

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi – 110001

No. 4/Misc/2025/SDR/Vol.XX

Dated: 24th October, 2025

To,

The President/ General Secretary/ Chairperson of all National and State Recognized Political Parties

Subject: Advisory on responsible use and disclosure of synthetically generated information and AI-generated content during elections – reg.

Sir/ Madam,

I am directed to state that it has been brought to the notice of the Election Commission of India (ECI) that the misuse of hyper-realistic synthetically generated information, including depicting political leaders making electorally sensitive messages, is contaminating the level-playing field in the electoral arena, disrupting fair and equal conditions for all political participants, which is a *sine qua non* for preserving the integrity of the political campaigning during elections.

2. The use of technology for creating, generating, modifying and altering information and publishing and transmitting synthetically generated information is a deep threat and challenge because of its ability to masquerade as the truth and unwittingly trap political stakeholders into incorrect conclusions and therefore, ECI finds it particularly imperative to ensure that transparency and accountability is maintained to preserve electoral integrity and voter trust.
3. The Commission has previously issued guidelines dated May 6, 2024 regarding responsible and ethical use of social media platforms, and an advisory dated January 16, 2025 specifically addressing concerns around labelling of synthetic and AI generated content used by Political Parties for election campaigning.
4. In view of increasing threat posed by deep fakes and synthetically generated content capable of manipulating electoral processes, the Commission, by invoking its plenary power under Article 324 of the Constitution of India regarding superintendence, direction and control for preparation of electoral rolls and conduct of elections, hereby reminds all political parties of their responsibility to ensure compliance with the IT Rules, 2021 and all guidelines and advisories issued by the Commission in this regard. The Commission also reiterates the emphasis on the need for strict compliance by all political parties with the due diligence obligations and content-related responsibilities prescribed under the IT Rules, 2021, to ensure a fair and transparent electoral process.
5. In continuation of ECI's earlier communications dated **May 6, 2024** and **January 16, 2025** (both enclosed), following directions are hereby issued to all political parties, candidates and campaign representatives:

Political parties, candidates, and campaign representatives shall ensure that:

- (a) Any **synthetically generated or AI-altered image, audio, or video** used or disseminated for campaigning purposes shall bear a **clear, prominent, and**

legible label such as "*AI-Generated*", "*Digitally Enhanced*", or "*Synthetic Content*", covering at least **10% of the visible display area** (or initial 10% duration for audio content). The label in the case of video content shall be carried as part of the top hand of the screen.

- (b) Every such content shall **prominently disclose the name of entity, responsible for its generation** in the metadata or accompanying caption.
- (c) No content shall be published or forwarded which is unlawful and misrepresents the identity, appearance, or voice of any person without his consent in a manner reasonably likely to mislead or deceive the electorate.
- (d) Any instance of synthetically generated or AI-altered image, audio, or video, misinformation, or manipulated content falling within sub-para 5(c) detected on official party handles shall be taken down within **3 hours** of being noticed or reported.
- (e) Political parties shall maintain internal records of all AI-generated campaign materials, including creator details and timestamps, for verification when sought by the ECI.

6. The directions contained herein shall come into effect immediately and remain applicable during all general and bye elections, until further orders.

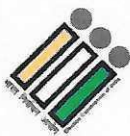
Yours faithfully,



(S. B. JOSHI)
PRINCIPAL SECRETARY

Copy to:-

The CEOs of all States/ UTs for necessary action and to inform the political parties based on their States/UTs and the DEOs/ EROs/ ROs and other election officials.



भारत निर्वाचन आयोग
Election Commission of India

By Speed Post/Email
निर्वाचन सदन
Nirvachan Sadan,
अशोक रोड, नई दिल्ली-110001-
Ashoka Road, New Delhi-110001

491/Social media-SOP/2025/Communication

Dated: 16 January, 2025

To

The President/General Secretary/Chairperson of
All National /State Recognized Political Parties
(As per the list attached)

**Sub: Advisory for labelling synthetic/AI generated content used by
Political Parties for election campaigning- reg.**

Sir/Madam,

In recent years, advances in Artificial Intelligence (AI) have enabled the creation of highly convincing synthetic content, including images, video and audio. With the increasing use of AI technologies in political campaigning, it is essential to maintain transparency and accountability, as the AI-generated content including images, videos and audio has the potential to influence voter opinion and trust.

2. During recently held Lok Sabha Elections 2024, the Commission issued guidelines dated 06.05.2024 regarding responsible and ethical use of social media platforms, taking cognizance of the directions of the Hon'ble Delhi High Court in Writ Petition (C) (PIL) No. 6186 of 2024. The guidelines sought to curb the possibility of disturbing the level playing field by the Political Parties and their representatives by using "deep fakes", AI-generated distorted content and ensure strict avoidance of any wrongful use of the same by political parties and their representatives during MCC period in the General Elections. Link to guidelines dated 06.05.2024: <https://tinyurl.com/3xn7tydc>

3. The Commission issued the above guidelines to political parties and their representatives to refrain from using in their campaign any AI-generated distorted/manipulated content which spread fake information/misinformation / disinformation.

4. However, now considering the deepening influence of AI generated/synthetic content in shaping public opinion, the Election Commission of India advises all Political Parties and their leaders, candidates and star campaigners to also take necessary measures for prominent labelling of AI-generated/synthetic content, if any, being shared for campaigning through their social media platforms and other media platforms. Prominent and easily discernible labelling of AI-generated content would ensure responsible and transparent campaigning and informed voters. Thus, the following will ensure that electors are informed of the dissemination of AI-generated /synthetic content by parties/candidates/star campaigners:

a) **Labelling AI/Synthetically Generated Content:** Clearly label any image, video, audio or other materials generated or significantly altered by AI technologies with a notation such as "AI-Generated" / "Digitally Enhanced"/"Synthetic Content".

b) **Disclosure in Campaign Materials:** Include disclaimers in campaign advertisements or promotional content disseminated online or at other platforms, wherever synthetic content is utilized.

4. All political parties are urged to adhere to the advisory to ensure fair, transparent and responsible use of emerging technologies in election campaigning.

Yours faithfully



Anuj Chandak
Joint Director
E-mail-anuj.chandak@nic.in
Phone: 011-23052120

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. ECI/PN/72/2024

06.05.2024

PRESS NOTE

ECI directs responsible and ethical use of social media platforms by political parties and their representatives

Existing legal framework to deal with misinformation and synthetic content specifically brought to the notice of political parties

Parties to remove fake content within 3 hours of coming to their notice

Taking cognizance of the certain violations of MCC and the extant legal provisions by Political Parties /their representatives while using social media for election campaigning, the Commission today has issued directions to political parties for responsible and ethical use of social media in election campaigning to ensure level playing field among all stakeholders.

Link:

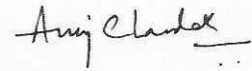
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The Commission has also warned the parties against misuse of AI based tools to create deep fakes that distort information or propagate misinformation, emphasising the need to uphold the integrity of the electoral process. The ECI has brought to the notice of political parties the existing legal provisions that govern the regulatory framework against the use of misinformation and impersonation using deep fakes. This includes the Information Technology Act, 2000 and the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021, the Indian Penal Code and framework of the twin acts namely the Representation of People Act, 1950 and 1951 and the provisions of the Model Code of Conduct.

In view of the existing legal provisions, amongst other directions, the parties have been specifically directed to refrain from publishing and circulating deep fake audios/videos, disseminate any misinformation or information which is patently false, untrue or misleading in nature, to refrain from posting derogatory content towards women, to abstain from using children in campaigns, to avoid depicting violence or harm to animals.

The parties have been directed to promptly remove any such content within three hours of bringing it to their notice, warn the person responsible in their party,

reporting unlawful information and fake user accounts to respective platforms, and escalate persistent issues to the Grievance Appellate Committee under Rule 3A of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.



Anuj Chandak
Joint Director