

## **PROPOSITION FOR NEETI**

### **Scenario 1**

Mr. X is a renowned political analyst in country Y. He is known for his work in the field of election analysis, apart from his occasional takes on the political situation in the country. He is sought after by many channels during the election season. It is said that he never guessed it wrong when it comes to the outcome of an election. He has been working for 60 years, but he always stays updated with the advancements of technology and uses every medium for sending out his views. His monthly column '*Politricks*', in the largest circulated daily newspaper of the country, is a regular feature for the last 40 years. He appears in many news channel debates. He even posts regularly on his blog '*X's Politricks*' and shares about it in all major social media platforms.

In the preparatory works for the upcoming National Elections, ABC News have made arrangements to have Mr. X on their channel. To make the most of the moment ABC News had asked Mr. X announce it on his social media handles in manner which can go viral. Mr. X posted the following cryptic post on his social media channels- 'Watch this space for one of the biggest announcements of my life.'

Immediately there were many shares and speculations about what it can be. Few opined that it can be about him joining a political party and others sarcastically concluded that he is finally retiring. At the stroke of midnight someone shared a video of Mr. X which turned viral within a few minutes. In that video he announced that democracy can no longer work for this country and that he decided to give up his vote. Further he asked people to do the same. There was a huge hue and cry in the country.

Mr. X got to know about the video next morning. He received many calls and messages. His social media channels flooded with comments, mostly negative, condemning the video of Mr. X and his views. He immediately shared a post claiming that it is not his video and someone tried to tarnish his image. He even said that he lodged a police complaint and shared its progress on regular basis on his blog. The police acted swiftly and traced the video to an IP address based in a remote village in the country. After running the digital forensics, it was concluded that it was not the video of Mr. X but was made with Deepfake technology.

### **Scenario 2**

Late Shri Alambana is a great actor of country Y in the 1970s. Though he acted in just 15 films, many film critics said that his performances should be considered for inclusion in the guidebook of acting. He has a record of bagging 12 national awards for his performances. When he died, it was called a great loss to the film industry.

Aloma LLP is a production house known for making great films at low budget. Aloma is acclaimed for the adoption and use of technology in film making. To honour Shri Alambana on his 75th birth anniversary, Aloma announced that it will be using latest technology to feature Shri Alambana in its upcoming movie '*Actor*'. Many fans of Alambana were curious as to how it would be done. Some expressed concerns on the possible tarnishment his image. The trailer of '*Actor*' went viral and the hopes of the fans were in the sky. The film was released during the birth week of Alambana. Right after the first show, reviews on the internet spewed negative comments on Aloma for making such a bad film. The film revolves around Alambana trying to be a successful actor in the world of nepotism. The film goes to an extent of portraying him in dark shades and a scene features him flaunting a six-pack. Fans and film historians organized protests outside the office of Aloma for the bad portrayal of Alambana. Aloma responded by saying that it took the content generated by deepfake technology and that it never intended to defame Alambana. It also contended that the film went ahead with its artistic liberty in light of the present circumstances.

### **Scenario 3**

The Police of Z, a state in country Y, unearthed new kind of cyber fraud swindling money from people. The method was explained in a press meet organized by the DGP of the state.

It starts with a video call or a video is sent as a message. The video generally features a family member or friend who would ask for money to be sent to an account in one or the other pretext. In majority of the cases, it was about settling a due arising out of minor road accident to avoid court cases or for hospital bills citing emergency. The process is based on collecting data about the target and their family and friends. Once they zero down the target, the fraudsters would generate videos using deepfake technology.

The police department asked people to be vigilant and not to act on such calls without due diligence. It was also informed to the press that, so far, the fraudsters have swindled Rs. 7 Crores from some hundred victims.

## **PROBLEM**

The student-run Centre of Law and Policy of a National Law University filed a PIL in the Supreme Court of India seeking prompt action and directions to the government to regulate the technologies concerning deepfakes.

The court admitted the PIL and ordered for a high-power committee to be constituted to chalk out a policy on Deepfakes. The Committee invited civil society to submit draft policy on deepfakes.

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## **NOTE THAT:**

- The laws of country Y are the same as Indian laws.
- The demographic of Country Y is the same as the Indian demographic.

## **FORMAT**

1. Policy Title
2. Abstract
3. Table of Contents
4. Introduction
5. Policy
6. Implementation Plan
7. Feasibility
8. Conclusion