



# Nationwide Digital Campaign on 16-17 February 2026 to Promote Ethical, Inclusive and Responsible AI Use

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As India prepares to inaugurate the India AI Impact Summit 2026 at Bharat Mandapam, New Delhi, the Ministry of Electronics and Information Technology (MeitY), Government of India, under the IndiaAI Mission, in collaboration with Intel India, will launch “Most pledges received for an AI Responsibility campaign in 24 hours” a nationwide campaign beginning 16 February 2026 (8:00 AM IST onwards).

The initiative will attempt an official GUINNESS WORLD RECORDS™ title for the “Most pledges received for an AI responsibility campaign in 24 hours.” The campaign seeks to mobilise citizens across the country to commit to the ethical, inclusive, and responsible use of Artificial Intelligence, reinforcing India’s commitment to building a trustworthy and human-centric AI ecosystem.

The digital pledge platform will be accessible at <http://aipledge.indiaai.gov.in/>. Designed as an interactive and awareness-driven experience, the initiative includes scenario-based questions that encourage participants to reflect on responsible AI practices before taking the formal pledge. Upon completion, participants will receive a digital honorary badge issued jointly by IndiaAI and Intel India, along with access to curated government-led AI learning pathways.

The campaign has been structured to ensure accessibility and ease of participation across regions and demographics. It does not require microphone or camera access, and there are no qualifying marks or eligibility barriers.

## Participation Process

Participants can take part by:

- Visiting the official pledge portal
- Completing a simple registration process
- Verifying participation via OTP (Email ID or Phone Number)
- Engaging with short scenario-based awareness questions
- Submitting the formal AI Responsibility Pledge

The initiative encourages participation from students, educators, parents and guardians, government officials, public sector representatives, industry professionals, startups, and citizens from diverse backgrounds. With a strong emphasis on youth engagement, the campaign aims to foster awareness around responsible AI usage, data privacy, accountability, and combating misinformation.

The AI Responsibility Pledge campaign forms a key citizen-engagement pillar of the **India AI Impact Summit 2026**, scheduled from 16–20 February 2026 at Bharat Mandapam, New Delhi. The Summit will be inaugurated by the Hon’ble Prime Minister Shri Narendra Modi and will convene Heads of State,

global leaders, policymakers, industry experts, researchers, startups, academia, and civil society under the guiding pillars of People, Planet and Progress to deliberate on leveraging AI for inclusive and development-oriented outcomes.

Through strong ecosystem collaboration and nationwide mobilisation, India aims to set a historic benchmark in responsible AI engagement and further strengthen public trust in emerging technologies.

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**MSZ**

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