

IT Ministry proposes mandatory labelling of AI-generated content on social media

The draft amendment to the IT Rules requires social media companies to allow users to self-declare if the content they upload is AI-generated. In cases where users fail to make such declarations, platforms must proactively detect and label AI-generated content.

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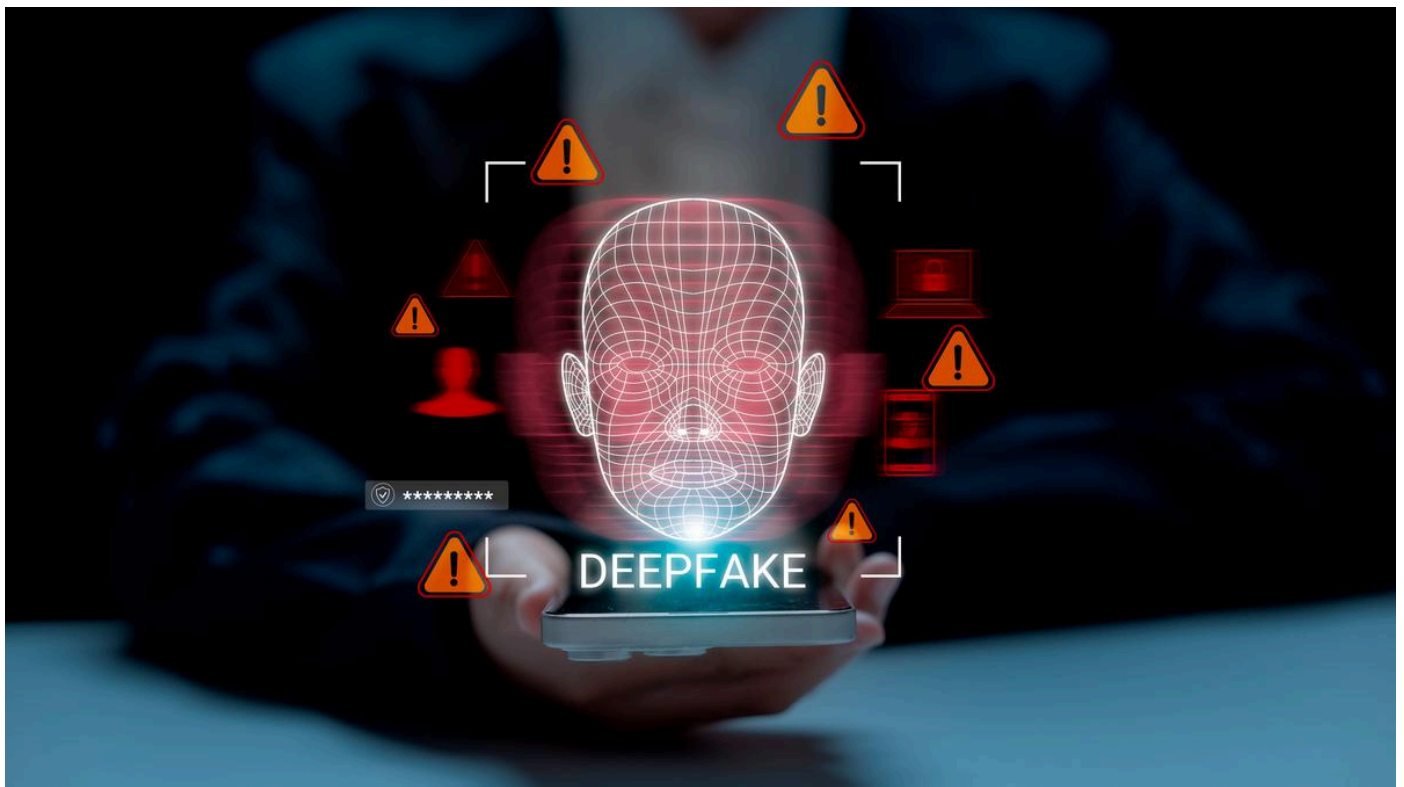


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The Electronics and Information Technology Ministry on Wednesday (October 22, 2025) proposed mandatory disclosure and labelling of artificial intelligence (AI)-generated “synthetic” content on social media platforms.

The Ministry released a draft amendment to the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 that requires social media companies to allow users to self-declare if the content they upload is AI-generated. In cases where users fail to make such declarations, platforms must proactively detect and label AI-generated content.

The declaration must cover 10% of the content's area and applies to all types of synthetic content, including text, video, and audio, and is not limited to photorealistic content, according to officials and the draft text.

"In Parliament as well as many other fora, people have demanded that something should be done about the deepfakes which are harming society," IT Minister Ashwini Vaishnaw told presspersons.

"People are using some prominent persons' image and creating deepfakes, which are then affecting their personal lives, privacy as well as [creating] various misconceptions in society. So the step we have taken is making sure that users get to know whether something is synthetic or something is real. Once users know, they can take a call in a democracy. But it's important that users know what is real. That distinction will be led through mandatory data labelling."

The proposal marks a shift in the Ministry's approach to synthetic content. It had previously contended that existing penalties against impersonation were sufficient to address the worst harms from AI-generated content. The proposal brings a long-foreshadowed "tweak" to that stand, a senior official said.

The draft defines synthetically generated information as "information which is artificially or algorithmically created, generated, modified or altered using a computer resource, in a manner that such information reasonably appears to be authentic or true".

It says that "[w]here an intermediary offers a computer resource which may enable, permit, or facilitate the creation, generation, modification or alteration of information as synthetically generated information, it shall ensure that every such information is prominently labelled or embedded with a permanent unique metadata or identifier, by whatever name called, in a manner that such label, metadata or identifier is visibly displayed or made audible in a prominent manner on or within that synthetically

generated information, covering at least ten per cent of the surface area of the visual display”.

The Ministry has sought feedback on the draft amendment to the IT Rules till November 6. Officials claimed that in private conversations, social media platforms had indicated that they had the technical capabilities to implement what these rules require.

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