

Artificial Intelligence and its role in reshaping Indian Political Governance

Principal Dr. S. B. Phad N. S. B. College, Nanded Email: asphad03@gmail.com

Mob. : 9421425567 . 8766881797

Mr. Ravindra Sapure Research Scholar Mob. : 9579697229

Abstract

The Artificial Intelligence is the evolution of modern technology, deals with every task related to human beings. This technology gradually taking global attention because of its instant executions of problems and task. Globally, this technique trying to legalize by the adoption of some the AI strategies and policies as it comes with potential risks and harms. The control of AI is necessary need of today's world as it relates to legal system and policymakers.

The aim of this study is to investigate, the role played of the AI in shaping Political governance, which includes aspects of both benefits and malpractice. The evolution of these autonomous techniques are the major topic of the concerns because of its credibility, accountability and ethical responsibility as its efficiency is great in the field of surveillance, automatic weapon systems and decision making using the algorithms.

The rapid introduction AI in politics leads to several challenges and privacy concerns such as manipulation in elections, and bias algorithm. To target these issues it needs to have strong data protection laws, transparency in algorithm and strict ethical guidelines. This article try covers the aspects of AI, which shapes or reshapes the Indian politics. Further it deep dig into the efforts of states, national and multilateral forums regarding shaping AI governance in Indian politics.

Keywords: Artificial Intelligence, Governance, Politics, Policies

Introduction

The basic idea behind the AI to enhance capacity of computer system or machines along with human simulation for cognitions such as reasoning, learning, perception, and ultimately the decision making. AI generated in an human attempt of creating machines for intellectual processing like human, during the middle of twentieth century. During the initial time algorithm or syntax were rule-based performing on the principle of structured programming.

More advancement and sophisticated AI tools is originated with the inputs of computing power, algorithm designs. Emergence of AI marks the variation performance instead of classical structured programming; it will performs on the patterns of data. This learning technique is more advanced and precise with the application artificial neural networks. Artificial neural networks processing of large and complex datasets. Today's AI tools reach to top milestones such as face recognitions, processing of natural languages, creative decision-making and predictive analysis.

The impressions and influence of AI and machine learning in human being so increased that instead of googling they prefer to go for the chatgpt. The gradually human top-notch controlled artificial intelligence that will be the major concern of modern world (Taylor and Dorin, 2018). The drastic and rapid development of AI, introduces it into all possible fields such as legal and political landscapes along with technological approaches. This will create opportunities and bring it complex regulatory issues for all sort of forums. The AI is initially introduced in all sort of field where human needs to take more efforts such as security, and healthcare. With the development and advancement AI, it also take over the field of finance and governance and best one processed decision-making like that of the human beings. The involvement of AI increases efficiency of assigned task but also raised the issues of the critical concerns such as the protection of fundamental rights. The problems of modern era is the fights of humans with machines such as AI governance. Towards the governance of AI, several policies and regulations have issued from the diplomats. This initiative reflects the influence of AI towards national security, social stability and economic developments.

Methodology

The materials related to this investigation retrieved from academic databases such as PubMed, Scopus, Web of Sciences and Scifinder. The literature related our investigation also retrieved from the sources like corporate white papers and reports of think tank. The keywords used for this study are Artificial Intelligence, AI, and “Artificial intelligence in Indian politics. Only reports and articles related to our investigation taken into considerations and irrelevant materials removed. This approach is not systematic but it helps to collect the reports regarding the impact of artificial intelligence in shaping Indian politics.

Review of Literature

The top bureaucrats are trying to outsource the all government needs through the privatization. Directly or indirectly, this will involve the AI and big data system into the government functions. Outsourcing for several demands such as healthcare, education, digitalization and computerization from private sector is very common. Privatization utilizes the biometric recognition system for the change in law enforcement and policing (Centre for Internet and Society, 2021). Also private sector involved in development of estates (Datta, 2015, Joshi, 2024) along with the management of administration of social welfare using patterns of dataset (Joshi, 2021). The today’s political economy is the result of AI along with data science and networked technologies (Kitchin, 2014). Globalized information economy involves the imagination of policymakers captured by AI (Elish & Boyd, 2018). AI accompanies to online platform (Gillespie, 2020), healthcare (Radhakrishnan, 2021) and law enforcements (Brayne, 2017). All forms of AI are reshaping social, economic and political interactions using the management of data of algorithms.

The involvement of AI governance in political economy monitors government policies and legal regimes, which can modify, construct and reify the information economy

by expression of economic and political power. AI having the great potential to enhance the capacity of the governance. The algorithm decision making (ADM) completely depends on the feeded data and it can be manipulated by feeding incomplete and poor data, inputs of sensitive (Rocco, 2022). Similarly, the inputs such as biases, racing and digital division also prevents the representation of politics from its enhancement using AI. This will turn the impact of AI towards negative side by losing faith in public institution and society unable accept the results generated by AI. AI is cherished when only it will be on beneficial side even if it is criticized for the damages of quality of governance and henceforth support for is reduced (Brando, 2025). Indian politics connected to the demographics; issues generated form social justice to development of economic matters along with regional variations. AI helps in terms of preferences of voters and pattern of their behavior. The AI will help to generate politician's message and policies, which will aligned with the demand and expectations of electorates. AI has potential to reshape the Indian politics with inputs of responsible governance (Mehta, 2019). The amalgamation of AI with the Indian politics will generate the issue related to ethical and regulatory affairs. AI governed political manipulation will target to data privacy, biasness and misuse of it. The implementations strict regulations and policies can able to use AI for the better purposes along with the protection of democratic, rights of citizen and their values (Sharma, 2021).

Objectives

In this investigation, we are focusing on following objectives:

1. Amalgamation Indian Politics and AI
2. Effect of AI on voters behavior and pattern of their response
3. Role of AI in Political Campaigns

Amalgamation of Indian Politics and AI

The widespread applications of AI, makes more eligible in the Indian politics with respect to the significant role in governance, processes of electoral and development of the policies related to it. Integration of AI will leads to formulate strategies for Indian Politics and it will transforms all sorts of the political parameters. Governance of Indian politics can efficiently performs with the accompanying of AI into it. AI introduction will enhance delivery of public service, functions of administrations and create transparency in related parameters. The AI assisted will take charge of reception will provide response to common queries raised by citizens, and actual needed support and information. This system will make public sector more reliable, flexible and easy access, which prevents burden to top bureaucrats as minor queries, will already handle by the chatbots (Joshi and Parekh, 2020). Electoral processes are significantly changes by the administrations of AI into it. AI can be used analyze the sentiments and tendencies of voters, prediction and monitoring of the media, election commission by political parties. According to needs of voters, the political parties and election commission state their messages and spreads bias information with respect to their needs. The simulation of scenarios and accurate data analysis helps policymakers to transform policy towards more beneficial ways. The analysis of vast and

complex data is matter of the fractions; this will help policymakers to go through available policy options related issues (Joshi and Joshi, 2024).

Effect of AI on voter’s behavior and pattern of their response

The AI can help to analyze the behavioral patterns of voters and helps politician to make strategies accordingly for their campaign. The advanced tools of AI helps to predicts analysis, political parameters, preferences of voters and also helps to politicians to composed their messages in more precise ways (Joshi and Joshi, 2024). These tools analyze the data patterns from numerous sources such as news reports, public forums, blogs, and social media. Analysis of patterns of emotions helps to find out the opinions of public, political issue related to them and parties and politician of the flourishing in their minds. The AI to extract the required dataset uses natural language processing and machine learning tools. The survey of public opinion is crucial during the time of elections and campaigning by using the social media platforms such as Twitter, FB, IG and other regional media channels (Joshi and Joshi, 2024). The future outcome of the elections predicted using the pattern of historical data and statistical algorithm. This will helps politician focus on lacking field and work on it to turnout voters and effectiveness of campaign. The AI will suggest more effective and revolutionary methods far better than classical methods. Analysis of behavioral pattern of voters, demographics and preferences of voters helps to change mindset of the common people. AI can specifically can categorize more preferred group as the target with respect to prediction of election results. By knowing the targets and methods of manipulations, politicians can spread the targeted messages among the people and turnout their interest and concerns (Sharma, 2021; Joshi and Joshi, 2024). The real-time supports and information using emotion analysis and continuous data flow helps to recreate the strategies. The feedback received by the political parties helps them to change their strategies through the announcement, advertisement and outreach efforts (Singh, 2020). Based on background set by AI, politicians can mobilize their economic and staff power towards most alarming places. This will potentially increase the effectiveness of strategy and campaign (Rathore and Joshi, 2020).

Impact on Political Campaigns

The prediction given by the AI tools helps to politician to campaign with demand of publics. Algorithm of AI generated positive impact and fairness towards election strategies and campaigning. The campaigning towards demographically targeted results in unethical practices in outcomes of elections. To assess algorithm bias, monitoring of diverse datasets and AI system is required (Singh, 2020). The major challenge of AI in Indian politics is regulatory and ethical practices. These tools can used in negative ways also by spreading wrong information and targeting the parameters that will change the voter’s perceptions behavior. AI can spread rumors and wrong information, which will create negative effect. Like it can damage the reputation and spread misinformation regarding the candidate by generating fake audio or videos. This will target the voter’s opinions and underscores the genuine process of election commissions (Chakraborty and Sengupta, 2021). The messages

for particular demographic targets can generated to change their views based on their preferences. Such practices challenges regarding ethical concerns and make voters double minded to their beliefs (Sharma, 2021).

To mitigate such unethical practices there should strict regulatory and framework that will monitor AI practices in Indian Politics. Assurance of each content generated by AI should be monitor for the transparency, accountability and ethical standard of generated materials. The data generated by AI needs to be have transparency in the method of generation, applications and purpose of generations. To prevent malpractices using AI in the Indian Politics and strict punishment and penalties should charge for such practices (Ghosh and Banerjee, 2020).

Recommendation and Conclusion

The constitution of strict regulatory guidelines are the need of this era to keep these AI techniques on positive side. Guideline should address privacy of data, fairness of algorithm and prevention misconduct. AI tools develops and policymakers should come altogether and frame the guideline, which will make responsible use of AI in domain of Indian politics. The AI and machine learning transforms the Indian politics. This will generate new aspects in Indian politics regarding legal landscapes, economic and political regimes. This sector is increasing with tremendous speed and every growing field now days integrated with AI and machine learning. This innovation and technological revolution have the power to transform economic growth and Indian politics. The integration of block chain in AI and machine learning results in predictive analytics and electoral integrity for Indian Politics. AI can be boon for the disaster and crisis management at crucial times. The collaboration of policymakers and technology developers much needed towards leveraging ethical practices in AI governance of public services.

Reference

- Brandao, P.R. (2025). The Impact of Artificial Intelligence on Modern Society. AI 6, 190. <https://doi.org/10.3390/ai6080190>.
- Brayne, S. (2017). Big data surveillance: The case of policing. American Sociological Review, 82(5), 977–1008. doi:10.1177/0003122417725865.
- Chakraborty, S., Sengupta, A. (2021). AI in Policy-Making: Transforming Governance in India. Policy Insights Journal.
- CIS (2021). Centre for Internet and Society, India, Facial recognition technology in India.
- Datta, A. (2015). New urban utopias of postcolonial India: ‘Entrepreneurial urbanization’ in Dholera smart city, Gujarat. Dialogues in Human Geography, 5(1), 3–22. doi:10.1177/2043820614565748.
- Elish, M.C., Boyd, D. (2018). Situating methods in the magic of big data and AI. Communication Monographs, 85(1), 57–80. doi:10.1080/03637751.2017.1375130.
- Ghosh, P., Banerjee, R. (2020). Data Privacy in the Age of AI: Challenges and Regulatory Approaches. Indian Journal of Information Technology Law.

- Gillespie, T. (2020). Content moderation, AI, and the question of scale. *Big Data & Society*, 7(2), 2053951720943234. doi:10.1177/2053951720943234.
- Joshi, D. (2021). Unpacking algorithmic harm. Retrieved from <https://ai-observatory.in>.
- Joshi, D. (2024). AI governance in India – law, policy and political economy, *Communication Research and Practice*, 10(3), 328-339, DOI: 10.1080/22041451.2024.2346428.
- Joshi, P., Joshi, S.K. (2024). Artificial Intelligence and its role in Indian Politics, *International Journal of Creative Research Thoughts*, 12(6): a629-a639.
- Joshi, V., Parekh, A. (2020). The Role of AI in Enhancing Public Service Delivery in India. *Journal of Public Administration and Policy Research*.
- Kitchin, R. (2014). Big data, new epistemologies and paradigm shifts. *Big Data & Society*, 1(1), 2053951714528481. doi:10.1177/2053951714528481.
- Mehta, R. (2019). AI and Politics: The Indian Context. Observer Research Foundation.
- Radhakrishnan, R. (2021). Experiments with social good: Feminist critiques of artificial intelligence in healthcare in India. *Catalyst: Feminism, Theory, Technoscience*, 7(2), Article 2. doi:10.28968/cftt.v7i2.34916.
- Rathore, A., Joshi, D. (2020). The Impact of Artificial Intelligence on Political Campaigns. *Journal of Political Science and International Relations*.
- Reddy, S., Singh, V. (2020). AI in Healthcare: Transforming Public Health Services in India. *Health Services Research Journal*.
- Rocco, S. (2025). Implementing and Managing Algorithmic Decision-Making in the Public Sector. 2022. Available online: https://osf.io/preprints/socarxiv/ex93w_v1 (accessed on 15 June 2025).
- Sharma, V. (2021). Ethical Challenges of AI in Politics. *Indian Journal of Ethics in AI*.
- Singh, P. (2020). AI in Indian Elections: Transforming Voter Engagement. *Election Studies Journal*.
- Taylor, T., Dorin, A. (2018). Past Visions of Artificial Futures: One Hundred and Fifty Years under the Spectre of Evolving Machines. arXiv 2018, arXiv:1806.01322.