. Apart from this approach, this study empirically elaborates to answer the research questions through the analysis of primary and secondary resources. The role of social media in the G20 Summit discussed on several social media platforms are resource of the primary data. Moreover, primary and secondary resources are collected from several websites of think tanks, research journal materials, newspaper reports and different social media debates and discussions are included in this research.

On the 6<sup>th</sup> of September 2023, the Media Freedom Summit was held in New Delhi during the G20 Summit and all member countries of G20 Editors and Journalists had participated. It was officially called the "Online Media Freedom Summit (M20)" and discusses the major challenges faced by the media in their regions. There was the objective of the M20 Media Freedom Summit was to identify the media and social media's common concerns. These media platforms were sending messages to the G20 leaders meeting in New Delhi, India. It was helpful to the G20 Summit on 9-10 September 2023 and also it was related to the freedom of the press and communication area (Dasgupta, 2023).

### Role of Social Media and Digital Marketing

The G20 has attracted worldwide attention through successful events organised by India and the G20 Summit has focused on important market strategies. India has been focused on the use of social media to make a healthy presence at the highest level of involvement in trade and the economy at the all over world. During the G20 Summit, India used the platform of social media to enter into digital marketing with an audience from around the world. The utilization of social media by India in the G20 Summit, India's role discussed at the global level. Because of the use of various media and digital platforms India got the success in the G20 Summit (Appadu, 2023). The Chief Executive Officer (CEO) and Co-Founder of mFilter, Amit Relan describes the function and characteristics of the use of social media for communication with the common people and its importance to reach out to the world community. He stated that "social media and digital marketing have played a crucial role in publicizing the relevance of the G20 summit to the entire nation and even at a global level" (Appadu, 2023).

The G20 Summit-related news has been debated in the domain of social media before the inauguration of this mega event which had also impressed mainstream international media to broadcast news regarding the G20 Summit in New Delhi, India. The guests from the participating countries arrived a week ago from the schedule of this intergovernmental meeting in New Delhi and these guests have been sharing their ideas via social media. Thus, digital platforms played a huge role and sparked the interest of the global community towards the G20 Summit. These global guests also raised the G20 experiences and knowledge about this mega intercontinental event. The Member States of the G20 have been exercising the platform of social media and digital to share the content from this event through the wide use of X (previous Twitter), Instagram, LinkedIn, and Facebook. The founder and managing director (Ambika Sharma) of Pulp Strategy expressed the growing role of digital marketing and social media are important to connect with common people at the global level. Ambika Sharma Says that "The G20 India 2023 website featured a dedicated section for digital marketing, which included information on how businesses could get involved in promoting the event. The website also had a social media presence on platforms like Twitter, Facebook, and Instagram, where organizers shared updates on the event and interacted with potential attendees" (Appadu, 2023).

Apart from these discussed social media domains, the Indian government's YouTube channels, PIB (Press Information Bureau), the PMO (Prime Minister's Office and MEA (Ministry of External Affairs) also streamed the G20 Summit in New Delhi. The various ministries of the government of India also broadcast streamed of the G20 Summit. The Indian government management was structured and worked smoothly for successful events. These various public and private institutions streamed the G20 Summit reflects with broader consensus among people also referring to digital platforms. The bilateral partnership and multi-purpose cooperation are using social media to the expansion of the country's ideas on the global level (Sibal, 2023).

India's strength is growing year by year, but on the other hand, international media is not talking about it in their live broadcasts or in their print media, and because of the effect of social media, it is continually written that New Delhi's role receives great support from G20 leaders. In the age of social media, where the frontline global media is not focused on economic growth and acceptance of any third country, social media platforms encourage people around the world to talk and share the values and economic strength of developing countries. The Press Information Bureau of the Government

of India has been very active in uploading content regarding the G20 on social media domains, for example Facebook, X (Former Twitter) and Instagram as well. During this period, government institutions were busy discussing and debating the principles and relevance of the G20 Summit. The Prime Minister himself has been so active that he has used the X platform to send messages to the global community through regular tweets. So, guests from African countries use these social media platforms to send photos and thoughts to their loved ones in African Union countries (Social Media, 2023).

### Conclusion

This research shows that the role of social media is of significant importance in the era of globalization to discuss key issues in the context of global development and cooperation. Nowadays, Indian intellectuals, philosophers, and social scientists are using social media to show their agenda and make remarks on the governance of the various governments from across the world. Since the last decade, India has emerged as the highest user of the internet and non-Indian people are making videos on India-centric and uploading to social media platforms. Because YouTubers are getting more subscribers from India and the G20 Summit had got huge attraction on YouTube, X, Facebook and Instagram as well. Thus, the theme and principles of the G20 Summit are discussed on the social media network at the highest level. Furthermore, the study also highlights that India's recognition reached a high level and people from the South Asia region, Southeast Asia, Africa, Oceania, and the American continents are heavily described on social media platforms about emerging role of New Delhi at the International level. Under the leadership of Narendra Modi, India is a hot topic for the international community to discuss India's relevance in the new world order.

This research found that India's culture, civilization and heritage are prime topics during the G20 Summit where world communities talk and share their thoughts on the social media debate. The people from Pakistan had discussed India's emerging role and world countries now accept New Delhi's importance in global politics. They have been expressing their thoughts regarding the success of the G20 summit in New Delhi on YouTube, Facebook and X (Twitter). Moreover, India's other immediate neighbours also praise India and the debate on social media talks about China's role in the region compared to India. The social media also talk about China's BRI in Pakistan (China-Pakistan Economic Corridor) and the country suffering economic crisis and nutrition issues in the country. The social media debate indicates that India is much more beneficial for Pakistan rather than cooperation with China. This kind of people's interaction was found on social media after the successful events of the G20. By and large, India has emerged as a player in supporting a multi-polar world believing in multilateralism and grabbing geopolitical mileage in world politics. These are also key ideas of social media debate in the G20 Summit of New Delhi. Today South Asian countries seem to be relying on and trusting as well on India's role in world politics. That's why social media debate in India's neighbouring countries indicates their countries' governments to cooperate with India because our culture and civilization are common, which had been showing in the G20 Summit and our government needs to support India to work at the South Asian Association for Regional Cooperation (SAARC). These kinds of thought processes have been emerging in India's neighbouring countries, which is the achievement of India. People from neighbouring countries of India show enormous interest and support for what India is doing in international politics, which is a correct and useful approach to concern for the South Asian region.

In New Delhi, on the eve of the G20 summit, major opposition and regional parties from across the country supporting Prime Minister Narendra Modi and his government's role in the success of the G20 summit in India received a huge support on social networks. Even those who are highly critical of Prime Minister Modi's governance in the country also support the BJP-led government. Today's India is evolving immensely due to good governance under strong leadership. This is why world leaders admire Indian Prime Minister Narendra Modi. Prime Minister Narendra Modi's popularity is growing after nine years in government and social media, also gauged through debate and writing in favour of PM Modi is doing betterment of country.

Social medias' negative side is there about spreading rumors and fake news as well. There is no check and balances or any kind of restriction to share those kinds of ideas which are based on fake and biasedness. During this G20 Summit, the Delhi Police also involved to track of posts and which kind of trends on social media platforms. The special take force had worked to trace fake news and rumour-mongering and inflammatory content (The Pioneer, 2023). The positive role of social media is also important in explaining the success of this mega-event, as well as in the context of security management. Responsible security personnel and police have been deeply involved in monitoring people on traffic routes and sharing prevention measures on social media. So, the Commissioner of Police, Delhi office also issued security guidelines on the official Twitter account, Facebook, Instagram and also circulated in several WhatsApp groups. Overall, social media has also played an important role in maintaining law and order through the use of these digital platforms and preventing such incidents in New Delhi (G20org, 2023).

India is holding the G20 Presidency from 1 December 2022 under the theme of "Vasudhaiva Kutumbakam" or "One Earth · One Family · One Future" (PIB, 2023).

Under the theme of "One Land, One Family, One Future", India is showing enormous intention towards establishing peace, prosperity and social harmony. Every step of India included in the Delhi Declaration is widely discussed on social media platforms. India has a message for the global community: it must work towards global unity and prosperity. Thus, all these approaches are the key questions in the social media debate that India has won the hearts of the international community through new economic and maritime routes and the inclusion of the "African Union" in the framework of the G20 trade and economy format. Partnership.

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