

“Political Power in the Era of Artificial Intelligence in India”..**Punit¹, Dr. Nancy Puri²**

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Abstract

The concept of artificial intelligence (AI) is proving to be a revolution, altering the economies, societies, and political systems all over the world. In terms of India, the rapidly increasing number of AI applications in governance and electoral politics brings up very serious concerns on the question of redistribution of political power. In this paper, the author analyses the role of AI in the politics of India, especially policy frameworks, the state bureaucracy, and political campaigns. The analysis provides a holistic overview of the adoption of AI by synthesising policy documents, market reports, scholarly literature and the current news articles. The results have shown that AI market is set to grow to USD 8 billion and USD 17 billion in 2025 and 2027 respectively, which represents growth rate percentage, showing the growth rate of about 40 percent annually. Included in those are government programmes and policy, including the National Strategy on Artificial Intelligence (synonymous with AI for All), BharatGen (an Indian AI multimodal model), and the AI Competency Framework, which all indicate that the governments review a long-term commitment to inclusive AI. Deepfakes, voice cloning, and micro-targeting are some of the technologies used in electoral campaigns today, as demonstrated in the 2020 Delhi Legislative Assembly elections and the 2024 national election. This technology allows one to conduct outreach in a personal way but at the same time poses a threat of misinformation being increased. The paper we are examining believes that AI has the potential to concentrate political power within the hands of several players or add a democratised engagement depending on the policies, regulatory models and reasonable approach..

Keywords: Artificial intelligence, Political power, Digital governance, Deepfakes, Data privacy etc..

Introduction

In modern academia, AI has embraced the stage where it was merely an unrelated scholarly fascination to a tremendous a basket of technologies that dominate the world. The essence of AI is all inclusive of machine learning, natural machine language processing, computer vision, robotics and generative machine models which allow these machines to take on the tasks that could only achieve in human cognitionⁱ. All these systems identify faces, translate languages, generate the essays, and handle the transactions of money hence redefining professional and personal spheres. Although economic growth, productivity, and innovation are all considered a driver of this AI is the government around the world, it also raises serious concerns in terms of privacy, fairness, transparency, and power balanceⁱⁱ.

India is characterised with a population of over 1.42 billion and make it an interesting example study regarding an impact of AI on the political power. Within the last 10 years, the nation has established an elaborate digital masses infrastructure that encompasses Aadhaar: biometric ID programme partaking one-of-a-kind IDs to over a billion inhabitants, Unified Payments Interface (UPI) enabling quick, low expenses, computer-mediated transactions, Digi Locker: online copy repository, and e-Sanjeevani telemedicine serviceⁱⁱⁱ. Those spaces produce massive amounts of data that can be used by AI-powered machines to alleviate the delivery of services, detect fraud, and predict the needs of a group of people.

Since ensuring the strategic role of AI, the Indian government has issued the National Strategy of Artificial Intelligence in 2018 called AI for All. This strategy states the vision where AI will contribute to the inclusive growth and social well-being by defining five priority domains, including agriculture, healthcare, education, smart cities and smart mobility^{iv}. It requires building local AI solutions that address India with its heterogeneous

linguistic and socioeconomic environment and so distinguishes India in relation to countries that prioritise economic competitiveness or military use^v.

The market of AI in India is growing at a worrying rate. Compilations of policy reports and market investigations project that the worth of the industry will have grown to US in 2025 and US in 2027 and having a compound average growth of about 40 percent. In terms of AI investment in the privately sector, the country ranks number ten in the world, leaving no doubt that the country has become much involved in the interactions of domestic and foreign investors^{vi}. However, AI implementation is localised in the country. The issues of digital inequality: This is due to the digital divide that covers inequality in internet access, the availability and affordability of device, and digital literacy to serve rural and impoverished populations. This bias poses profound questions on how technological advancement can be handled to stop the implementation of technological advances enhancing the already existing social divisions^{vii}.

In this regard, legal frameworks have been still being shaped in the face of these challenges. Indeed, the Digital Personal Data Protection Act (DPDPA) has broad principles of data privacy and security that all pertain to consent and limitation of purposes, enacted in 2023. But there are rudimentary enforcement mechanisms and the law puts tremendous exemptions on the governmental agencies^{viii}. Another aspect is that although India does not currently have a specific AI law, draught bills of Digital India act and Deepfake Regulation Bill reflect the recognition by policymakers that increasingly more specific regulation of AI is necessary.

This paper will discuss the relationship between India and artificial intelligence and political power. Its aim is to explain the role played by AI devices and policies in governance, public administration, and electoral rivalry. The synthesis of new evidence based on heterogeneous sources, like the initiative Propose AI-focused campaign strategies BharatGen which is a multimodal model of language oriented towards Indian languages and the AI Competency Framework that makes civil servants informed about the risks and opportunities of AI in a democratic society and the case studies about AI-driven campaign strategies will help inform policy makers, civil society and scholars on the risks and opportunities of AI in a democratic environment^{ix}. Finally, the paper will also provide a response to this question: How is artificial intelligence transforming political power in India and what do we need to do to ensure democratic accountability and equity?

Research Objectives

In order to find an answer, the current research endeavours follow a couple of objectives that are interrelated. First, it attempts to examine the political environment of artificial intelligence in India related to national policies, regulatory, and local innovations. Second, it explores how AI is adopted in the administration at the level, especially in the fields of welfare allocation, digital payment, health care, and agriculture in order to examine the impact of AI on service delivery, service provision efficiency, and transparency. Third, it examines AI application to electoral politics including deepfakes, voice cloning, and micro-targeted advertising and discusses the implications of this to voter behaviour and democratic conversation. Fourth, it assesses how AI affects the allocation of political power, whether AI will put power concentrated on the part of a limited number of actors or it will allow a wider participation. Lastly, it suggests certain policy suggestions in order to guarantee that AI implementation in India is not related to democratic concerns and the need to advance inclusive progress.

Research Methodology

The current research is based on a qualitative type of research design that is anchored on descriptive and analytical research designs. It does not involve direct data collection but synthesises a collection of various workings to encourage the numerous political impacts of artificial intelligence. It includes policy documents, such as the National Strategy on Artificial Intelligence, including governmental press releases, market analysis, scholarly, peer-reviewed articles, and mainstream, as well as think-tank briefs published in 2020–2025. All the sources were chosen within the range of relevance, academic integrity, and time. The most important facts and figures such as those made in AI market predictions and those that are determined in statutory stipulations, and defining AI initiatives, were thoroughly identified and cross-checked to ensure that they are true.

The analysis of the documents that had been collected was done by using a strict content analytic framework. The texts were carefully read, followed by coding separately with the help of the categories compared to the objectives of the study, which included such forms: policy and regulatory milieu, AI playing at governance, its effects on electoral procedures, power redistribution, and ethical issues. The method under this coding helped to discover similarities among results, discrepancies, or gaps in the literature. The emergent themes were, in turn, merged into the structured accounts that oppose the empirical results with the existing theoretical explanations of political

power, digital governance, and democratic accountability. Although the used inquiry does not involve the main demographic group or call a sample size (as the work used previously available literature), the rigour of the methods used is demonstrated by the process of systematic selection and coding of a source and interpretative appraisal.

To help in this task, the researcher used reference-management software to organise citation, spreadsheet software to consolidate individual pieces of data (such as estimations of market size), and well-developed qualitative methods of analysis such as themes and cross-source triangulation. It is justified to focus on qualitative synthesis since the representation of the political impact of AI is complex due to its multidimensional character, and its interpretation must be contextual, not numerical. However, such crucial quantitative indicators like market-size projections and investment hierarchies were included so as to frame the analysis to empirical reach premises.

Results and Discussion

The policy system in India places artificial intelligence as one of the stimuli of inclusive socially advantageous development. According to the National Strategy on Artificial Intelligence, AI is expected to support economic development and, in the process, enhance the quality of life with the maxim summing up as AI for All^x. The strategy has driven efforts like the BharatGen, which was launched in 2024, this being the first multimodal language model in India, intended to capture the language plurality in this country. The BharatGen procedure processes audio, visual as well as text data and thus brings about translation as well as content developed in a broad array of Indian languages^{xi}. Researchers attribute the promotion of digital inclusivity to BharatGen, which offers AI services to users in default of the English language and reduces the dependence on external models. The other innovation is the AI Competency Framework that defines behavioural, functional, and domain-specific competencies that civil servants must have. It fosters moral reasoning and data management and disclosure, and it tries to minimise the disparity in knowledge between technologists and policymakers^{xii}.

Controlling is a process under development. The Draught Personal Data Protection Act (DPDPA) provides rather general principles of data protection with a focus on consent and restriction of purpose^{xiii}. It restricts itself to any organisation working with personal data and was inspired by international standards like the European Union best practises through the GDPR. However, the draught offers wide-ranging exemptions to government agencies and passes the specifics to enforcement to other lesser legislation^{xiv}. India currently does not have a detailed artificial intelligence legislature. The suggestion of schemes of a Digital India Act and a Deepfake Regulation Bill suggests a new awareness of acceptance of AI-related problems. The latter would require labelling of the AI-generated media and punish the production of those deepfakes with ill intentions^{xv}.

Applications of AI in the field of public administration are presented as the examples of both positive and negative possibilities. It has become efficient by distribution of welfare using Aadhaar-identified people. DBTs are based on biometric authentication and connexion to a bank account to reduce fraudulent claims and administrative leakages. Artificial preceptors can be used to scan transaction patterns to identify suspicious activities and ensure eligibility^{xvi}. Bank digital payments through the Unified Payments Interface (UPI) created immense data sets; insurers and financial technology companies use machine-learning fashions to identify suspicious request in the real-time and therefore improve fraud discovery.

AI has a support-level in the probable field of healthcare through diagnostics and telemedicine. The chest X-rays are interpreted by the algorithms to identify the presence of tuberculosis as well as COVID-19, whereas the risk of maternal mortality is determined by predictive models^{xvii}. This is the case of the e-Sanjeevani telemedicine base that incorporates AI to triage patients and direct them to the right specialists, which increases rural access in rural areas. Intelligence in agriculture is a highly promising field that uses AI to manage crops. CropIn and Gramophone are startups that utilise satellite photography and sensor measurements to predict harvest, disturbances of pests, and treatment guidelines^{xviii}. The National Pest Surveillance System of the Government uses the AI to forecast outbreaks of pests and respond to those in a timely manner. These technologies are a potential source of increased productivity and less consumption of resources, but their use requires connectivity and digital literacy^{xix}.

New technologies are being used by law enforcement and the sector of justice to experiment with AI. Facial-recognition systems that police departments use are used to track down suspects and missing individuals. Automated policing algorithms examine past data related to crime to project possible hotspots as a way of controlling the use of resources^{xx}. Courts are whitelisting cases using AI based case-management systems to prioritise and schedule cases. Although these tools seem to be efficient, they raise ethical concerns as well. Face-recognition algorithms can take the form of misidentifying people, especially those who belong to a darker-

skinned or discriminated group. Predictive policing will create the risk of, and reinforce historical biases in the event that previous arrest record carries discriminatory tendencies^{xxi}.

Artificial Intelligence as a central gathering feature of Indian election campaigns is here to stay. During the 2020 legislative assembly election of Delhi, the BJP used the recommendation called deep-fake technology to produce several versions of a speech by a politician Manoj Tiwari. The speech itself was lip-synced to other languages, thus making the outreach efforts to linguistic communities customised^{xxii}. Though the content was not illogical it marked the beginning of AI generated political messages. Towards the 2024 national election, campaigns driven by AI had increased significantly. AIs were utilised by parties to create slogans, imitate voices, and write scripts. There were deep-fake videos in the social media where Bollywood actors who included Ranveer Singh and Aamir Khan purportedly supported parties that they had never even backed^{xxiii}.

Another use of AI in campaigns is under micro-targeting. Publicly available data is gathered by parties to identify the electorate through the use of voter lists, social media, consumer behaviour, and public records. Machine-learning algorithms assume specific individuals' preferences and deliver them messages. The voters are presented with personalised WhatsApp forwards, regional based jingles and hyper-local adverts. As much as efficient procedures like micro-targeting enhance the efficiency of operations, it raises ethical issues. Voters can be informed only over the material that upholds their biases thus reaffirming echo chambers^{xxiv}.

With AI tools playing a leading role in electioneering, conflicting areas will emerge in terms of regulations. The current law adequately offers minimal control in the form of the Information Technology (IT) Act or the guidelines created by the Election Commission. The current state of affairs in India does not feature any legislation that governs the AI-generated campaign content. It may be combatted by offering the Deepfake Regulation Bill by means of labelling AI-generated media and penalising bad actors. The specifics of implementation will be decisive: too strict legislations can hamper creativity and freedom of speech, but the enforcement is too loosened, creating chances of manipulation^{xxv}.

The overall impact of these changes is the re-Organisation of the political power. The centralisation of power makes artificial intelligence vulnerable to capture use cases and large amount of data into few hands - most often it is government agencies, popular technology companies, or political parties with deep financial reserves. Citizens may be shrivelled, directed messages designed, and opinions framed by employing surveillance, predictive analytics and controlled messages that can be used to quash any form of dissent. To take a few examples, AI-based sentiment analysis enables the parties to tune nuances in narratives on the spot, whereas predictive policing can further concentrate police force within the given neighbourhood, which can suppress any protest^{xxvi}. The concentration of AI purposes hence poses the danger of enshrining in place the hierarchies that exist and the threats to the cheques and balances of democracy.

Privacy and bias as well as the digital divide are a worry. The aspect of AI of being dependent on data exposes personal privacy to attacks that especially in cases where data-protecting laws like the DPDPA do not have solid enforcement mechanisms^{xxvii}. Algorithms bias will replicate social inequalities; examples of this are that training data that does not accurately represent a particular community can give biased results. The digital divide, which is based on differences of connectivity, literacy, and income implies that AI-based services are likely to be unavailable to people who require them the most. In the absence of the so-called interventions (like broadband expansion, digital literacy programmes, and any inclusion design), AI may only expand the gaps between different audiences and not promote their bridging^{xxviii}.

As shown in the table below, the quantitative findings of this paper are summarised in some and some. It entails market estimates, investment priorities and sealed of the most imperative initiatives in order to give a transparent picture of the AI dim in India.

Indicator/Initiative	Value/Description	Source
AI market size (2025)	India's AI market is projected to reach USD 8 billion.	Wikipedia / Market reports

AI market size (2027)	By 2027, the AI sector is expected to be valued at USD 17 billion.	NASSCOM & BCG report
Compound annual growth rate (CAGR)	Approximately 40 percent between 2020 and 2025.	Wikipedia / Market reports
Global ranking for private AI investment	India ranks 10th globally for private-sector investment.	UNCTAD report
BharatGen initiative	India's first multimodal language model to support local languages.	MeitY press release
AI Competency Framework	Outlines behavioural, functional and domain-specific skills for civil servants.	MeitY document
Digital Personal Data Protection Act (DPDPA)	Enacted in 2023; emphasises consent and data security.	Government of India
Deepfake use in campaigns	BJP employed deepfakes in the 2020 Delhi election; AI-generated content proliferated in the 2024 national election.	News reports
Proposed Deepfake Regulation Bill	Aims to label AI-generated media and punish malicious deepfakes.	Legislative proposals

To draw the interest statistics of significant statistics, the following figure compares the estimated market value of AI in 2025 and 2027 and illustrates how India is ranked worldwide in terms of investing in AI privately. A figure rating of ten shows that India is ranked at position ten in the global investment elite.

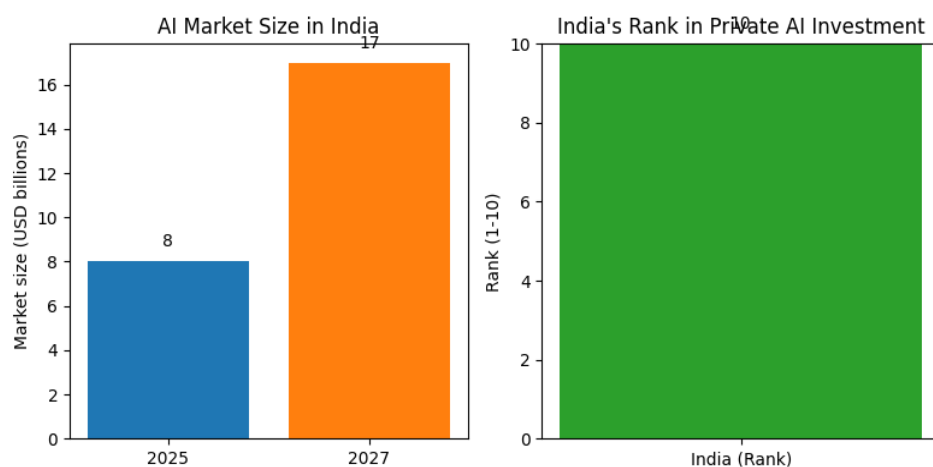


Figure 1. Projected AI market size in India for 2025 and 2027 and India's global ranking for private AI investment.

The trend is of a sudden spread in the AI market which is projected to increase, as demonstrated by its bar diagram, over two times within two years. According to the ranking bar, even with high growth, India continues to be underscoring compared with big AI investors such as the United States and China, which means that it can grow and develop more.

Conclusion

India political terrain is being reshaped by artificial intelligence. Programmes sponsored by the state like AI for All, BharatGen, or the AI Competency Framework can also be viewed as a positive example of a clear attempt to use AI to achieve inclusive development. It is expected that the AI market will grow to USD17 billion by 2027 despite the fact that it stands at USD 8 billion in 2025. As a matter of fact, AI is already improving welfare distribution, financial service provision, and healthcare delivery, not to mention agriculture, but since its adoption remains uniform and a number of barriers still exist. Electoral campaigns are experimenting with AI-driven strategies, such as deepfakes, voice generation, and micro-targeting, to personalise outreach, which, although perhaps more effective at engagement, can also hypocritically promote the spread of misinformation and the loss of trust in society.

The major finding of this investigation is that the role of AI in the powers of politics is two-sided. On the one hand, AI can lead to power concentration since advanced surveillance and persuasion techniques will be incorporated into the arsenal of the representatives of a narrow circle of individuals and, as a result, allow monitor citizens, direct opinion formation, and strengthen authority. On the other hand, AI can also be promising democratisation of participation based on open-source technologies and inclusive services which will allow a wider range of stakeholders to gain power. The policy decisions will depend on the path that India will eventually pursue. Powerful AI laws, careful monitoring of data-protection policies, disclosure of campaigns technologies, and investments in a digital infrastructure that is inclusive are the absolute requirements. Further research is necessary to evaluate how such proposed laws as the Deepfake Regulation Bill have been implemented, examine the understanding of AI in governance by citizens, and perform comparative studies of the AI policies in the states of India and other democracies. This will put AI to work reinforcing and not undermining its democratic institutions in India with careful control and broad communal participation.

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