

Regarding Need to establish ethical guidelines and legal framework in the deployment of Artificial Intelligence-laid

SHRI HIBI EDEN (ERNAKULAM): Today, we witness remarkable advancements in Artificial Intelligence (AI), that holds immense promise for transforming various industries and improving lives. India, with its vast talent pool, is about to embrace AI-driven innovation to create art, enhance digital services and solve complex problems. However, with this tremendous power comes an equally significant responsibility to regulate its use to ensure fairness and mitigate potential misuse. In industries such as customer service, AI-powered chatbots have revolutionized interactions, offering personalized and efficient support to Indian consumers. This technology has improved accessibility and convenience, but we must remain vigilant about AI-generated misinformation that could deceive customers or spread false narratives.

India faces the threat of deep fake technology, a stark reminder of the potential for AI misuse. Fraudsters exploit this technology to create fake videos or audio impersonating individuals, leading to identity theft or reputational damage. We must safeguard against these risks. The need for responsible regulation is not about stifling innovation, but rather ensuring that AI serves as a force for good. By establishing ethical guidelines and legal frameworks, we can foster transparency, accountability, and fairness in AI deployment. Striking the right balance will encourage innovation while protecting our citizens' privacy, security, and fundamental rights.