

File No. 16(2)/2026-CyberLaws
Government of India
Ministry of Electronics and Information Technology (MeitY)
Cyber Laws Division
Electronics Niketan, 6, CGO, Complex, New Delhi-110003
Website: www.meity. gov.in

Date:08.10.2026

ADVISORY

To,
All Social Media Intermediaries

Subject: Advisory to Social Media Intermediaries regarding prevention of dissemination of misinformation and other unlawful content having potential to affect public order - regarding.

It has come to the notice of the Ministry of Electronics and Information Technology (MeitY) that certain information, including false, misleading, manipulated or out-of-context content, is being circulated through various social media platforms in relation to ongoing public events and developments. Such content, particularly when presented as current or authentic information, has the potential to cause public confusion, create apprehension, disturb public order and social tranquillity, and contribute to law-and-order concerns.

2. Social Media Intermediaries ("SMIs"), being intermediaries as defined under the Information Technology Act, 2000, are required to observe due diligence and other obligations prescribed under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (IT Rules, 2021). The IT Rules, 2021, inter alia, require intermediaries to inform users regarding information which is prohibited under the Rules, including information which is likely to cause public disorder or incite the commission of a cognizable offence relating to public order.

3. In view of the above, all SMIs are advised to exercise enhanced diligence in respect of information being disseminated on their platforms which is false, misleading, manipulated or deliberately presented out of context and which has the potential to adversely affect public order or social tranquillity. Particular attention may be accorded to old/archived photographs and videos being presented as current events, digitally altered or synthetically generated audio-visual content, impersonation of public authorities/persons, and content which is likely to incite violence or other unlawful activity.

4. SMIs are accordingly advised to:

- (i) undertake appropriate measures to identify, prevent and not promote the dissemination of unlawful information falling within the categories prescribed under the IT Rules, 2021;

(ii) accord priority to reports/complaints received from authorised Government agencies regarding content having potential implications for public order, and take appropriate action in accordance with applicable law;

(iii) undertake appropriate measures to identify and appropriately label/contextualise manipulated, synthetically generated or misleading content, particularly where such content is presented as depicting a current event;

(iv) undertake awareness measures to encourage users to verify the authenticity, source and date of information before sharing or forwarding such content; and

(vi) ensure timely cooperation with law-enforcement and other authorised Government agencies, including furnishing information or assistance in accordance with applicable law and within the timelines prescribed under the IT Rules, 2021.

5. SMIs are further advised to review and strengthen their existing monitoring, escalation and grievance-redressal mechanisms so as to ensure that information having the potential to cause widespread public confusion, panic, violence or disturbance of public order is addressed expeditiously, in accordance with the applicable legal framework.

6. The Ministry reiterates that the above advisory is intended to facilitate responsible dissemination of information and preservation of public order while respecting lawful expression and legitimate public discourse. SMIs are advised to ensure that any action taken pursuant to this advisory is consistent with the Information Technology Act, 2000, the IT Rules, 2021 and other applicable laws.

7. All SMIs are advised to take appropriate and necessary measures in this regard with immediate effect.

8. This advisory is issued with the approval of the competent authority in MeitY.

Yours sincerely,



Ajit Kumar,

Joint Secretary,

MeitY,

Email: js-akumar@meity.gov.in