AI for Everyone

A Statewide Initiative for AI Literacy

"We have a historical opportunity and responsibility to establish a human-centred framework for AI research, education, practice and policy." - Fei-Fei Li, Stanford University & Co-Founder of AI4ALL

TL: DR

The **"AI for Everyone" initiative**, **enabled by TinkerHub,** is a statewide program aiming to democratize AI knowledge across Kerala. Building on Kerala's digital literacy legacy, it aims to make communities active creators in the AI era, addressing student skill gaps, workforce changes, and misinformation, while positioning Kerala as a global model for responsible AI.

Why Kerala needs AI literacy now?

1. **Literacy for All & Global Model:** Equitable AI education that empowers every citizen to understand and apply AI responsibly. As Kerala pioneered digital literacy before, we can position ourselves as a global model for AI education rooted in social responsibility and community well-being, intending to reach at least **one lakh learners across Kerala** in the first phase.
2. **Creators, Not Just Consumers**: Enabling Keralites to innovate and build AI-driven solutions, not just use them.
3. **Knowledge as a Public Good:** Making AI knowledge a public good, accessible to all, with an emphasis on open, grassroots-first, multilingual, and equitable approaches, where every individual becomes both a learner and a teacher in shaping our AI future.

The Challenge

- Many **students** are graduating without an understanding of the technologies that will define their future careers, as tomorrow's essential skills are yet to be developed.
- AI's rapid integration into the **workplace** presents significant challenges for professionals, particularly freshers and those in the service industry. The rise of automation and skill-based changes is drastically impacting the workforce, as AI increasingly replaces traditional roles.
- AI offers **communities** opportunities for self-expression but also reflects biases, impacting cultural representation and identity. The rise of deepfakes and misinformation blurs truth, creating risks for all. Elders, in particular, face scams, fake news, and

exploitative AI content and AI literacy can give them the awareness to pause, question, and protect themselves.

Our Approach:

True learning engages the head, hand, and heart.

- Head: Understand how AI works and why it matters in daily life. (understand)
- Hand: Build with AI tools, create projects, and solve problems that matter locally. (build)
- Heart: Share knowledge, mentor others, and shape a more inclusive AI future. (create)

Who	What	Why	How
KuttyMakers (Ages 10-17)	**Develop curiosity** and familiarity with foundational AI concepts such as pattern recognition and logic.	Children are already immersed in AI. A formal introduction guides their curiosity. Without proper exposure, they risk becoming mere **consumers of AI rather than creators or critical thinkers.**	Through **pattern recognition games, sorting exercises**, AI storybooks, and hands-on experiments using tools like Teachable Machine and Scratch.
Young Makers (College Students & Early Professionals)	**Problem-solving across disciplines,** understanding AI's fairness and limitations, and building AI solutions.	To guide students into **becoming innovators, decision-makers,** and creators of AI-driven solutions.	Students engage through **study jams, hackathons, and mentoring.** They innovate by developing applications with **Gen AI and LLMs, while contributing to Kerala-specific AI models** and datasets through peer learning and industry training.

Friends of the Movement (Educators, Professionals, Parents, elderly, Community Leaders)	Gain understanding of **AI's impact and practical applications**, while learning to identify misinformation, deepfakes and their threats to security and privacy.	Understanding the multifaceted **nature of AI is crucial for developing appropriate policies** and fostering societal adoption.	Facilitate l**earning circles in workplaces and communities, host public discussions and demonstrations.** Bring together diverse professionals, including lawyers, doctors, educators, law enforcement personnel, and media professionals, to explore how AI is transforming their fields and discuss the opportunities and challenges it presents.

Partner With Us

AI for Everyone is designed to be collaborative and inclusive. TinkerHub acts as the enabler and host of this campaign, holding space for partners and communities to lead, learn, and build together. We invite:

1. Knowledge Partners: You have expertise to share.

- **Tech & Industry**: AI companies contributing technical know-how, mentorship, product demos, and subject experts connecting AI to specific fields
- **Education & Content**: Educators, professionals designing curriculum, leading workshops, and creating learning materials

2. Financial Partners: You provide funding.

- **Program Funding**: Sponsor facilitator training, venue costs, program operations, and scaling to new districts
- **Resource Funding**: Pay for learning materials, hardware, printed resources, and kit distribution

3. Media & Outreach Partners: You amplify our reach.

- **Traditional & Digital Media**: Newspapers, TV, radio coverage, social media partnerships, and influencer collaborations
- **Content & Stories**: Videos, articles, podcasts, and local language content documenting the journey

4. Resource Partners: You provide tools and materials.

- **Hardware & Software**: Laptops, tablets, demo devices, free/discounted AI tools and platforms
- **Materials & Support**: Learning resources, books, course licenses, distribution, and technical maintenance

5. Community Partners: You host and facilitate on the ground.

- **Institutions & Organisations**: Schools, libraries, NGOs, Kudumbashree, and workplaces providing space and bringing communities together
- **Individual Hosts**: Anyone willing to organise small learning circles in their neighbourhood or mentor others

How You Can Partner

This campaign is built on collaboration. Organisations, companies, and community groups can partner in multiple ways:

- **Host Learning Programs**: Facilitate workshops, study circles, or demo days.
- **Volunteer & Mentor**: Share expertise, guide learners, or support grassroots facilitators.
- **Sponsor Toolkits & Programs:** Help us distribute learning kits and resources widely. We also welcome financial support to sustain and scale this initiative; you can find details at the link.
- **Contribute to the Repository**: Add real-world challenges related to livelihoods for learners to solve.
- **Open Doors for Communities**: Invite children, youth, or elders from your network to participate in AI literacy activities.

"AI will shape the future of work, culture, and communities. Kerala can either be a consumer or a creator. With your partnership, we can ensure every Keralite learns, builds, and creates responsibly with AI. This is our chance to set a global model again, like we did with digital literacy."