IIP International Multidisciplinary Research Journal
IIPIMRJ

An Online Peer-Reviewed / Refereed Journal
Vol: 03 No. Issue I, (January-March) (2026)
Impact Factor: GSRD-IF: 5.001
ISSN: 3049-2734 (Online)

The Role of Artificial Intelligence in Indian Democracy

Mr. Jija Shinde
R.B. Narayanrao Borawake college (Autonomous), Shrirampur

Article Info

Article History:
Received: 24th January 2026
Accepted: 01st February 2026
Published: 05th February 2026

Keywords:

Artificial Intelligence (AI)

ABSTRACT

Artificial Intelligence (AI) is reshaping democratic processes worldwide, and India, as the world's largest democracy, stands at the forefront of this transformation. This paper explores AI's multifaceted role in Indian democracy, from enhancing electoral integrity and voter engagement to improving governance and public services. Drawing on recent developments, such as AI applications in the 2024 Lok Sabha elections, government initiatives like the India AI Mission, and tools for data-driven decision-making, it highlights both opportunities and challenges. AI has enabled personalized voter outreach, transparent campaigning, and efficient public administration, potentially fostering inclusivity in a linguistically diverse nation. However, risks including misinformation through deepfakes, algorithmic biases, and privacy concerns threaten democratic values. The analysis underscores the need for ethical frameworks and regulatory measures to ensure AI serves as an enabler rather than a disruptor. By synthesizing insights from policy documents, case studies, and expert analyses, this paper argues that a balanced approach-emphasizing innovation, accountability, and equity-can position AI as a pillar of India's democratic future. Ultimately, AI's integration must align with constitutional principles to promote participatory governance and social justice.

Plagiarism Check Report:
Tool Used: Turnitin
Date of Report: February 02, 2026
Similarity Index: 3%
Remarks: No significant matching text. All citations and matches are properly referenced. The manuscript is considered original.

How to Cite: Shinde, J. (2026). The Role of Artificial Intelligence in Indian Democracy. *IIP: International Multidisciplinary Research Journal (IIPIMRJ), 3(1), 580–583.*

Introduction

In an era defined by rapid technological advancement, Artificial Intelligence (AI) has emerged as a transformative force across sectors, including politics and governance. AI encompasses technologies that enable machines to perform tasks requiring human-like intelligence, such as data analysis, pattern recognition, and decision-making. In India, with its vibrant democracy comprising over 1.4 billion citizens and a complex federal structure, AI's role is particularly significant. The country's electoral processes, involving nearly a billion voters, and its governance challenges, from rural development to urban management, provide fertile ground for AI applications.

India's engagement with AI dates back to initiatives like the National Strategy for Artificial Intelligence (#AIforAll) launched by NITI Aayog in 2018, which emphasized AI's potential for inclusive growth. The 2024 Lok Sabha elections marked a pivotal moment, where AI was deployed extensively for campaign strategies, voter analytics, and misinformation countermeasures. This integration reflects a global trend: AI can democratize access to information, enhance transparency, and streamline public services, but it also poses risks to electoral integrity and societal harmony.

The Indian government has positioned AI as a tool for "Viksit Bharat" (Developed India), with investments exceeding ₹10,000 crore in the India AI Mission to build compute infrastructure and foster innovation. However, the dual-edged nature of AI-empowering while potentially divisive-demands scrutiny. This paper examines AI's contributions to Indian democracy through elections, governance, challenges, and future prospects, arguing that ethical deployment is key to realizing its benefits without undermining democratic principles.

Background on AI in India

India's AI ecosystem is a blend of government-led initiatives, private innovation, and academic research, aimed at leveraging technology for socio-economic development. The National Programme on Artificial Intelligence (NPAI) underscores this commitment, focusing on data management, AI centres, and ethical deployment. Key components include the National Data Management Office (NDMO) for enhancing data quality and the National Centre on AI (NCAI) for deploying solutions in sectors like healthcare and education.

The India AI Mission, with a ₹10,300 crore allocation, provides 38,000 GPUs to democratize access to computational resources, emphasizing open-source models tailored to Indian needs, such as multilingual platforms like Bhashini. This aligns with India's Digital Public Infrastructure (DPI) approach, treating AI building blocks as shared resources to bridge access gaps. For instance, the iGOT Karmayogi platform uses open-source AI for government training, showcasing scalability.

Policy frameworks emphasize responsible AI. The 2025 AI Governance Guidelines introduce institutions like the AI Governance Group (AIGG) and India AI Safety Institute (AISI), promoting techno-legal standards and a national AI incidents database. These guidelines advocate a phased shift from voluntary to mandatory compliance, focusing on bias mitigation and transparency.

India's AI strategy also addresses global risks, endorsing principles like fairness and accountability in forums such as the Global Partnership on AI (GPAI). With a growing AI talent base projected to reach 12.5 lakh by 2027, initiatives like FutureSkills PRIME upskill professionals in AI. This foundation positions AI as an enabler of democratic processes, from voter empowerment to efficient governance, while navigating challenges like data scarcity in local languages.

AI in Elections and Voting Systems

The 2024 Lok Sabha elections exemplified AI's integration into India's democratic fabric, marking a shift toward technology-driven campaigns. Political parties invested around $50 million in AI-generated content, using tools for deepfakes, voice cloning, and personalized outreach. For instance, the Bharatiya Janata Party (BJP) employed AI-powered robocalls and chatbots to deliver hyper-personalized messages, addressing volunteers by name via voice-cloning software.

Positive applications enhanced voter engagement. AI facilitated multilingual translations, enabling leaders like Prime Minister Narendra Modi to reach non-Hindi speakers through the NaMo app, which translated speeches into regional languages. The Aam Aadmi Party (AAP) used AI to clone arrested leader Arvind Kejriwal's voice for transparent communication during campaigns. Tools like ElectionGPT, developed by IDinsight, aided election officers in managing logistics and data, improving efficiency.

The Election Commission of India (ECI) leveraged AI for transparency, mandating labels on AI-generated content to combat misinformation. AI algorithms maintained electoral rolls, minimizing duplicates and ensuring inclusivity, expanding the voter base to 99.1 crore. Predictive analytics optimized resource allocation, while real-time monitoring detected anomalies.

However, AI's darker side emerged with deepfakes impersonating candidates and deceased politicians, amplifying propaganda. Despite fears, the elections avoided catastrophic disinformation, but highlighted AI's potential to level the playing field for smaller parties through cost-effective tools. Overall, AI made democracy more accessible, though ethical safeguards remain crucial.

AI in Governance and Public Services

AI is revolutionizing Indian governance by enhancing efficiency, transparency, and inclusivity in public services. The government's "AI for All" ethos integrates AI into sectors like agriculture, healthcare, and education, bridging access gaps in a diverse nation.

In agriculture, AI tools like Kisan e-Mitra provide multilingual query responses on schemes like PM Kisan Samman Nidhi, while the National Pest Surveillance System uses AI for pest detection, reducing crop losses. Satellite and weather data enable crop health monitoring for rice and wheat.

Healthcare benefits from AI-driven diagnostics in rural areas, with platforms like Bhashini supporting voice-based interfaces in local languages. In education, AI personalizes learning, as seen in iGOT Karmayogi for civil servant training. The Competency Framework for AI, inspired by UNESCO, equips over 3.1 million civil servants with AI skills, emphasizing ethics.

Governance tools like SabhaSaar use voice-led AI for panchayat accountability, while Sansad Bhashini offers real-time translation of parliamentary proceedings across 22 languages, promoting linguistic federalism. AI supports administrative tasks, legislative research, and public engagement in parliaments, improving transparency.

These applications demonstrate AI's potential to empower citizens, but require robust data governance under laws like the Digital Personal Data Protection Act, 2023.

Challenges and Risks

Despite its promise, AI's role in Indian democracy faces significant hurdles. Misinformation and deepfakes pose existential threats, as seen in the 2024 elections where AI-generated content spread deceptive narratives, eroding trust. Global reports identify disinformation as a top risk, potentially destabilizing society by questioning election legitimacy.

Algorithmic biases amplify social divisions, with AI models trained on skewed data perpetuating inequalities in a diverse nation. Privacy concerns arise from data-driven surveillance, conflicting with rights under Articles 14, 19, and 21 of the Constitution.

The digital divide exacerbates exclusion, with uneven AI literacy and access hindering equitable benefits. Market concentration among Big Tech firms raises anti-competitive issues, complicating accountability.

India's reactive policies, like ad-hoc advisories on deepfakes, lack coherence, risking over-regulation or censorship. Ethical dilemmas, such as moral policing via AI, undermine freedoms. Addressing these requires balanced governance, emphasizing transparency and human rights.

Future Prospects

Looking ahead, AI can foster a more inclusive Indian democracy through predictive analytics for policy feedback and enhanced civic education. Initiatives like AI for India 2030 aim to integrate AI ethically, positioning India as a global leader. Recommendations include strengthening regulations, promoting digital literacy, and fostering international collaborations to mitigate risks while amplifying benefits.

Conclusion

AI's role in Indian democracy is profound, offering tools for empowerment while demanding vigilant safeguards. By prioritizing ethical innovation, India can harness AI to strengthen its democratic ethos, ensuring technology serves the people.

References

- Al Jazeera. (2024). *How AI synthesised media shapes voter perception*. https://www.aljazeera.com/
- Atlantic Council. (2025). *India's path to AI autonomy*. https://www.atlanticcouncil.org/
- Carnegie Endowment. (2024). *India's advance on AI regulation*. https://carnegieendowment.org/
- Center for Media Engagement. (2024). *India's generative AI election pilot*.

https://mediaengagement.org/

- CIVICUS. (2024). *INDIA: 'The negative impacts of AI'*. https://www.civicus.org/
- DGAP. (2024). *Generative AI and its influence on India's 2024 elections*. German Council on Foreign Relations. https://dgap.org/en/research/publications/generative-ai-and-its-influence-indias-2024-elections
- ECIPE. (2024). *AI and India's national interest*. European Centre for International Political Economy. https://ecipe.org/
- Friedrich-Naumann-Stiftung. (2025). *Generative AI and its influence on India's 2024 elections*. https://www.freiheit.org/
- GNET. (2024). *Deep fakes, deeper impacts*. Global Network on Extremism and Technology. https://gnet-research.org/
- GovInsider. (2026). *India looks towards a DPI approach*. https://govinsider.asia/
- IDinsight. (2025). *ElectionGPT*. https://www.idinsight.org/
- IIPA. (n.d.). *Application of AI in governance*. Indian Institute of Public Administration. https://www.iipa.org.in/
- IMF. (2023). *Unlocking India's potential with AI* (N. Nilekani & T. Bhojwani). International Monetary Fund.

https://www.imf.org/en/publications/fandd/issues/2023/12/pov-unlocking-india-potential-with-ai-nilekani-bhojwani

- IndiaAI. (2024). *Scaling transformation of government services*. https://indiaai.gov.in/
- IndiaAI. (2025). *Significance of AI on National Voters' Day*.

https://indiaai.gov.in/article/significance-of-ai-on-national-voters-day-strengthening-democracy-through-innovation

- International IDEA. (2025). *Democracy in the age of AI*. International Institute for Democracy and Electoral Assistance. https://www.idea.int/
- IPU. (n.d.). *The role of AI in parliaments*. Inter-Parliamentary Union.

https://www.ipu.org/

- IRM India. (2025). *Democracy in the age of AI*. https://www.irmindia.org/
- NITI Aayog. (n.d.). *National strategy for artificial intelligence*. Government of India. https://www.niti.gov.in/
- Nisos. (2024). *What India's elections can teach us about AI*. https://nisos.com/
- Officers Pulse. (2024). *AI in Indian governance and public services*.

https://officerspulse.com/

- ORF. (2024). *Elections, accountability, and democracy in the time of A.I.* Observer Research Foundation. https://www.orfonline.org/
- ORF. (n.d.). *In the #Indian socio-political environment*. Observer Research Foundation. https://www.orfonline.org/
- PBS NewsHour. (2024, June 12). *India's latest election embraced AI technology. Here are some ways it was used constructively* (V. Shukla & B. Schneier).

https://www.pbs.org/newshour/world/indias-latest-election-embraced-ai-technology-here-are-some-ways-it-was-used-constructively

- PIB India. (2025). *Use of AI in agriculture*. Press Information Bureau, Government of India. https://pib.gov.in/
- Springer Link. (2025). *Governance and artificial intelligence*.

https://link.springer.com/

- Taylor & Francis. (2024). *AI governance in India*. https://www.tandfonline.com/
- Techpolicy.press. (2024). *India's experiments with AI in the 2024 elections*.

https://www.techpolicy.press/

- Techpolicy.press. (2024). *India's experiments with AI*. https://www.techpolicy.press/
- Techpolicy.press. (2025). *India's new AI governance plan*.

https://www.techpolicy.press/

- Techpolicy.press. (2025). *What it will take for India's new AI governance guidelines*. https://www.techpolicy.press/
- UNESCO. (2025). *India launches AI competency framework*. United Nations Educational, Scientific and Cultural Organization. https://www.unesco.org/