

**India IGF (IIGF-2025) Workshop: 4**

**Date:** 27 Nov 2025

**Time:** 2:30 - 3:30 PM

<b>Session Title</b>	<b>Building Trust in Synthetic Media through Responsible Innovation &amp; Governance</b>
<b>Primary Theme</b>	<b>AI for People, Planet and Progress: From Frameworks to Impact</b>
<b>Session Format</b>	<b>Panel Discussion</b>
<b>Details of Organisers</b>	
Name of Primary Organiser	<b>Broadband India Forum</b>
Affiliation	<b>ThinkTank/Industry Body</b>
Primary Stakeholder Group	<b>Technology Companies, AI based startups, Government</b>
Organizing Partners (if any)	<b>CUTS International</b>
<b>Session Details :</b>	

Specific Issues of Discussion (In 200 words)

As synthetic media, i.e., AI-generated or altered text, images, audio, and video becomes pervasive, it offers immense potential for accessibility, education, and innovation. Generative AI tools can localize content, create regional language based voiceovers, and enable access to creative learning. However, the same tools can be weaponized for deception (identity fraud), non-consensual imagery, misinformation, and identity fraud, undermining trust in India's digital ecosystem.

Across the world, governments and platforms are experimenting with varied approaches, from the EU's AI Act and the U.S. AI Disclosure standards to industry collaborative initiatives on watermarking and provenance.

The session will explore the key gaps in governance frameworks: developments in India, specifically, the draft amendments to IT Rules, the MeitY AI Governance framework, and liability gaps across the ecosystem. Discussions will center around how to devise context-specific liability frameworks through the AI content creation value chain and how to develop resilience through digital literacy, fact-checking networks, and public verification tools. The panel will also examine how India can balance innovation with accountability in its approach to governance while promoting collaborative, human-centric frameworks that strengthen trust in the digital ecosystem.

Describe the Relevance of Your Session to IIGF2025 Theme\* (In 200 words)

The session directly advances the IIGF 2025 themes of **"AI for People, Planet and Progress"** and **"Inclusive Digital Future Viksit Bharat"** by addressing how India can develop inclusive, forward-looking governance for synthetic media generated by AI. Given that AI-generated content is shaping the education, health, and entertainment sectors, India must ensure that these technologies are enabled to empower people without undermining trust or safety.

By discussing responsible governance frameworks along with clear liability thresholds, the session links innovation to accountability furthering the cause of inclusive and trustworthy digital ecosystems. It also focuses on human-centric and multi-stakeholder participation in tackling the spread of misinformation through AI generated content in exploring solutions rooted in digital literacy, fact-checking networks, and public verification mechanisms. The session contributes directly to India's vision of a digitally inclusive and trusted ecosystem under Viksit Bharat, offering actionable insights for policymakers, industry, and civil society. By drawing on global experiences and Indianizing them, the session seeks to delve into how India can emerge as a leader in shaping responsible AI and synthetic media governance, tying it directly to the main and sub-themes of IIGF 2025.

Methodology / Agenda\* (In 200 words)

**The session will be interactive and will follow the following :**

10 mins - The Moderator will discuss the event flow, introduce the panellists and set the context for the panel discussion.

40 mins - Each Panellist will get 10 mins each to share their views and perspectives in 2 rounds of questions.

10 mins - Moderated Q&A

05 mins - Closing remarks by the Moderator

- Moderators & Speaker Details

	Name	Affiliation	Designation	Gender	Stakeholder Group
<b>Moderator</b>	Mr. Debashish Bhattacharya	Broadband India Forum	Sr. DDG	Male	Thinktank
<b>Speaker 1</b>	Mr. Rakesh Maheshwari	Independent Consultant/ CUTS Int'l	Former Sr. Director and Gp Coordinator, Cyber Laws, Cyber Security and Data Governance, MeitY And Distinguished Fellow, CUTS Int'l	Male	Former Government
<b>Speaker 2</b>	Mr. Johann San Francisco	The Research School/AI Study Tools	Founder	Male	Technical Expert/Startup (Joining Online)
<b>Speaker 3</b>	Mr. Aman Taneja	Ikigai Law	IP, Tech & Disputes Partner	Male	Legal Expert
<b>Speaker 4</b>	Mr. Prasoona Srivastava	Press Trust of India	Journalist	Male	Media stakeholder
<b>Speaker 5</b>	Dr. Debayan	Ashoka	Assistant	Male	Academia

	Gupta	University	Professor of Computer Science		
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### **3 takeaways from the session on “Building Trust in Synthetic Media through Responsible Innovation & Governance”**

1. In the context of governance of synthetic media/deepfakes, any regulation should clearly define the problem, and the risks it is targeting to curb along with who is being regulated and what is being regulated.
2. Building trust in AI-generated content demands policy and technical solutions/mechanisms that factor in the roles of the different stakeholders in the AI value chain.
3. Interoperable provenance standards aligned with global practices and already reflected in India’s AI Governance Guidelines can help platforms and developers comply while reinforcing user trust in digital ecosystems

### **Session Report (TO BE COMPLETED AFTER SESSION)**

This part is given here for the information of session organisers, who will need to provide the requested report within 48 hours after the end of the conference.

- Brief Summary of Presentations
- Substantive Summary of the key Issues Raised and Discussed
- Conclusions and Suggestions for the Way Forward
- Number of Participants in the session
- Gender Balance in Moderators/Speakers (Please fill in numbers)
- How were gender perspectives, equality, inclusion or empowerment discussed? Please provide details and context.

- Was the Indian perspective of the topic discussed? If yes, how does it compare or contrast with local or global perspectives?