
TITLE: NATIONAL CREATOR ECONOMY BILL, 2026

INTRODUCTION

The National Creators Economy Bill, 2026 (the Bill), has been passed by the Rajya Sabha on 18th April, 2026¹. The passing of this bill is a significant step towards regularization of an untapped income generating sector in the 21st century as the digital economy and workspace grows diverse by the minute. While the parliament has not issued a copy of the bill in the gazette, the intent of the legislature is clear, to recognize social media as a workspace, and its “influencers” as professionals in the field. This article aims to delve deeper into the contents of this bill, and analyse the impact of the same.

KEY FEATURES OF THE BILL

The most important feature of the Bill, is that it officially recognizes content creators as a part of the digital workforce. This means that when treated as a legitimate profession, content creation may end up getting recognized under employment laws, tax laws, banking laws, etc., and the benefits therein.

Under the Bill, professional creators that earn above a specified threshold (only through content creation), need to be registered with a Creators Authority. It would involve certifying basic information and earnings to access benefits and be eligible for government support. It also talks about certain contractual obligations with the state to be followed by creators earning above the minimum threshold. Alongside this, a “Creator Welfare Fund”² would be created for the benefit and welfare of the creators. What exactly this fund may be used is still unclear, but sources speculate insurance and disability benefits.

For potential disputes, the Bill provides for setting up a grievance redressal mechanism, which may be an independent tribunal, much like the NCLT/NCLAT. The bill also provides for mandatory disclosures regarding AI generated content³, promotional/advertisement content, and other provisions in line with the IT Act, 2000 and the Copyright Act. The bill is also expected to specify penalties for non-compliance, such as non-registration and promotion of prohibited content.

¹ Mansi Kumari, ‘National Creator Economy Bill 2026: No more hobbies, content creation will become a career! Creators can get a new identity’, News 11 digital, April 18, 2026, 10:37 A.M.

<https://www.news11bharat.com/india-world/national-creator-economy-bill-2026-know-about-this-bill-in-details/175310>

² ET Online, ‘Why is the govt handing out \$1 billion to content creators?’, mar 17, 2025.

<https://m.economictimes.com/industry/media/entertainment/why-is-the-govt-handing-out-1-billion-to-content-creators/articleshow/119110000.cms#:~:text=creators%3F%20m.economictimes.com%20%20,energetic%20creators%20using%20the>

³ Supra 1.

IMPORTANCE OF CREATOR ECONOMY – BUDGET OF 2026-27

During the 2026-2027 budget announcement recently, the Ministry of Finance has given significant importance to the content creator industry and social media. The government seems to be noticing the rising influence of social media on the common man, and also as a diverse and ever-growing source of income. The State has already classified this sector as the “orange economy”, under the Union Budget⁴.

The budget proposed INR 250 crore to establish *Animation, Visual Effects, Gaming and Comics (AVGC) Content Creator Labs*, in 1500 secondary schools and 500 colleges⁵. With a goal to develop skill and career pathways, and backed by the Indian Institute of creative Technologies (IICT Mumbai), these labs aim to provide hands-on training and equipment in digital content creation.

In line with this initiative, the Hon’ble Finance Minister, Ms. Nirmala Sitharaman also claimed to reach a 2 million professionals in the content creation industry, by 2030⁶. The ministry also aims to set up a new National Institute of Design in the eastern side of India.

ANALYSIS

Since the bare copy of the bill is not available on the internet, it leaves a lot of details up to debate. While the initiative to legitimize the content creation industry seems positive, it also just seems like an untapped revenue market, that the government is looking to exploit. Content creators can earn large amounts of income through a brand deal, promotion, or sponsorship. It is also a large amount that can be taxed by the government. However, if the government truly does use this taxed amount solely for the purpose of the content creator welfare fund, and the AVGC Labs proposed in the budget, it could be of long-term benefit.

However, a sudden tax on an untaxed entity, creates a lot of initial chaos. This was clearly seen when small businesses such as street vendors, vada-pav sellers, pani-puri shops, cigarette/pan shops, and auto-rickshaw drivers were given income tax notices of Rs.50,000-Rs.2,00,000 /- overnight, due to income received from UPI payments. This resulted in many such vendors shifting to a cash only system, or giving up the business entirely.

A solution to this is for the government to simply communicate well in advance and through proper channels, about the change in the regime, and how it would benefit all stakeholders.

Overlapping jurisdictions are also a concern, which need to be addressed during the final drafting of the bill. What position does a “professional content creator”, under the Bill, have with regards to Income Tax, its corresponding deductions, copyright act, the Code on Social

⁴ Pg. 07, ‘Key Features of Budget 2026-2027’, February, 2026, Ministry of Finance, Budget Division Government of India. <https://www.indiabudget.gov.in/doc/bh1.pdf>

⁵ *Ibid.*

⁶ Aarish Chhabra, ‘15,000 content creator labs across India as animation-comics sector growing fast, says Sitharaman in Budget 2026’, Feb 01, 2026, Hindustan Times. <https://www.hindustantimes.com/india-news/15000-content-creator-labs-across-india-as-animation-comics-sector-growing-fast-says-sitharaman-in-budget-2026-101769926216741.html>

Security, etc. needs to be specified, either in the act or its rules and regulations. Legitimizing content creators as professionals would also make them beneficiaries of certain loan schemes and benefits. To be brief, there is significant grey area that needs to be ascertained, before making this bill a law.

CONCLUSION

The National Creator Economy Bill, 2026, which has been recently passed in the Rajya Sabha, marks an important step for digital workspaces and their recognition under Indian Law. While in its draft form, the bill shows its intent to aid the state in generating revenue from an untapped industry, with the hopes to use it for welfare and betterment of the future society. The Creator Economy, mentioned in the Union Budget of 2026, would prove to be useful in shaping the youth of India in content creation and other digital career opportunities.

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