

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA  
UNSTARRED QUESTION NO. 2707  
TO BE ANSWERED ON 11.12.2024**

**MISUSE OF AI AND MEDIA**

**2707. SHRI VIVEK THAKUR:**

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

**(a) whether the Government proposes to take any action against possible misuse of Artificial Intelligence (AI) and media such as AI generated fake videos and audios; and**

**(b) if so, the details thereof?**

## **ANSWER**

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (DR. L. MURUGAN):**

**(a) & (b): The Government has notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (“IT Rules, 2021”) on 25.02.2021 under the Information Technology Act, 2000. Part-III of the Rules provides for a Code of Ethics for digital news publishers and publishers of online curated content (OTT Platforms). The Code of Ethics provides that they will not transmit any content which is prohibited by law for the time being in force, including illegal AI generated content.**

**For the user generated content on intermediaries/ social media intermediaries, Part-II of IT Rules, 2021 casts specific legal obligations on such intermediaries to take expeditious action towards removal of the unlawful information which includes information prohibited under various laws, patently false, untrue or misleading information.**

**Further, to address the emerging problems in the cyberspace like misinformation, deepfakes powered by AI, Ministry of Electronics and Information Technology (MeitY) has issued advisories dated 26.12.2023 and 15.03.2024, reminding the intermediaries about their due-diligence obligations outlined under the IT Rules, 2021 and advising them on countering unlawful content including malicious ‘synthetic media’ and ‘deepfakes’.**

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