

Government of India
Ministry of Electronics and Information Technology

NOTICE

Subject: Inviting feedback/comments of stakeholders on the Draft amendments to Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 – in relation to synthetically generated information - reg.

Dated: 22nd October, 2025

The Ministry of Electronics and Information Technology invites feedback on the **draft amendments to the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021**.

The Government of India remains committed to ensuring an Open, Safe, Trusted and Accountable Internet for all users of Internet-enabled services. With the increasing availability of *generative AI tools* and the resulting proliferation of **synthetically generated information (commonly known as deepfakes)**, the potential for misuse of such technologies to cause user harm, spread misinformation, manipulate elections, or impersonate individuals has grown significantly.

Recognising these risks, and following extensive public discussions and parliamentary deliberations, MeitY has prepared the present draft amendments to the *Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021* (“**IT Rules, 2021**”). The draft aims to strengthen due diligence obligations for intermediaries, particularly social media intermediaries (SMIs) and significant social media intermediaries (SSMIs), as well as for platforms that enable the creation or modification of synthetically generated content.

2. The proposed amendments as outlined in the draft notification introduce:
- A clear **definition of “synthetically generated information”**;
 - **Labelling and metadata embedding requirements** for such information to ensure users can distinguish synthetic from authentic content;
 - **Visibility and audibility standards** requiring that synthetic content be prominently marked, including a minimum **10% visual or initial audio duration coverage**; and
 - **Enhanced verification and declaration obligations for SSMIs**, mandating reasonable technical measures to confirm whether uploaded content is synthetically generated and to label it accordingly.

These amendments are intended to promote user awareness, enhance traceability, and ensure accountability while maintaining an enabling environment for innovation in AI-driven technologies.

3. The **Draft Notification for amendments**, along with an **Explanatory Note** of the amendments in plain and simple language to facilitate ease of understanding are available on Ministry’s website at the following link:

[https://www.meity.gov.in/documents/act-and-policies/amendments-to-the-information-technology-intermediary-guidelines-and-digital-media-ethics-code-rules-2021-it-rules-2021-IjN4QjMtQWa?pageTitle=Amendments-to-the-Information-Technology-\(Intermediary-Guidelines-and-Digital-Media-Ethics-Code\)-Rules,-2021-\(IT-Rules,-2021\)](https://www.meity.gov.in/documents/act-and-policies/amendments-to-the-information-technology-intermediary-guidelines-and-digital-media-ethics-code-rules-2021-it-rules-2021-IjN4QjMtQWa?pageTitle=Amendments-to-the-Information-Technology-(Intermediary-Guidelines-and-Digital-Media-Ethics-Code)-Rules,-2021-(IT-Rules,-2021))

The consolidated text of the IT Rules, 2021 as they would stand after the amendments proposed (with the amendments shown in coloured text) is also placed at above link for ease of reference.

4. The submissions will be held in fiduciary capacity in MeitY and shall not be disclosed to any one at any stage, enabling persons to submit feedback/comments freely without any hesitation.

5. The feedback/comments on the draft rules in a rule wise manner may be submitted by email to itrules.consultation@meity.gov.in in MS Word or PDF format by **6th November, 2025**.
