



INTERNATIONAL JOURNAL OF HUMAN RIGHTS LAW REVIEW

An International Open Access Double Blind Peer Reviewed, Referred Journal

Volume 5 | Issue 5 | 2026

Art. 27

Regulating Child Influencers in India: Bridging Child Protection and the Creator Economy

Shanvi Singh

Law Student,

4th Year, BA.LL.B.,

City Academy Law College, University of Lucknow

Recommended Citation

Shanvi Singh, *Regulating Child Influencers in India: Bridging Child Protection and the Creator Economy*, 5 IJHRLR 299-314 (2026).
Available at www.ijhrlr.in/current-issues/.

This Article is brought to you for free and open access by the International Journal of Human Rights Law Review by an authorized Lex Assisto & Co. administrator.

For more information,
please contact submission.ijhrlr@gmail.com

Regulating Child Influencers in India: Bridging Child Protection and the Creator Economy

ABSTRACT

The rapid growth of social media platforms and the creator economy have led to the emergence of child influencers, who create monetised content on social media platforms such as Instagram, YouTube, TikTok, Snapchat and other digital platforms. Though this provides children with opportunities for creativity and participation, but it also raises concerns regarding their education, privacy, working conditions, exploitation and financial rights. In India, the Guidelines for Child and Adolescent Participation in the Entertainment Industry and Any Commercial Entertainment Activity, 2023, issued by the National Commission for Protection of Child Rights (NCPCR), provides certain safeguards for children engaged in monetised social media content, including the criteria that at least 20% of their income is to be deposited in a fixed deposit in the child's name. However, questions arise regarding the management and protection of the remaining income (80%) and the extent of parental control over such earnings. This paper critically examines the existing Indian legal framework governing child influencers and evaluates whether it protects their financial rights and welfare interests. Furthermore, it analyses the French model, which talks particularly about the protection of children's earnings through social media platform. The study identifies gaps in financial accountability and independent oversight and suggest reforms that aims at ensuring that the creator economy remains an opportunity for children without becoming a means of exploitation.

KEYWORDS

Child's Earnings, Child Influencers, Child Protection, Creator Economy, Financial Rights, Parental Control, Social Media, Work Regulation

INTRODUCTION

In the recent years we have seen a sharp rise of child influencers on social media platforms which are referred to as "Kidfluencers". The employment of kids in the social media industry has massively changed their childhood into a commercial business. With this we have also observed a rapid increase in the number of children below 18 years who are merely teenagers, making a good amount of money through many social media platforms like YouTube, Instagram, TikTok, Snapchat etc.

¹Furthermore, they are earning through brand promotions, reels, makeup product unboxing, family vlogs, food vlogs, music video promotions that attract millions of people from all over the world and thus with a generous number of views they generate a substantial income. The harsh reality is that what we witness as the innocence and playful creativity of the kids online is more of an organised form of labour where the kids behind the scenes rehearse or practice for hours and then perform. Moreover, they have to keep up with the shooting schedules which can pressurize them unnecessarily and adversely affect their mental health and sleep schedule.²

However, in India the rules and laws related to employment of child influencers is quiet underregulated. Though, an act was established in 1986 known as Child & Adolescent Labour (Prohibition and Regulation) Act, 1986 which dealt with these kinds of problems, but it is not thoroughly implemented and changes are needed in the act. According to the Annual Status of Education Report (ASER) 2024, about 82.2% of teenagers aged 14-16 knows how to use a smartphone, however only 57% engage in an educational activity on their device, while 76% used it for social media during the same duration.³ In a UNICEF report which solely dealt with child sexual abuse on digital platforms, it was mentioned that across 21 countries, an estimated 20 million children aged 12-17 – about 1 in 5 of the internet-using children in these countries were sexually exploited through digital technologies in a year. Many of these children did not seek any help and less than 1% of cases were reported to the police, a social worker or a helpline, and more than 4 in 10 cases were disclosed to no one at all.⁴

The National Commission for protection of Child Rights has issued in 2023 the Guidelines for Child and Adolescent participation in the Entertainment Industry and any Commercial Entertainment activity which thoroughly dealt with the regulation in the employment and participation of children and adolescent. These Guidelines were made by NCPCR under its mandate under Section 13 of the Commission for Protection of Child Rights Act, 2005. The scope of these guidelines shall cover television programmes including but not limited to the following i.e. reality shows, TV serials, news and informative media, movies, OTT

¹ Pramyuktha R, "Behind the Screens: Bridging India's Child Labour Laws to Safeguard Kidfluencers from exploitation in Creator Economy", (2026), 8 Indian Journal of Law and Legal Research.

² Devina Swartay, "Kidfluencers in India: Commodification, Consumption, and Perpetuation of Dominant Culture", (2025) 11 social media + Society.

³ Education Desk, "Over 80% Teens Know How to Use Smartphone, only 57% Engage for Educational Purpose: ASER 2024", The Indian Express (29 January 2025).

⁴ UNICEF, Through Children's Eyes: How Digital Technologies Enable Child Sexual Abuse (2026).

platforms, Content on Social Media Platforms, Performing arts, Advertising and any other kind of involvement of children in commercial entertainment activities.

These Guidelines and the legislations related to employment and participation of child influencers on social media platforms and entertainment industry showcases that India already had a regulatory framework. More importantly the NCPCR Guidelines has expressly covered content created by family production houses and self-created/family-supervised content intended to generate income. But this paper examines that whether India's existing child-protection framework, particularly the NCPCR guidelines, is sufficient and exhaustive to address the distinctive issues arising from monetised child-created content.⁵

Moreover, the NCPCR Guidelines 2023 covers that 20% of the income earned by the kidfluencer from online content should be deposited in the fixed deposit account in the child's name and then the amount shall be credited after the child attains majority. Thus, this paper examines the is the said percentage sufficient and what happens to the remaining amount, how the finances can be handled if the child is being exploited by the parents, and the steps to be taken by the government for a stricter law regarding this emerging issue.

LITERATURE REVIEW

Some scholarships have discussed about the level of risks to which the Child influencers are exposed, and the risks are not only caused by the third party but their parents itself. Moreover, for their fame and popularity on social media parents often share personal and private information about the kids, which can lead to serious and psychological repercussions for them in the future, as the digital footprint of their personal information is on social media for eternity. Some scholarships have also mentioned certain instances about serious abuse of child influencers on YouTube i.e. the YouTube channel "Fantastic Adventures" wherein a mother starved and tortured her children who refused to participate in the shootings and videos created by her. Furthermore, it has been noted by neonatologist and paediatrician Prathap Chandra that these kinds of instances can lead to serious abuse of young children.⁶

⁵ National Commission for Protection of Child Rights, Guidelines for Child and Adolescent Participation in the Entertainment Industry and Any Commercial Activity (2023).

⁶ Subhalaxmi Mukherjee and Tanay Khanna, "Analysing the Case of Child Influencers in India: Are the Kids Safe? – Part 1", NUALS Law Journal (2026).

While other scholarships have discussed about the overwork and exploitation faced by the “Kidfluencers”, even worse is that they have posting schedules and the kids are pressurised to adhere to it. Moreover, it has been discussed that the child influencers which has millions of followers on Instagram are automatically more prone to be the target of online predators. They have even hacked their account and did horrendous things to their accounts and we are also aware of the online trolling faced by them in the comment sections, which leads to an adverse effect on their mental health.⁷ Even the NCPCR Guidelines, 2023 have discussed about how the income of the child influencers is to be handled which says that 20% of the income will be deposited in the fixed deposit account in the child’s name, when they attain majority, the amount shall be credited to them and it is the responsibility of the parents.⁸

The existing literature has paid considerable attention to the digital privacy and commercialisation of children, parental involvement over the social media account and possibility of exploitation. But comparatively less attention appears to have been given to the specific financial protection and management of income generated by child influencers and also what happens to the remaining income that is 80% of child’s income as only 20% of income has been talked about by the NCPCR Guidelines, 2023, particularly where parents exercise control over both the child’s online activity and earnings as the extent needs to be regulated.

RESEARCH METHODOLOGY

The present study adopts a qualitative and doctrinal research methodology to examine the legal and regulatory framework governing child influencers in India. The research primarily relies on the analysis of primary and secondary sources. Primary sources consist of relevant Indian statutes, rules, regulations, government guidelines, reports, and judicial pronouncements concerning child protection, commercial entertainment, child labour, privacy and the protection of children's interests. Secondary sources consist of academic journal articles, research papers, relevant institutional reports, credible news sources and relevant industry reports. The study primarily focuses on children involved in monetised social media content and examines the legal concerns arising from their participation in the creator economy. This paper particularly pays attention to parental control and involvement, protection and management of children's earnings, privacy, economic exploitation and

⁷ Devina Swartay, “Kidfluencers in India: Commodification, Consumption, and Perpetuation of Dominant Culture”, (2025) 11 Social Media + Society.

⁸ National Commission for protection of Child Rights, Guidelines for Child and Adolescent Participation in the Entertainment Industry and Any Commercial Entertainment Activity (2023).

the responsibilities of digital platforms.

This paper also talks about that a comparative legal approach could be adopted by the Indian government after examining the regulatory framework in France concerning the commercial exploitation of children's image and online content. On October 19, 2020, French president Emmanuel Macron promulgated a new law on the commercial use of images of children under 16 years old on online platforms. This law, which was adopted by the Senate on June 25, 2020, and adopted unanimously by the National Assembly on October 6, 2020, aims to provide a legal framework for the activities of “influencer” children on YouTube, TikTok, Instagram, and other online platforms.⁹ But this paper examines the comparison drawn between the French model and Indian Law which is used to identify regulatory practices that may be relevant to the Indian context. The existing framework is analysed through principles including the best interests of the child, dignity, autonomy, protection from economic exploitation and financial security.

DISCUSSION AND ANALYSIS

1. The existing legal framework governing child influencers-

India at the present time does not regulate the “kidfluencers” through a single statute. But there are several existing child-protection and labour-related frameworks that deals with the children and adolescent participation in monetised social media content. The NCPCR Guidelines for Child and Adolescent Participation in the Entertainment Industry and Any Commercial Entertainment Activity,²⁰²³ expressly includes content created for social-media platforms within its regulatory framework.¹⁰ The guidelines also recognise issues where children create content themselves or with the involvement of parents or guardians for economic benefit. With this we can say that Indian child protection policy has begun to recognise the emergence of online participation by children on social media that follows the commercial exploitation through brand promotions and collaborations.

The Child and Adolescent Labour (Prohibition and Regulation) Act, 1986 is also relevant because it generally prohibits the employment of children, subject to statutory exceptions.¹¹ The NCPCR guidelines deal

⁹ Nicolas Boring, “France: Parliament Adopts Law to Protect Child ‘Influencers’ on Social Media”, Library of Congress (2020).

¹⁰ National Commission for Protection of Child Rights, Guidelines for Child and Adolescent Participation in the Entertainment Industry and Any Commercial Entertainment Activity (2023).

¹¹ The Child and Adolescent Labour (Prohibition and Regulation) Act, 1986, Act No. 61 of 1986.

with certain self-created content by children or family created commercial content with the statutory framework governing children participation in family created content. However, the application of this act to influencer activity raises questions because social media content creation does not resemble ordinary forms of employment. The child may simultaneously be a performer, content creator and source of income for the family, making the classification and protection of such online activity legally complex.

Several articles in the Indian Constitution also talks about the protection, welfare and rights of child influencers that addresses the issues of digital labour, privacy and exploitation i.e. the Fundamental rights (Article 21, 21A, 24, 15) and Directive principles of state policy (Article 39(e), 39(f)).¹² Hence, India's existing framework provides some protection but remains complex and scattered across different legal instruments rather than being specifically made for the creator economy.

2. Child Influencers Work and Earnings

The income generated by child influencers raises a concerning question about the ownership and protection of that income earned through a child's social media content. The NCPCR guidelines recognize that children may participate in social media content for economic benefit and also provide general safeguards under Chapter 2 concerning income earned from such online activities. This recognition is significant because it moves the discussion beyond the child's mere participation in entertainment and acknowledges that online content creation may have a commercial value attributable to the child.

However, the existence of child's income protection mechanisms does not completely resolve the issue of financial control and decisions and till what extent. In many cases of child influencers, parents or guardians may exercise control over the social-media account, their online activities with various brand endorsements, does negotiations regarding commercial arrangements and manage payments. The concern arises when the same person simultaneously act as the child's legal guardian, account manager and person benefiting from the income generated by the child's activities. This creates a potential conflict of interest between parental authority and the child's independent financial interests.¹³

The main issue is not only whether a portion of the child's income is protected, but also whether the existing framework provides sufficient

¹² P.M. Bakshi, *The Constitution of India* (19th edn., Universal Law Publishing).

¹³ National Commission for Protection of Child Rights, *Guidelines for Child and Adolescent Participation in the Entertainment Industry and Any Commercial Entertainment Activity* (2023) .

transparency, accountability over the child's earnings or not. Therefore, the adequacy of safeguards concerning the remaining income, access to financial accounts and records and the child's participation in age-appropriate financial decision requires closer examination.

3. Privacy, Digital Identity and Parental Consent

There are concerns regarding privacy and the creation of a permanent digital identity during childhood of the “Kidfluencers”. Unlike conventional entertainment activities, social media content will remain accessible, and capable of being reproduced long enough even after the child has stopped participating in the content creation. The central issue is the decisions of parents or guardians regarding the publication of a child's images, activities and personal information which may have consequences when the child attains majority and there are high chances of them being bullied at schools and colleges.

The Digital Personal Data Protection Act, 2023 is relevant to this concern because it establishes a framework for processing children's personal data and provides specific protections for children. The section 9 of the DPDP Act, 2023 specifically governs the processing of personal data related to children.¹⁴ Under India's DPDP Rules 2025 framed under the DPDP Act, 2023 says that any individual under the age of 18 years requires verifiable parental consent regarding the processing of personal data on digital platforms, the companies cannot track behaviour, monitor activities, or direct targeted advertising towards children, the data fiduciaries must ensure that processing data does not harm a child's well-being, violations of child data protection rules can lead to fine of 200 crore rupees.¹⁵ While parts of the framework are active, substantive provisions regarding children's data (under section 9) operate to an 18-month phased implementation timeline from the late 2025. Parental consent may authorise certain activities on behalf of the child, but it raises the serious question of whether consent alone should determine the extent of a child's digital exposure, particularly as the child's capacity to understand and participate in such decisions develops.¹⁶

The primary issue of the existing legal framework is that the rules are given from the perspective of parental authority and consent, but the extent of the parental authority and control is lacking which needs to be changed in the statutes, and the evolving autonomy, dignity, long term

¹⁴ The Digital Personal Data Protection Act, 2023, Act No. 22 of 2023.

¹⁵ Press Information Bureau, “Government notifies DPDP Rules to empower citizens and protect personal data”, Government of India (2025).

¹⁶ Bhushan Shah and Shreya Dalal, “Digital Personal Data Protection Rules, 2025 - Notified”, Mondaq (2025).

interest and welfare of the child is also the part which needs to be examined.

4. Responsibility of Digital Platforms

The regulation of child influencers cannot be examined solely through the conduct of parents because social media platforms facilitate the creation, distribution and monetisation of the content. The Information Technology Act, 2000 and the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 provide the broader regulatory framework governing intermediaries and digital platforms.¹⁷ However, these frameworks are not specifically designed around the contemporary issue of children operating monetised creator accounts, as they do not explicitly contain specific provisions regulating child influencers or “kidfluencers”.

Moreover, the validity of brand endorsement contracts is questionable for the self-created child influencers as the Indian Contract Act, 1872 prohibits the minors for entering into legally enforceable contracts.¹⁸ This raises questions concerning the extent to which platforms should have additional responsibilities where children are the principal subjects or creators of commercial content. Such responsibilities may include effective age-related safeguards, mechanisms for reporting harmful content, protection against exploitation and appropriate responses to content that compromises children's safety or dignity.¹⁹

5. Comparative Analysis: India and France

A comparison with France showcases a more specific legislative response to the commercialisation of children's online presence. France's Law No. 2020-1266 regulates the commercial exploitation of the image of children below 16 years of age on online platforms. Where specified thresholds relating to the duration, number of contents, the income generated are met, legal representatives are required to make a declaration. The law also provides for recommendations regarding the working conditions, psychological risks and schooling of the child influencers. More importantly, where income exceeds the prescribed threshold, the relevant earnings will be deposited with the Caisse des Dépôts et Consignations and managed until the child reaches majority.²⁰ The

¹⁷ Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.

¹⁸ R.K. Bangia, *The Indian Contract Act (Law of Contract, 1872)* (16th edn., Allahabad Law Agency 2023).

¹⁹ Mehjabin Parvish, “The Emergence of Child Influencers: Legal Protection or Regulatory Vacuum?”, *Jus Corpus* (2025).

²⁰ Law No. 2020-1266 of 19 October 2020 on regulating the commercial exploitation of the image of children under sixteen on online platforms, art.3(III).

legislation also enshrines the right to be forgotten, which means that platforms will be obliged to take down the content on child's request. French framework therefore treats protection of the child's earnings as a specific regulatory concern rather than leaving financial protection entirely within the parents or guardians.²¹

In comparison to this approach, India's framework provides important safeguards through the NCPCR Guidelines but operates through a broader child entertainment and child labour framework. This raises questions about whether India requires a more specific mechanism dealing with the financial management of child influencers' earnings, parental conflicts of interest and platform responsibilities.²² The comparison does not necessarily mean that the French legislation should be adopted in its entirety. Rather, it is said that the Indian government should specifically design rules and regulations, particularly regarding independent protection of children's earnings and accountability for commercial online activity. Moreover, the right to be forgotten mentioned in the French legislation shall be adopted by the Indian government to cater the problem of digital footprint of child's personal data.

6. *Judicial Pronouncements*

There are certain landmark judgments regarding the digital exploitation and privacy rights of "Kidfluencers".

1. **K.S. Puttaswamy vs Union of India**, the Supreme Court recognised the right to privacy as a fundamental right under Article 21. Legal experts frequently cite this regarding child influencers as their daily lives are recorded online without the child's autonomous and informed consent.²³
2. **M.C. Mehta vs State of Tamil Nadu**, the apex court ruled that economic motivations cannot justify child exploitation.²⁴
3. **Sheela Barse vs Union of India**, the apex court reinforced that the welfare of the child must be the primary consideration in all matters.²⁵

²¹ BBC News, "France Passes New Law to Protect Child Influencers" (2020).

²² Nicolas Boring, "France: Parliament Adopts Law to Protect Child 'Influencers' on Social Media", Library of Congress (2020).

²³ Justice K.S. Puttaswamy (Retd.) & Anr. v. Union of India & Ors., (2017) 10 SCC 1.

²⁴ M.C. Mehta v. State of Tamil Nadu & Ors., (1996) 6 SCC 756.

²⁵ Sheela Barse & Anr. v. Union of India & Ors., (1986) 3 SCC 596.

4. **Kirti Dua vs Union of India**, the Delhi High Court refused to pass direct guidelines to ban or restrict social media access for children under 13. The division bench explicitly stated that banning or regulating social media access for children is entirely a policy decision for the Central government and not the courts.²⁶
5. **Zep Foundation vs Union of India**, the SC declined to issue a complete blanket ban on minors accessing social media, ruling that regulating digital access for children is a policy decision for the legislature.²⁷

FINDINGS

The analysis shows that India has taken an important step towards regulating child influencers through the NCPCR Guidelines, 2023, which cover children creating monetised content and family created content on social-media platforms. The Guidelines require at least 20% of the child's income to be deposited in a fixed-deposit account in the child's name, and it is the responsibility of the parents that the amount is to be credited after the child attains majority.²⁸ However, the framework does not provide clear safeguards regarding the remaining income (which is 80%), extent of parental financial control and independent monitoring. This is significant because parents may simultaneously act as the child's guardians, social-media managers and person managing the finances.

The comparative analysis of France demonstrates a stronger institutional approach, where protected earnings are deposited with the Caisse des Dépôts and preserved until the child reaches majority.²⁹ Thus, the principal finding is that India has established a basic protective framework, but stronger financial accountability, independent oversight and protection of the child's earnings and need for the establishment of specific regulations regarding digital footprint of child influencers content remains necessary.

RECOMMENDATIONS

- **Strengthen financial protection:** The existing 20% fixed-deposit requirement should be reviewed and examined to ensure that a

²⁶ Ms Kirti Dua & Anr. v. Union of India & Ors., Delhi High Court (2026).

²⁷ Zep Foundation v. Union of India & Ors., Supreme Court of India, (2025), W.P. (C) Diary No. 8128/2025.

²⁸ National Commission for Protection of Child Rights, Guidelines for Child and Adolescent Participation in the Entertainment Industry and Any Commercial Entertainment Activity (2023).

²⁹ Law No. 2020-1266 of 19 October 2020 on regulating the commercial exploitation of the Image of children under sixteen on online platforms, art 3 (III).

greater and proportionate share of the earnings of child influencers is protected until majority.

- **Regulate the remaining income:** Clear rules and regulations should be introduced regarding the management and use of the remaining income which is absent in the NCPCR Guidelines, 2023. Parents or guardians should maintain proper records of finances and should not use the child's earnings primarily for their own benefit.
- **Introduce independent financial oversight:** the child influencers generating substantial income, an independent trustee or designated authority should look after the protected earnings. The French model, where protected earnings are deposited with the Caisse des Dépôts and managed until majority, is an epitome in the Indian context.³⁰
- **Ensure child participation:** the children should be informed about their earnings, working conditions and contracts according to their age and maturity, which is consistent with the child-participation approach reflected in the NCPCR framework.
- **Improve monitoring and platform responsibility:** Platforms and relevant authorities should establish clearer mechanisms for identifying monetised content involving children, and should also address grievances and monitoring compliance with child-protection requirements. The NCPCR framework already recognises the importance of monitoring and grievance mechanisms.

CONCLUSION

From the above discussions we conclude that the growth of child influencers has created new opportunities for children but on the other hand have also raised concerns regarding their earnings, privacy, education and overall welfare. Though India has taken an important step through the NCPCR Guidelines, 2023, particularly by recognising monetised social-media content and protecting at least 20% of a child's earnings through fixed deposits. However, clearer safeguards are required for the remaining income and parental financial control. The French framework demonstrates that stronger institutional protection of children's earnings is possible through independent management until the child attains majority. Therefore, India should therefore strengthen its existing frameworks and bring amendments in it to ensure that

³⁰ French Labour Code, art. L7124-9.

participation in the creator economy remains an opportunity for children rather than a source of exploitation.³¹

REFERENCES

1. 1.Pramyuktha R., "Behind the Screens: Bridging India's Child Labour Laws to Safeguard Kidfluencers from Exploitation in Creator Economy", (2026) 8 Indian Journal of Law and Legal Research <https://www.ijlir.com>
2. Devian Swartay, Kidfluencers in India: Commodification, Consumption, and Perpetuation of Dominant Culture", (2025) 11 Social media+ Society <https://doi.org/10.1177/20563051251356169>
3. Edcation Desk, "Over 80% Teens Know How To Use Smartphone, Only 57% Engage for Educational Purpose: ASER 2024", The Indian Express (29 January 2025), <https://indianexpress.com>
4. UNICEF, Through Children's Eyes: How Digital Technologies Enable Child Sexual Abuse (2026) <https://www.unicef.org/innocent/reports/through-childrens-eyes>
5. National Commission for Protection of Child Rights, Guidelines for Child and Adolescent Participation in the Entertainment Industry and Any Commercial Entertainment Activity (2023) <https://ncpcr.gov.in/public/juvenile-justice-guidelines>
6. Subhalaxmi Mukherjee and Tanay Khanna, "Analysing the Case of Child Influencers in India: Are the Kids Safe? – Part 1", NUALS Law Journal (2026) <https://nualslawjournal.com/2026/04/21analysing-the-case-of-child-influencers-in-india-are-the-kids-safe-part-i/>
7. Devian Swartay, Kidfluencers in India: Commodification, Consumption, and Perpetuation of Dominant Culture", (2025) 11 Social media+ Society <https://doi.org/10.1177/20563051251356169>
8. National Commission for Protection of Child Rights, Guidelines for Child and Adolescent Participation in the Entertainment

³¹ Nidhi Singh, "The New Digital Labor: Legal and Ethical Frameworks for Protecting Child Influencers in a Monetised World", (2025) 5 Indian Journal of Integrated Research in Law.

- Industry and Any Commercial Entertainment Activity (2023)
<https://ncpcr.gov.in/public/juvenile-justice-guidelines>
9. Boring Nicolas, "France: Parliament Adopts Law To Protect Child 'Influencers' on Social Media", Library of Congress (2020)
<https://www.loc.gov/item/global-legal-monitor/2020-10-30/france-parliament-adopts-law-to-protect-child-influencers-on-social-media/>
 10. National Commission for Protection of Child Rights, Guidelines for Child and Adolescent Participation in the Entertainment Industry and Any Commercial Entertainment Activity (2023)
<https://ncpcr.gov.in/public/juvenile-justice-guidelines>
 11. The Child and Adolescent Labour (Prohibition and Regulation) Act, 1986, Act No. 61 of 1986
<https://www.indiacode.nic.in/handle/123456789/1848>
 12. Bakshi P.M., The Constitution of India (19th edn., Universal Law Publishing)
 13. National Commission for Protection of Child Rights, Guidelines for Child and Adolescent Participation in the Entertainment Industry and Any Commercial Entertainment Activity (2023)
<https://ncpcr.gov.in/public/juvenile-justice-guidelines>
 14. The Digital Personal Data Protection Act, 2023, Act No. 22 of 2023,
<https://www.indiacode.nic.in/handle/123456789/19662>
 15. Press Information Bureau, "Government notifies DPDP Rules to empower citizens and protect personal data", Government of India (2025)
<https://www.pib.gov.in/PressReleasePage.aspx?PRID=2190014>
 16. Shah Bhushan and Dalal Shreya, "Digital Personal Data Protection Rules, 2025 - Notified", Mondaq (2025)
<https://www.mondaq.com/india/data-protection/1780164/digital-personal-data-protection-rules-2025-notified>
 17. Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021
<https://www.meity.gov.in/documents/act-and-policies/information-technology-intermediary-guidelines-and-digital-media-ethics-code-rules-2021-it-rules-2021-IjM5QjMtQWa>

18. Bangia R.K., *The Indian Contract Act (Law of Contract, 1872)* (16th edn., Allahabad Law Agency 2023)
19. Parvish Mehjabin, "The Emergence of Child Influencers: Legal Protection or Regulatory Vacuum?", *Jus Corpus* (2025) <https://www.juscorpus.com/the-emergence-of-child-influencers-legal-protection-or-regulatory-vacuum/>
20. Law No. 2020-1266 of 19 October 2020 on regulating the commercial exploitation of the image of children under sixteen on online platforms, https://www.legifrance.gouv.fr/loda/article_lc/LEGIART1000047666656
21. BBC News, "France Passes New Law to protect Child Influencers" (2020), <https://www.bbs.com/news/world-europe-54447491>
22. Boring Nicolas, "France: Parliament Adopts Law to Protect Child 'Influencers' on Social Media", *Library of Congress* (2020) <https://www.loc.gov/item/global-legal-monitor/2020-10-30/france-parliament-adopts-law-to-protect-child-influencers-on-social-media/>
23. Justice K.S. Puttaswamy (Retd.) & Anr. v. Union of India & Ors., (2017) 10 SCC 1, <https://indiankanoon.org/doc/91938676/>
24. M.C. Mehta v. State of Tamil Nadu & Ors., (1996) 6 SCC 756, <https://indiankanoon.org/doc/212829/>
25. Sheela Barse & Anr. v. Union of India & Ors., (1986) 3 SCC 596, <https://indiankanoon.org/doc/595461/>
26. Ms Kirti Dua & Anr. v. Union of India & Ors., Delhi High Court, order dated 5 August 2026, <https://indiankanoon.org/doc/34452262/>
27. Zep Foundation v. Union of India & Ors., Supreme Court of India, order dated 4 April 2025, W.P. (C) Diary No. 8128/2025, <https://indiankanoon.org/doc/30613901/>
28. National Commission for Protection of Child Rights, *Guidelines for Child and Adolescent Participation in the Entertainment Industry and Any Commercial Entertainment Activity* (2023) <https://ncpcr.gov.in/public/juvenile-justice-guidelines>
29. Law No. 2020-1266 of 19 October 2020 on regulating the commercial exploitation of the image of children under sixteen on online platforms,

https://www.legifrance.gouv.fr/loda/article_lc/LEGIARTI000047666656

30. French Labour Code, art. L7124-9, https://www.legifrance.gouv.fr/codes/article_lc/LEGIARTI000042193412
31. Singh Nidhi, "The New Digital Labor: Legal and Ethical Frameworks for Protecting Child Influencers in a Monetized World", (2025) 5 Indian Journal of Integrated Research in Law 1032, <https://ijirl.com/wp-content/uploads/2025/10/THE-NEW-DIGITAL-LABOR-LEGAL-AND-ETHICAL-FRAMEWORKS-FOR-PROTECTING-CHILD-INFLUENCERS-IN-A-MONETIZED-WORLD.pdf>