

• LIVE

BREAKING NEWS

INDIA'S TRUST CRISIS

A convincing deepfake can reach millions before a single fact-check begins. This is our response.

UPDATE

CAPSTONE PROJECT · ENTERPRISE DESIGN FOR A REAL-WORLD SOCIAL PROBLEM

TONIGHT'S COVERAGE BROUGHT TO YOU BY



AAGRAH NIGAM

• CHIEF DEEPFAKE DEBUNKER



SANYA AGGARWAL

• HEAD OF RUMOR CONTROL



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• FIELD CORRESPONDENT, FACT PATROL

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THE TEAM BEHIND THE STORY · NONE OF US ARE AI-GENERATED (WE THINK)

■ INDIA · TOP STORY

VERIFICATION CANNOT KEEP PACE WITH AI-GENERATED CONTENT

India's misinformation verification ecosystem is fragmented, underfunded, and too slow to counter how fast fake news and deepfakes spread. With 950 million internet users, 500 million social media users, and 550 million on WhatsApp alone, a single fabricated video can reach millions before anyone debunks it.

UPDATE

TECHNOLOGY GOVERNANCE · MEDIA INTEGRITY · PLATFORM ACCOUNTABILITY

• LIVE REPORT • ON THE GROUND

• LIVE FROM RURAL INDIA

THE PEOPLE CAUGHT IN THE CROSSFIRE

- ▶ First-time internet users relying on WhatsApp forwards, least equipped to verify content independently
- ▶ Women and public figures targeted by non-consensual deepfakes
- ▶ First-time voters exposed to targeted political disinformation
- ▶ Journalists and fact-checkers absorbing an unfunded verification burden



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950M INTERNET USERS • 500M SOCIAL MEDIA USERS • 1% OF PIB REQUESTS ACTIONED

■ EXCLUSIVE · ROOT CAUSE INVESTIGATION

WHY THE SYSTEM KEEPS FAILING

Fact-checkers operate in isolation with no shared infrastructure. Government verification is centralized in Delhi with no state-level presence. Platforms face no binding accountability for acting on verified fact-checks. The result: the same failure repeats with every new crisis.

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FRAGMENTED · UNDERFUNDED · UNACCOUNTABLE

WHAT'S BEEN TRIED

01

GOVERNMENT

PIB FACT CHECK UNIT AND IT RULES

Centralized, under 1 percent resolution rate, takedown power struck down in 2024

02

PRIVATE SECTOR

GLOBAL DETECTION TOOLS

Best real-world accuracy is only around 78 percent, not calibrated to Indian languages

03

CIVIL SOCIETY

BOOM, ALT NEWS, AFP INDIA

One of the world's largest fact-checking ecosystems, but fragmented and underfunded

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THE GAP: NO SHARED INFRASTRUCTURE CONNECTS ANY OF THESE

■ THE PLAYERS

WHO HOLDS THE LEVERS

State actors regulate but don't build. Market actors have the distribution but not the incentive. Civil society has the expertise but not the funding to scale. No single actor sits at the center of this ecosystem.

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MEITY · PLATFORMS · FACT-CHECKERS · DONORS

• **BREAKING · THE SOLUTION**

ONE API. EVERY VERIFIED FACT-CHECK. IN REAL TIME.

A hybrid Verification-as-a-Service Marketplace that aggregates India's fact-checkers into a single, multilingual claims-matching engine, licensed to newsrooms, platforms, and governments simultaneously, with revenue shared back to the fact-checkers who power it.

01

NEWSROOMS SUBSCRIBE BY QUERY VOLUME

02

PLATFORMS LICENSE BY CONTENT VOLUME

03

GOVERNMENTS ACCESS A SUBSIDIZED PUBLIC-INTEREST
TIER

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HYBRID MODEL · MULTI-SIDED FROM DAY ONE

OPERATING WITHIN THE RULES

REGULATORY LANDSCAPE

Operates under the IT Act 2000, IT Rules 2021 as amended October 2025, and Section 79 safe harbour provisions

POLICY DEPENDENCY

Strengthens considerably if MeitY formalizes a fact-checker accreditation framework, though the model does not depend on it

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COMPLIANT TODAY · STRONGER TOMORROW

WHAT WE KNOW, WHAT WE DON'T

CONFIRMED

The verification gap is real and documented.

PIB FCU resolves under 1 percent of requests.

Detection technology tops out near 78 percent real-world accuracy.

DEVELOPING

Willingness to pay from newsrooms and platforms.

Fair revenue-sharing terms with fact-checkers.

PENDING

Multilingual claims-matching accuracy.

Government reception.

Political positioning risk.

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NEXT STEPS: INTERVIEWS · TECHNICAL PROOF OF CONCEPT · EARLY GOVERNMENT CONVERSATIONS

■ FINAL UPDATE

WHAT SURPRISED US

We assumed AI-generated content is effectively caught by current detection technology. It isn't. Even the best commercial detectors reach only around 78 percent accuracy on real-world content. That single finding reshaped our entire enterprise concept, away from detection and toward human-verified aggregation.

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THE LESSON THAT CHANGED OUR APPROACH

■ END OF BROADCAST

STAY INFORMED

STAY WITH US

Thank you for your attention. Full details are available in our written submission.

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QUESTIONS WELCOME