

Quote by Devroop Dhar, Co-Founder & India CEO, Primus Partners

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## Do You Post News Online? Proposed Changes To IT Rules May Invite Scrutiny

*Under the proposed IT rules, the scope of "news and current affairs content" may be expanded to include posts by individual users.*

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Read on: <https://www.ndtv.com/india-news/content-creator-finance-influencer-posting-news-online-draft-it-rules-social-media-11295610>

### Article Content:

**New Delhi:** The central government has proposed changes to the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.

The proposed draft widens the net. It can bring independent finance influencers, citizen voices and creators who post news under the same framework as digital news publishers. [FOLLOW LIVE UPDATES](#)

Essentially, if you post news and current affairs online, you may be treated like a news organisation. The proposal has triggered a debate. Supporters say it will curb misinformation. Critics warn of overreach and self-censorship.

### Here's What The Draft Says:-

- The scope of "news and current affairs content" may be expanded to include posts by

individual users.

- Intermediaries may be required to follow government advisories, directions and guidelines more strictly.
- Action on content may be possible even without a formal complaint.
- Non-compliance could put safe harbour protection at risk for platforms under Section 79 of the IT Act.

In effect, a finfluencer's news post may be treated the same way as a registered digital news outlet.

### **Recent IT Rule Changes**

Over the past year, the IT Rules have already been tightened.

- Only senior officers (Joint Secretary rank or authorised senior police officers) can order takedowns.
- Orders must clearly state the legal basis and identify the exact content.
- These orders face monthly review.

### **AI & Deepfake Rules:**

- [AI-generated content](#) must carry a clear, permanent label.
- Content that impersonates people or misleads users is prohibited.
- Platforms must remove serious AI-based violations within three hours.
- Failure to comply can lead to loss of safe harbour protection.

The March 2026 draft goes a step further by expanding who falls within this ecosystem.

### **What this could mean for finfluencers and creators**

- Creators posting news may face the same scrutiny as publishers.
- Platforms may become more cautious and quicker to remove such content.
- Compliance requirements may rise for individuals who never saw themselves as "publishers".
- There are fears of self-censorship, as platforms try to avoid legal risk.

### **'Proof Of The Pudding Is In Eating'**

Experts believe that the effectiveness of the proposed changes can only be determined on how they are implemented. "With finfluencers and citizen voices increasingly shaping financial opinions online, the intent to curb misinformation and improve accountability is understandable. However, how these rules will be enforced is still unclear. How this plays out in practice will determine whether it strengthens the ecosystem or creates hesitation around open, credible journalism," said Rashmi Shetty, Founder and CEO, Cohort Communicationz.

Echoing Shetty, Devroop Dhar, Co-Founder & India CEO, Primus Partners, said, "The intent behind these proposed changes is clear, the government is trying to bring a layer of accountability to the fast-growing digital news ecosystem, especially with influencers and citizen journalists now playing a much bigger role. At the same time, while the intent is clear, the implementation would be key factor here. There is always a risk of overreach. So, the balance is going to be critical."

### **'Accountability Was Inevitable'**

The proposed IT Rules signal a structural shift in India's digital content ecosystem, says Sonam Bhagat, Founder-CEO, Vygr News. "With the creator economy projected to exceed \$15 billion in

2026 and growing rapidly, accountability was inevitable. Measures like 3-hour takedowns and AI labelling push creators toward stronger editorial systems and compliance frameworks. This transition favours organised, credible creator networks over individual virality. Globally, similar trends are visible across regulated markets."

In a similar vein, Shreya Sharma, Founder & CEO, Rest The Case , said, "Over the past few months, amendments to the IT Rules across 2025 and early 2026 have introduced stricter controls on online content. These changes indicate a move towards greater accountability for digital platforms, while also raising important legal and policy questions."

### **'AI Content Introduces Accountability Gaps'**

Yuvraj Shidhaye, Founder and Director, TreadBinary flagged accountability gaps that emerge from AI-generated content. He said, "Jurisdictional questions remain unresolved, especially when creators, platforms, and audiences span geographies. A more balanced approach would be to prioritise transparency, ensuring clear disclosures that help audiences distinguish between verified news, opinion, and entertainment."

Adding to Shidhaye, Chinmay Bhosale, Co-founder, NYAI, said, "It should be made sure that independent voices and fresh ideas are not stifled in the digital realm especially for rookie producers and smaller venues, owing to these stricter rules."

### **The Larger Legal Question**

In *Shreya Singhal vs Union of India* (2015), the Supreme Court held that platforms are intermediaries, not publishers. Now, the current direction of the rules raises a key question: Are intermediaries now being pushed closer to the role of publishers?

Currently, the draft is open for public comments. The government may revise it before finalising. If the proposal goes through in its present form, the line between a influencer and a digital newsroom will become much thinner.