

GOVERNMENT OF INDIA  
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 2994**  
TO BE ANSWERED ON 11.03.2026

**IMPACT OF SOCIAL MEDIA USAGE ON CHILDREN**

**2994. SHRI PUTTA MAHESH KUMAR:**

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

- (a) whether the Government has conducted any studies, surveys/expert assessments on the impact of social media usage on children, particularly those of school-going age, including its effects on mental health, learning outcomes and behaviour during the last five years;
- (b) if so, the details of the measures being undertaken on the basis of such studies to reduce excessive consumption of social media by children;
- (c) the details of the awareness programmes conducted across the country for parents/schools regarding the impact of social media on children;
- (d) whether the Government is considering any policy, regulatory framework/safeguards to limit/regulate access of children to social media platforms; and
- (e) if so, the details thereof including age-appropriate access controls and enforcement mechanisms?

**ANSWER**

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

(a) to (e): The policies of the Government are aimed at ensuring an Open, Safe and Trusted and Accountable Internet for its users, including children.

Recognising both the opportunities and associated risks, the Government has adopted a series of measures to protect children from harmful content and practices on digital and social media platforms.

**1. Information Technology (IT) Act, 2000**

IT Act, 2000 and IT Rules require intermediaries (social media platforms) to prevent hosting or sharing content that is harmful to children or violates any law for the time being in force.

Platforms must remove unlawful content within 3 hours (2 hours for non-consensual sexual/intimate content) of being notified by the government or court order.

Platforms are also obligated to report to appropriate authorities about the related offences under laws such as Bharatiya Nagarik Suraksha Sanhita, 2023, or the Protection of Children from Sexual Offences Act, 2012.

**2. Protection of Children's Data (DPDP Act, 2023)**

Digital Personal Data Protection Act, 2023 and Rules, 2025 provides a framework that cover personal data collected through technologies.

It provides special safeguards for processing of personal data of children by mandating the verifiable consent of the parent or lawful guardian before processing any personal data of a child

The Rules prescribe operational mechanisms for obtaining verifiable parental consent, including through identity and age verification measures and the use of virtual tokens. The tracking, behavioural monitoring or targeted advertising directed at children are also prohibited.

### **3. Safe and Trusted pillar under IndiaAI Mission**

Recognizing the need for adequate guardrails to advance the responsible development, deployment, and adoption of AI, the Safe and Trusted AI pillar enables the implementation of Responsible AI projects.

This includes the development of indigenous tools and frameworks, self-assessment checklists for innovators, and other guidelines and governance frameworks. It supports projects focused on bias mitigation, privacy-preserving system design, algorithmic auditing tools, and risk assessment frameworks.

These safeguards translate ethical intent into enforceable standards, ensuring that AI innovation remains credible, responsible, and socially beneficial.

The nationwide AI Responsibility Pledge campaign, launched under the IndiaAI Mission on February 16, 2026, sought to mobilise citizens across the country to commit to the ethical, inclusive, and responsible use of Artificial Intelligence through the Portal, (<https://aipledge.indiaai.gov.in>).

The initiative encouraged participants to reflect on key principles such as data privacy, accountability, transparency, and combating misinformation through scenario-based questions, thereby reinforcing India's vision of building a trustworthy and human-centric AI ecosystem.

India also has achieved the 'Guinness World Records' title for the "Most pledges received for an AI responsibility campaign in 24 hours," with a staggering 250,946 pledges received.

### **M.A.N.A.V Vision**

At the New Delhi AI Impact Summit, the Honourable Prime Minister Shri Narendra Modi presented India's M.A.N.A.V. vision for AI.

It presents a roadmap where technological advancement progresses in harmony with societal values: Moral and Ethical Systems, Accountable Governance, National Sovereignty, Accessible and Inclusive AI, and Valid and Legitimate Systems.

### **Information Security Education and Awareness (ISEA)**

MeitY is implementing a project on ISEA for generating human resources in Information Security and creating general awareness on various aspects of cyber hygiene and cyber security among the masses.

So far, 4,309 awareness workshops have been conducted across the country covering over 9.63 lakh participants, including school/colleges students, teachers, law enforcement, government personnel, and general public.

1,186 awareness workshops have been conducted for school children and students covering 3.38 lakh participants. Further, 1.13 lakhs school teachers, police personnel & volunteers trained as master trainers in 66 programs and around 15 crores estimated beneficiaries covered through indirect mode. CERT-In also regularly shares safety and security tips and awareness posters, info-graphics and videos on its official websites and social media handles and is aimed at sensitizing internet users on cyber security attacks and frauds including online safety measures for children.

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