

ECI directs political parties to adhere to MCC and relevant guidelines on the use of AI for synthetic videos targeting rival parties/candidates

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1. With the announcement of the General Election to the Legislative Assembly of Bihar and the bye-elections to 8 Assembly Constituencies on October 6, 2025, the Model Code of Conduct (MCC) has come into force. These provisions also apply to the content being posted on the internet, including social media by candidates and political parties.
2. As per provision of MCC, criticism of other parties when made shall be confined to their policies and programme, past record and work. Parties and candidates shall refrain from criticism of all aspects of private life not connected with the public activities of the leaders or workers of other parties.
3. Criticism of other parties or their workers based on unverified allegations or distortion shall be avoided.
4. The Commission advised the parties against misuse of AI based tools to create deep fakes that distort information or propagate misinformation over social media platforms emphasizing the need to uphold the integrity of the electoral process.
5. Further, all Political Parties and their leaders, candidates and star campaigners shall take necessary measures for prominent labeling of AI-generated/synthetic content, if any, being shared for campaigning through their social media platforms or in the form of advertisements using clear notations such as "AI-Generated", "Digitally Enhanced", or "Synthetic Content".
6. Strict watch on social media posts is being kept to ensure that the election atmosphere is not vitiated.
7. The Commission has made elaborate arrangements for ensuring the effective implementation of MCC Guidelines. Any violation of these Guidelines would be dealt with strictly.

PK/GDH/RP

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