

AI Responsibility Pledge campaign

Background

The India AI Impact Summit 2026 is a global convening to shape the future of inclusive, responsible, and resilient Artificial Intelligence (AI) hosted by the Ministry of Electronics and Information Technology (MeitY), Government of India under the IndiaAI Mission. The summit brings together global leaders, policymakers, tech innovators, industry executives, researchers, startups, and civil society to discuss and advance an impact-oriented and people-centric approach to Artificial Intelligence, with emphasis on delivering measurable social and economic outcomes.

Aligned with this vision, IndiaAI, in collaboration with Intel India, will attempt an official **GUINNESS WORLD RECORDS™** title for the **“Most pledges received for an AI responsibility campaign in 24 hours”** on **February 16–17, 2026, 8AM IST** onwards, in India. This nationwide ‘AI Responsibility’ Pledge is envisioned as a large-scale citizen-led movement promoting the responsible, ethical, and human-centric use of Artificial Intelligence, while building awareness, trust, and accountability in emerging technologies.

The initiative aims to strengthen AI readiness and promote responsible use of AI across India. As one of the largest efforts focused on responsible digital citizenship, it highlights India’s commitment to ethical and inclusive AI. Through a 24-hour national digital pledge, citizens from different regions, age groups, and backgrounds - especially youth - are encouraged to support trustworthy AI, data privacy, responsible technology use, and the fight against misinformation.

Participants will receive an honorary badge from IndiaAI and Intel, followed by an opportunity to explore various government-led AI learning pathways.

Who can participate?

Students across all age groups	Educators and academic leaders	Parents and guardians
General citizens from diverse backgrounds	Government officials and public-sector representatives	Members of the workforce across industries

How to participate?

Below are the easy-to-follow steps to participate in the AI Responsibility campaign -

1. Visit <http://aipledge.indiaai.gov.in/>
2. Scroll down and click on the “Take the Pledge” button to get started.
3. Complete your registration by entering your Full Name (for badge generation) and selecting your preferred mode of registration – Email ID or Phone Number.
4. Please note that an OTP will be sent to the mode of registration you choose for authentication purposes. This information will not be shared with anyone.

5. Enter the OTP received on your Email ID / Phone Number, complete the human verification and click on the "Submit" button.
6. Answer a few short, scenario-based multiple-choice questions to gauge your knowledge on the responsible use of AI.
7. Post completion of the quiz, you will be redirected to the digital pledge.
8. Click on the "Take Pledge" button and read it along with the computer.
9. Once it is done, click on the "Complete pledge" button and your badge will get generated.
10. Click on the "Download your Badge" button. You may also share your badge on social media.
11. Congratulations! You have now completed the digital pledge and have become a Responsible AI citizen.

Note

- There are no passing marks as criteria for going to the next question/step.
- There is no microphone or camera access required to take the digital pledge.
- **Tip:** You can also explore Featured Learning Initiatives on the platform to continue your AI skilling journey.

Support

In case of any queries or concerns, write to us at support@digitalreadiness.org.