

GOVERNMENT OF INDIA  
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 861**  
TO BE ANSWERED ON: 06.02.2026

**REGULATION OF AI-BASED ASTROLOGY PLATFORMS**

**861. DR. AJEET MADHAVRAO GOPCHADE:**

Will the Minister of ELECTRONICS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether the Ministry is aware that millions of Generation Z users increasingly rely on Artificial intelligence (AI)-based astrology platforms for emotional reassurance, personal decision-making and self-reflection, beyond mere predictions;
- (b) whether Government has assessed the risks arising from such platforms, including misleading claims, opaque algorithms, excessive monetization, data-privacy concerns and possible financial exploitation of vulnerable users; and
- (c) the specific steps taken, in coordination with concerned Central Ministries, regulatory authorities and State Governments, to regulate the functioning of AI-driven astrology platforms and to prevent citizens from being financially cheated?

**ANSWER**

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY  
(SHRI JITIN PRASADA)

(a) to (c): The policies of Government of India are aimed at ensuring open, safe, trusted and accountable cyberspace for users in the country.

The Government is cognizant of the concerns regarding certain online platforms, that may make exaggerated or misleading claims, deploy opaque algorithmic systems, adopt aggressive monetisation practices, and raise issues relating to data privacy and potential financial exploitation of vulnerable users.

The key measures taken by the government in this context are:

1. Consumer Protection and Misleading Claims

- Under the **Consumer Protection Act, 2019**, misleading advertisements, false assurances, and unfair trade practices, including those driven by automated or AI systems, are prohibited.
- The Central Consumer Protection Authority (CCPA) is empowered to take action against platforms making deceptive claims or exploiting consumer vulnerabilities.

2. Regulation of Digital Platforms

- Platforms are required to comply with the **Information Technology Act, 2000** and the **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021**, including:
  - Due diligence obligations

- Grievance redressal mechanisms
- Transparency and accountability requirements
- AI-enabled platforms are equally subject to these obligations

### 3. Data Privacy and Protection

- The **Digital Personal Data Protection Act, 2023** mandates lawful, transparent and purpose-limited processing of personal data
- AI platforms collecting sensitive personal information are required to obtain valid consent and ensure safeguards against misuse, profiling or unauthorised monetisation of user data

### 4. AI Governance and Responsible AI Frameworks

- **India AI Governance Guidelines**, released on 5 November 2025, provide a comprehensive national framework for the safe, responsible, and inclusive development and deployment of Artificial Intelligence in the country. They outline principles and best practices relating to transparency, accountability, fairness, safety, and security in AI systems.
- The **IndiaAI Mission** under its pillar 'Safe & Trusted AI' promotes the development and deployment of safe, trusted and responsible AI, including ethical AI practices and safeguards for users.

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