

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA
UNSTARRED QUESTION. NO. 3212
TO BE ANSWERED ON: 19.03.2025

AUTHENTICITY OF DIGITAL CONTENT

3212. SMT. PRATIMA MONDAL:

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

- (a) the role of the Government in envision for social media platforms in content moderation;
- (b) the manner in which the Government ensures that such regulations do not lead to arbitrary takedowns of politically sensitive content;
- (c) the initiatives being taken by the Government to equip citizens and media organizations with tools to verify the authenticity of digital content in view of the rise of deep-fake technology and AI-generated misinformation; and
- (d) the manner in which the Government is supporting local and community broadcasting to make sure media content is available in local languages and shows different cultural narratives?

ANSWER

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

(a) to (c):The policies of the Central Government are aimed at ensuring an open, safe, trusted and accountable Internet for its users.To help achieve the said aim, the Central Government, in exercise of its powers under the Information Technology Act, 2000 (“IT Act”), has notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (“IT Rules”). These rules cast specific obligations on intermediaries, including social media intermediaries, to observe due diligence while discharging its duties. In case of failure to follow diligence as provided in the rules, an intermediary shall lose exemption from liability for any third-party information, data or communication link made available by them and are liable for the same as per law. Such diligence includes the making of reasonable efforts by the intermediary to cause its users not to host, display, upload, publish, transmit or store information which knowingly or intentionally communicates any information which is violative of any law.

The IT Act does not distinguish between any information that is generated using AI tools or any other technology and those which are generated by users themselves.As per the IT Rules intermediaries, including social media intermediaries, are also expected to remove any information violative of any law in India as and when brought to their knowledge either through a court order or through a notice by an appropriate government or its authorized agency.The notices for takedown of any such information available on the intermediary platform is sent directly to it by the respective appropriate governments or their authorised agencies, where the appropriate government can be both State and Central Government as per the seventh schedule to the Constitution.

This Ministry has also issued advisories, under the IT Rules, from time to time to intermediaries/platforms for ensuring compliance on using Artificial Intelligence foundational model(s) /Large Language Model (LLM)/Generative AI (Artificial Intelligence), software(s) or algorithm(s).

(d): The Government of India has taken several initiatives to promote the Community Radio Stations (CRS).The Policy guidelines for setting up of CRS contain provisions relating to the criteria and the process for granting licenses to new CRS including eligibility requirement and regulatory compliance. The said Policy Guidelines, as amended from time to time,mandates that at least 50% of content shall be generated with the participation of the local community and programmes should preferably be in the local language and dialect(s).
