# ECI's AI-Content Labelling and Three-Hour Takedown Rule — India's Election Commission Regulates Synthetic Campaign Media by Advisory

AI in the Public Sector · Good practice · India

Quality score: 40/100

Evidence strength: Moderate


### *Summary*

From the October 2025 Bihar polls, India's ECI requires parties to label AI-generated campaign media over 10% of the frame and remove misleading synthetic content within 3 hours. In the 2026 state polls 11,000+ posts were acted on, with no AI-specific breakdown.


### *Key dimensions*

| Dimension | Score |
|---|---|
| Evidence of impact / measured public value | 1/3 |
| Transparency, fairness & accountability | 1/3 |
| Transferability / demonstrated replication | 1/3 |
| Scalability beyond pilot | 2/3 |
| Governance, capability & sustainability | 1/3 |

Evaluated by C-NAPSE

### *Data sources*


C-NAPSE web research — accessed 2026-11-20

Election Commission of India (ECI) — accessed 2026-11-20

News On AIR — EC issues fresh guidelines on AI and synthetic content use in Bihar poll campaigns — accessed 2026-11-20

Business Today — ECI tightens watch on unlawful social media content ahead of 2026 polls — accessed 2026-11-20

Business Today — ECI mandates clear labelling of AI-generated content — accessed 2026-11-20



Cite this — Evidoria. *ECI's AI-Content Labelling and Three-Hour Takedown Rule — India's Election Commission Regulates Synthetic Campaign Media by Advisory*. Persistent ID: 1f7202e6-5da0-4f23-9dc3-7a54709165aa.