



DEEPFAKE REGULATIONS IN INDIA



EXPLAINED



➤ What are Deepfakes? 🎭

Deepfakes are **AI-generated** videos, images, or audio that convincingly **impersonate real people**, often spreading falsehoods.

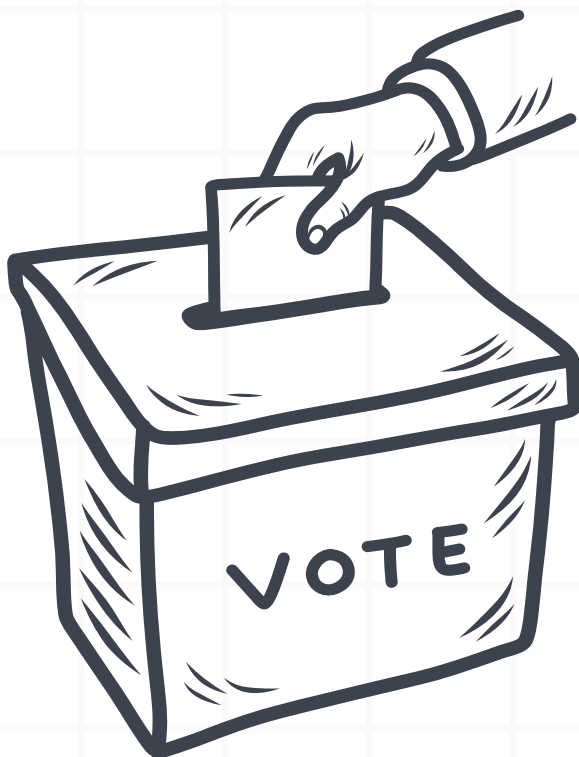
They **blur the line between truth and fiction**, impacting trust and privacy.



► Why Deepfakes Matter? ⚠

They can damage **reputations**,
manipulate **public opinion**,
influence **elections**, and even
facilitate **fraud** or **harassment**.

The risks are personal and
societal.





➤ Deepfake Laws in India

1. India addresses deepfakes under existing laws:

a. **IT Act, 2000 (Sections on identity theft, impersonation, privacy violations)**

b. **IT Rules, 2021 & its amendments ensure platform accountability and timely takedown.**



2. The recent 2025 draft rules propose mandatory labelling of AI-generated content to increase transparency.

► Global Approaches

Countries like the **US, EU, Australia**, and **China** have introduced or proposed laws requiring clear labelling of synthetic media, accountability for content platforms, and specific penalties for misuse.





► Challenges in Regulation

1. Rapidly evolving AI tech makes law enforcement hard
2. Balancing **innovation & free speech** with safety
3. Detection and verification remain complex
4. Jurisdictional hurdles in global content flow.



► Solutions & Way Forward

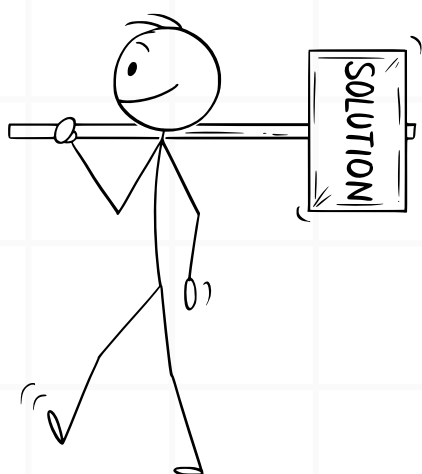
Tech-enabled **labelling** & traceability of AI content

Stronger platform responsibilities and oversight

User awareness and digital literacy campaigns

Legal frameworks evolving alongside technology

India's proactive stance through new IT Rules & collaborations.





**SAVE IT
IF YOU**

**need it
someday**