

From AI Adoption to AI Governance: Understanding Policy Awareness in Indian Media

Manushree Maity*
Dr. Harish Kumar**

Abstract

This research has identified that the adoption of AI requires a strong governance framework within the Indian media sector to ensure responsible application. Different key factors have been analysed critically, identifying associated ethical and security challenges. The Privacy Act in India demonstrates reshaping the economic and social environment, adding more advantages to the nation. Moreover, the application of suitable theory highlighted the adaptation of AI, prompting organisational members to ease overall work through innovation.

Introduction: Background

In today's world, artificial intelligence has emerged as the most effective force of the fifth industrial revolution. India has articulated a clear vision to build an AI stack anchored in a national prioritisation strategy rooted in democratisation, intuition and scale. Their objective is to ensure that the application of AI is not for replacement but for our firms across several sectors. According to PIB (2026), India adopted an AI governance framework in seven Sutras to enable trusted, safe, and inclusive AI innovation for education, healthcare, agriculture, governance, manufacturing, and climate action. Figure 1 highlights seven key Sutras of AI governance in India. Hence, AI governance and policy awareness are critical factors for maintaining public trust in the digital ecosystem

* Research Scholar, **Professor, Dept. of Mass Communication, Faculty of Arts & Social Studies, St. Xavier's University, Kolkata.

From AI Adoption to AI Governance



Figure 1: Sutras of AI governance in India

(Source: Pib, 2026)

Aim and objectives

The aim of the study is to examine the transition from AI adoption governance in the Indian media industry, highlighting the need for policy awareness.

In order to meet this aim, some objective of this research is developed as follows,

- To explore the extent of AI adoption in India
- To evaluate the awareness of AI governance policies and regulatory frameworks
- To identify the key challenges faced by the Indian media sector during AI adaptation
- To recommend strategies for AI governance and policy implementation

Rationale

The rationale of the study highlights growing dependency of the Indian media industry on technology, which increases concern about ethical issues and several benefits like efficiency, engagement and personalised content development. But it might lead to privacy violations and misinformation (Kesar, 2026). Therefore, adequate governance law application needs to be done, increasing policy awareness to ensure responsible implementation. Further AI government produce valuable insight to the policy makers and reflections to enhance AI application across India for various fields.

Therefore, this study is important to critically analyse the regulation and policy framework with a strong understanding.

Literature review

The extent of AI adoption in India

Adoption of AI in the Indian media industry has rapidly increased to improve content production, gain digital competitiveness, and enhance audience engagement. As a result, the AI market in India is expected to reach USD 7.8 billion by 2025, growing at 20% annually (Indiaai, 2021). According to Kevin-Alerechi et al., (2025), automated news writing, voice synthesis and engagement analytics tracking are highly used by different media organisations such as Zee Entertainment, NDTV and so on. This tool is effective for news organisations to develop content faster and distribute effectively to grab the attention of a diverse audience (Mahajan, 2025). Different entertainment channels witnessed a paradigm shift with AI-powered anchors that offer 24/7 programming in multiple languages, reducing operational costs and enhancing overall efficiency. As a result, the AI market in India is expected to reach USD 7.8 billion by 2025, growing at 20% annually (Indiaai, 2021).

AI governance policy awareness and regulatory frameworks

Governance frameworks remain critical, despite AI adoption within the Indian media sector. According to the data of PIB (2026), India government has introduced the National Strategy for AI along with the Digital Personal Data Protection Act 2023. This strategic approach aligns with AI development as an aspiration of "Viksit Bharat 2047", influencing economic and social empowerment. AI applications in newsrooms and digital media require adequate data governance, as limited awareness poses ethical risks. Despite the concern, India's AI policies focus more on innovation and risk management to ensure responsible AI use for public trust. Figure 2 presents the AI media market revenue of USD 1,709.4 million in 2024 and is expected to reach USD 7,813.4 million by 2030 (Grandviewresearch, 2025).

From AI Adoption to AI Governance

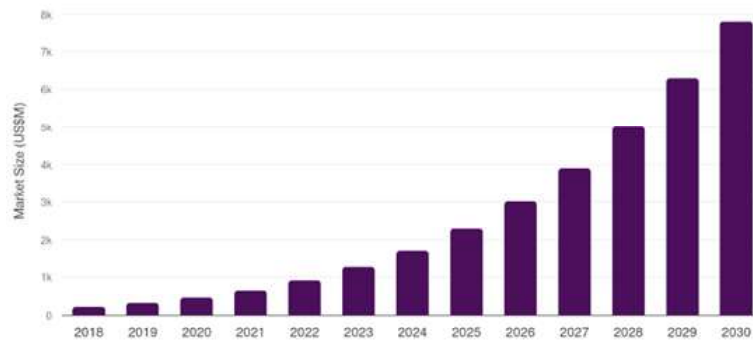


Figure 2: AI media market in India

(Source: Grandviewresearch, 2025)

Key challenges faced by the Indian media

Sector-specific regulation varies, and therefore, AI-generated misinformation and ethical issues have arisen. Consequently, this created trust issues among media audiences (Silamanthula et al., 2026). This issue is relevant, as it increases the consumption of digital media, exceeding 900 million internet users. Another AI governance challenge identified is a lack of formal AI ethics policies among media professionals. Critically, existing governance emphasised innovation promotion to maintain public trust, adhering to Indian AI media policies.

Strategic recommendation

Indian media organisations must develop and adhere to comprehensive AI governance frameworks, blending ethical accountability with technical innovation. The media companies also need to enhance literacy among internal staff and media content creators, providing them adequate training on policy awareness (Arsalani et al., 2025). This would improve responsible AI usage, reducing misunderstanding, ethical issues and enhancing transparency. Collaboration between government agencies will also create industry-specific governance standards and adhere to the "Data Protection Act 2023".

Key theory

The Technology Acceptance Model (TAM) is suitable for this

research to present how perceived usefulness influences individual acceptance, and perceived ease encourages people to use new technology with effort (Aulia & Marsasi, 2024). In this context, Indian journalists and entertaining media organisations are rapidly adopting AI systems with the belief of improving efficiency and enhancing audience engagement through technology. In this case, policy compliance is also essential. On the other hand, "Institutional Theory" investigates regulatory pressure and professional norms towards AI governance by adopting the technology with responsibility in the media institution.

Literature gap

Existing literature showed a limited attention towards AI governance system amendments and their significance understanding among Indian media professionals. Moreover, insufficient research was observed in the literature regarding interpreting AI governance policies for AI-assisted content creation with ethical standards. Hence, more in-depth research is needed to explore policy awareness and Indian AI-governance readiness.

Method

Research philosophy

The research will follow an interpretivism research philosophy since it will concentrate on the perception of Indian media practitioners regarding the adoption of AI, its governance, and the policy awareness in an organisational context. Interpretivism will align with the study as the interest is to examine subjective meanings, experiences, and interpretations as opposed to testing numerical associations (Acharya, 2025). This philosophy will aid in further insights into media-related behavioural and policy-focused approaches.

Research approach

The inductive approach will be used as the research will build broader knowledge and conceptual knowledge through qualitative evidence collected. The research will not test pre-conceived hypotheses, but rather, uncover new trends regarding AI governance and awareness of policies in Indian media organisations. Inductive approach will thus enable more flexible interpretation of modern AI related developments and institutional reactions.

Research design

This study will be using an exploratory design since the issue of AI governance and policy awareness in the Indian media is under researched. The design will be used to explore emerging trends, organisational issues, and emerging governance practices related to the adoption of AI.

Data collection

This study will use secondary qualitative data released in the past five years (2021-26) as it reflects the most recent developments in AI adoption. The resources will include academic journals, industry reports, government publications, media articles, and policy documents published in the past five years. Based on their relevance to the topic, information will be gathered using internet scholarly databases like Google Scholar, Scopus and ResearchGate and reports of Indian media regulators and technology organisations.

Data analysis

Thematic analysis will be used to analyse the collected qualitative data to find recurring ideas, concepts and patterns related to AI governance and policy awareness. The researcher will carefully peruse through the literature selected, encode important facts, group similar findings into themes (Christou, 2022) and draw meanings of these findings in the context of Indian media. This procedure will facilitate systematic and detailed qualitative analysis of secondary data.

Sampling

Purposive sampling will be followed to identify the most pertinent and informative secondary sources on AI governance, media policy, and adoption of AI in India. The sampling technique will be used to filter out all sources that are not credible, old, and topic-specific. This will enhance relevance and quality of the results because it will look at sources that are directly related to the research objectives.

Ethical considerations

The study will give proper representation of the secondary data without distorting the data or misrepresenting published results. To uphold academic integrity, all the secondary sources will be cited

and referenced accordingly using relevant academic referencing style (Johnson, 2025). To increase the validity and credibility of the research findings, the study will use only credible and peer-reviewed sources.

Analysis

Findings

AI integration in media operations

Indian media business has seen the development of AI at a very rapid rate, by way of automated contents, analytics of audience, multi-lingual translations, and providing tailor-made news services. Unlike Qudus (2025) who found out that AI makes the process more efficient and reduces the cost of production, Simon (2022) feels that over-automation is killing journalism creativity and editorial autonomy. Large organisations are technologically endowed in comparison to small regional media organisations which have created an unequal trend in AI adoptions. According to research by Microsoft (2024), 92% of the Indians reported using generative AI apps often, indicating that India is undergoing just as quick a digitalization, with viable governance readiness in a comparatively poorer condition.

Understanding of regulatory compliance

There is an uneven distribution of AI regulation and compliance systems in India in the media industry. Government policies foster responsible AI more and more based on transparency, accountability, and ethical protection; nonetheless, India does not have an AI-related law in place (Dhir & Verma, 2024). Hapsari¹ & Hidayah (2023) welcome the idea of the flexible, so-called light-touch, regulatory framework of India as a way of promoting innovation, but Moreno (2024) worries that voluntary compliance might not be able to effectively regulate misinformation, deepfakes, and algorithmic bias. In 2024, India unveiled advisory guidelines whereby there will be a need to approve and label untrustworthy AI installed to enhance responsibility and confidence of the population.

Technical and organisational barriers to AI adoption

In the Indian media industry, technical and organisational barriers to the adaptation of AI continue to include the unavailability of AI competency skills, funding, poor digital infrastructure and company resistance. Bigger media organisations are faster due to a stronger

From AI Adoption to AI Governance

technological foundation and, according to the research conducted by Angstrom et al. (2023), smaller organisations, confined to a region, cannot easily adapt the changes and educate its staff. Beyond that, there is fear of the unchecked use of AI because of the fears of misinformation, deepfakes, and the security risks. Peña-Alonso et al. (2025) affirm that journalists become increasingly afraid of AI-created fake news and lose editorial credibility which demonstrates the paradoxes between advancing the technology and journalism traditions.

Development of responsible AI governance strategies

In India, responsible AI governance practices are shifting towards the balance between innovative and ethical responsibility. To reduce life risks within societal frameworks of AI application within the media environments, Dariush and Piriyaei (2025) stress on the transparency, equitability, privacy safeguarding and human authority monitoring. According to Kashefi et al. (2024), flexible governance can help advance the country technology and AI innovation, and fragmented regulation renders the enforcement and accountability mechanisms weak. The Rs 10,371 crore India AI Mission which was unveiled in 2024 by India represents a strong government investment in the creation of a reliable AI ecosystem (Government of India, 2025), but the challenges to implementation and lack of policy awareness are still evident even now.

Discussion

Objective 1

Kevin-Alerechi et al. (2025) and Mahajan (2025) focused on efficiency and competitiveness. Simon (2022) proposed quite a critical point that excessively high automation reduces the creativity of the editorial work, which showed opposite opinions on the question of technological obsessions and the quality of journalism.

Objective 2

The objective was achieved through analysing India AI governance efforts, such as the National Strategy on AI and the Digital Personal Data Protection Act 2023 (PIB, 2026). Since Hapsari¹ & Hidayah (2023) supported the idea of flexible governance within the

framework of innovation, Moreno (2024) claimed that tools of poor enforcement are not needed, and the absence of basic policy knowledge and more responsible regulation in Indian media entities.

Objective 3

The literature and results have found numerous technical and organisational obstacles, such as misinformation, cyber security issues, lack of experience, and lack of infrastructure. Whereas larger organisations could rapidly adapt, as was argued by Aaastrom et al. (2023), smaller organisations were not favourable in terms of finances and technology. Peña-Alonso et al. (2025) also expressed worries pertaining to the disinformation that AI generates and the decline in the editorial credibility of journalism practices.

Objective 4

The study achieved this aim through its suggestion of responsible AI governance practices which were based on accountability, transparency, compliance, and training workers. Aarsalani et al. (2025) paid attention to the issue of AI literacy and awareness of the staff, but the study by Kashefi et al. (2024) implied that fractured systems of governance are the sources of poor implementation effectiveness. It was however revealed that Government of India (2025) showed increasing promise via the IndiaAI Mission initiative.

Conclusion

The study has established that introduction of AI to the Indian media industry has radically changed generation of content, consumption by the audience and efficiency of performance. Yet, the rapid technological usage has broadened the concerns regarding misinformation, moral responsibility, cyber security, and policy consciousness as well. The results revealed that bigger media organisations better conform under the aegis of sophisticated technological capacities whereas smaller ones are still limited by financial and infrastructural resources. As the existing regulatory frameworks (like the National Strategy of AI, including Digital Personal Data Protection Act of 2023) indicate, governments are becoming more committed to responsible AI usage, but aspect related to policy and a lack of awareness of the policies themselves remain critical. The inter-relationship between the regulatory influence and the

From AI Adoption to AI Governance

organisational behaviour and the technological acceptance also came out in their use of TAM and Institutional Theory. Thus, the study did highlight the need to have more robust AI governance regimes, media literacy, workforce, and collaborative policymaking to guarantee ethical, transparent, and sustainable adoption of AI in the Indian media industry.

References

- Acharya, R. (2025). Examining Interpretivism in Social Science Research: Exploring Subjectivity, Context, and Meaning in Social Inquiry. *Education Science & Technology*, 1. <https://doi.org/10.3459/2025/ST8>
- Ångström, R. C., Björn, M., Dahlander, L., Mähring, M., & Wallin, M. W. (2023). Getting AI Implementation Right: Insights from a Global Survey. *California Management Review*, 66(1). <https://doi.org/10.1177/00081256231190430>
- Arsalani, A., Rahmatian, F., & Hosseini, S. H. (2025). Media literacy for business personnel: A strategic approach for better efficiency. *Code, Cognition & Society*, 1(1), 1-28. https://www.ccsreview.com/article_224056.html
- Aulia, N. S., & Marsasi, E. G. (2024). The role of perceived usefulness, perceived ease of use, and task technology fit to increase perceived impact on learning. *Sentralisasi*, 13(1), 163-181. <https://doi.org/10.33506/sl.v13i1.3031>
- Christou, P. A. (2022). How to Use Thematic Analysis in Qualitative Research. *Journal of Qualitative Research in Tourism*, 3(2), 79-95. <https://doi.org/10.4337/jqrt.2023.0006>
- Dariusz, B., & Piriyaee, F. (2025). *Artificial Intelligence and the transformation of journalism: A systematic review of opportunities, challenges, and ethical implications*. <https://doi.org/10.22059/jcss.2025.406680.1205>
- Dhir, M., & Verma, S. (2024). *AI for good: India and beyond: Detailed analysis of AI & laws, policies, ethical frameworks and judgements*. Notion Press. https://books.google.com/books?hl=en&lr=&id=aCcHEQAAQBAJ&oi=fnd&pg=PT16&dq=Government+initiatives+increasingly+promote+responsible+AI+through+transparency,+accountability,+and+ethical+safeguards%3B+however,+India+still+lacks+a+legally+binding+AI-specific+law.+&ots=TnZ_d0Dznc&sig=8ekesFlqddHnF10UOhvTf_PY0Y4
- Government of India. (2025). *Transforming India with AI*. Pib.gov.in. <https://www.pib.gov.in/PressReleasePage.aspx?PRID=2178092@=3&lang=2>
- Grandviewresearch, (2025). *India Ai In Media & Entertainment Market Size & Outlook*, retrieved from: <https://www.grandviewresearch.com/horizon/outlook/ai-in-media-entertainment-market/india> [Retrieved on 22nd May, 2026]
- Hapsari¹, D. R. I., & Hidayah, N. P. (2023, December). Light-Touch Regulation to Optimize the Startup and. In *Proceedings of the International Conference on "Changing of Law: Business Law, Local Wisdom and Tourism Industry"* (ICCLB 2023) (p. 437). Springer Nature. <https://books.google.com/books?hl=en&lr=&id=ZqPrEAAAQBAJ&oi=fnd&pg=PA437&dq=India%E2%80%99s+flexible+light-touch+regulatory+model+for+encouraging+innovation,+&ots=DY-aSF0oSV&sig=8Zt2c3mtKruBrluTOrQsPdwucTI>
- Indiaai, (2021). "India's AI market to reach USD 7.8 billion by 2025," says IDC's latest report on AI, retrieved from: <https://indiaai.gov.in/article/india-s-ai>

- market-to-reach-usd-7-8-billion-by-2025-says-idc-s-latest-report-on-ai [Retrieved on 22nd May, 2026]
- Johnson, S. (2025). Academic integrity, citation, quotation and referencing. *The Psychology of Effective Studying: How to Succeed in Your Degree*, 99. <https://books.google.com/books?hl=en&lr=&id=CuqHEQAAQBAJ&oi=fnd&pg=PA99&dq=uphold+academic+integrity,+all+the+secondary+sources+will+be+cited+and+referenced+accordingly+using+relevant+academic+referencing+style&ots=6ErcckAZHz&sig=XfdpJnyxg0tyJnA3YpV10hiT0MQ>
- Kashefi, P., Kashefi, Y., & Ghafouri Mirsarai, A. (2024). Shaping the future of AI: balancing innovation and ethics in global regulation. *Uniform Law Review*, 29(3), 524-548. <https://doi.org/10.1093/ulr/unae040>
- Kesar, B. (2026). Impact of social media adoption on stakeholder engagement and trust. *Management Matters*, 23(1), 1-29. DOI 10.1108/MANM-12-2024-0064
- Kevin-Alerechi, E., Abutu, I., Oladunni, O., Osanyinro, E., Ojumah, O., & Ogundele, E. (2025). AI and the newsroom: Transforming journalism with intelligent systems. *Journal of Artificial Intelligence, Machine Learning and Data Science*, 3(1), 1930-1937. 426/Alerechi-Kevin-Elfredah/JAIMLD/51219.10/org.doi:
- Mahajan, J. S. (2025). AI-driven media landscape in India: Transforming journalism, media studies and consumption trends. *GAP Bodhi Taru: A Global Journal of Humanities*, 8, 28-36. [https://www.gapbodhitaru.org/res/articles/\(28-36\)%20AI-DRIVEN%20MEDIA%20LANDSCAPE%20IN%20INDIA%20TRANSFORMING%20JOURNALISM,%20MEDIA%20STUDIES%20AND%20CONSUMPTION%20TRENDS.pdf](https://www.gapbodhitaru.org/res/articles/(28-36)%20AI-DRIVEN%20MEDIA%20LANDSCAPE%20IN%20INDIA%20TRANSFORMING%20JOURNALISM,%20MEDIA%20STUDIES%20AND%20CONSUMPTION%20TRENDS.pdf)
- Microsoft. (2024, May 16). 92% of Indian knowledge workers use AI in the workplace, finds Microsoft and LinkedIn 2024 Work Trend Index. Microsoft Stories India. <https://news.microsoft.com/en-in/92-of-indian-knowledge-workers-use-ai-in-the-workplace-finds-microsoft-and-linkedin-2024-work-trend-index/>
- Moreno, F. R. (2024). Generative AI and deepfakes: a human rights approach to tackling harmful content. *International Review of Law Computers & Technology*, 38(3), 1-30. <https://doi.org/10.1080/13600869.2024.2324540>
- Peña-Alonso, U., Peña-Fernández, S., & Meso-Ayerdi, K. (2025). Journalists' Perceptions of Artificial Intelligence and Disinformation Risks. *Journalism and Media*, 6(3), 133. <https://doi.org/10.3390/journalmedia6030133>
- Pib, (2026). *India AI Governance Guidelines*, retrieved from: <https://www.pib.gov.in/PressReleasePage.aspx?PRID=2228315®=3&lang=2> [Retrieved on 7th May, 2026]
- Silamanthula, H. K., Yalavarthy, S., Singavarapu, D. R. B., & Katru, E. R. (2026). Artificial Intelligence in Digital Media Opportunities, Challenges, and Future Directions. *Challenges, and Future Directions (May 02, 2026)*. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=6715758
- Simon, F. M. (2022). Uneasy Bedfellows: AI in the News, Platform Companies and the Issue of Journalistic Autonomy. *Digital Journalism*, 10(10), 1832-1854. <https://doi.org/10.1080/21670811.2022.2063150>

