



IIT BOMBAY
EXECUTIVE
EDUCATION

2-Day Program

7th AI Workshop

Fundamentals for Entrepreneurs, Corporate Executives and Professionals

14-15 June 2025
Venue: IIT Bombay

Educational Outreach (EO), IIT Bombay



Session: Introduction to Prompt Design and Prompt Frameworks

Content

1. Introduction to AI
2. Generative Models
3. Difference between AI ,LLM and Google Search Engine
4. Prompt and Prompt Design
 - a. Anatomy of a Prompt
 - b. Conditioning in Prompt Design
 - c. Frameworks in Prompt design
5. Enhancing E-Communication with ChatGPT #
6. Creative Content Writing for Business Sectors with ChatGPT #
7. Summarization with ChatGPT #



Introduction to AI

What is Artificial Intelligence (AI)?

Definition: "Artificial Intelligence (AI) is the simulation of human intelligence processes by machines, especially computer systems."

Example/Analogy: "Think of AI as a very smart assistant that can learn and make decisions. Just like a toddler learning to identify objects and speak, AI learns from data and experience." & "Positive Behaviour Affirmation"

What is Artificial Intelligence (AI)?

Positive Behavior Affirmation

A digital example of **Positive Behavior Affirmation** can be seen in **online learning platforms** or **fitness apps**. Here's how it works:

- **Scenario:** An online learning platform tracks a student's progress, and the student completes a series of lessons or assessments.
- **Affirmation:** After the student successfully finishes a module or performs well, the platform displays a **positive affirmation message** like:

"Great job! You've completed this module. Keep up the great work!"

"Well done on finishing this quiz with a perfect score! You're making excellent progress!"

These affirmations serve as **positive reinforcement**, encouraging the student to continue learning, stay motivated, and feel accomplished.

What is Artificial Intelligence (AI)?

"AI is like a super-smart friend who can learn new things and help you with your homework or play games with you."

Types of AI

Narrow AI: "AI systems designed to perform a specific task, like a chess-playing computer."

General AI: "AI that can understand, learn, and apply knowledge across a wide range of tasks, similar to human intelligence."

Types of AI

Narrow AI (Weak AI)

Definition: Designed to perform specific tasks without general intelligence.

Examples:

- Speech Recognition (Siri/Alexa):** Understands and processes human speech to set reminders, play music, etc.
- Image Recognition (Google Image Search):** Identifies and categorizes images, used in facial recognition and medical imaging.
- Recommendation Systems (Netflix/Amazon):** Suggests movies, products, or content based on user behavior.
- Autonomous Vehicles (Tesla's Autopilot):** Navigates and drives a car with limited human intervention, focusing on lane keeping, parking, and collision avoidance.



Types of AI

General AI (Strong AI)

Definition: Possesses generalized cognitive abilities, enabling learning and understanding across a wide range of tasks, similar to human intelligence.

Examples:

- Hypothetical AI Systems (HAL 9000/Samantha) from Sci-Fi :** AI depicted in movies, capable of performing any intellectual task that a human can.
- Research Projects (OpenAI's AGI Research):** Aiming to develop systems with human-like flexibility and understanding across diverse tasks.
- Versatile Robot:** A robot that can carry out a conversation, drive a car, prepare a meal, and compose music, adapting to new situations and solving novel problems.





Applications of AI

Applications of AI

Healthcare: "AI helps doctors diagnose diseases and suggest treatments."

Use Case 1: Medical Imaging and Diagnostics: AI algorithms analyze medical images (X-rays, MRIs, CT scans) to detect diseases and anomalies with high accuracy.

Example: BenevolentAI uses machine learning to identify new drug candidates (a molecule that has shown potential to become a therapeutic drug for treating a particular disease or medical condition).

This accelerates the development of treatments for diseases.

Applications of AI

Transportation: "Self-driving cars use AI to navigate roads safely."

Use Case: Autonomous Vehicles: AI-powered autonomous vehicles (self-driving cars) use sensors, cameras, and advanced algorithms to navigate and operate without human intervention.

Example: Waymo, a subsidiary of Alphabet Inc., has developed self-driving cars that operate in various cities. Their AI systems handle tasks such as recognizing traffic signals, navigating complex intersections, and avoiding

Applications of AI

Customer Service: "Chatbots use AI to assist customers with their queries."

Use Case: AI-Powered Chatbots: AI-powered chatbots use natural language processing (NLP) to understand and respond to customer inquiries in real-time, providing assistance and resolving issues efficiently.

Natural Language Processing (NLP) is a field of **artificial intelligence (AI)** focused on the interaction between computers and human language. It involves **enabling machines to understand, interpret, and generate human language** in a way that is meaningful and useful.

Example: The chatbot developed by HDFC Bank, named "**Eva**", has successfully handled millions of customer queries with high accuracy and efficiency, significantly enhancing customer satisfaction.

Generative Models

What are Generative Models?

Definition: "Generative models are AI systems that can create new content, such as text, images, or music."

Example/Analogy: "Think of a generative model as a digital artist that can paint pictures or write stories based on the patterns it has learned from existing data."





ChatGPT

Generative Pre-trained Transformer

Why Transformer? The model takes an **input sequence** (e.g., a sentence) and **transforms** it into an **output sequence** (e.g., a translated sentence, summarized text, or generated response).

Unlike earlier models which process data sequentially, transformers analyze entire input data at once.

Description: "ChatGPT is a generative language model developed by OpenAI that can generate human-like text based on the input it receives."

Example: "You can ask ChatGPT to write an email, answer questions, or even create a poem."

Analogy: "ChatGPT is like a super-advanced version of autocomplete on your phone, predicting and generating text that fits the context."



DALL-E and Mid Journey

DALL-E: "DALL-E is a generative model by OpenAI that can create images from textual descriptions. For example.

MidJourney: "MidJourney is another AI that specializes in creating artistic and imaginative images from text prompts."

Example/Analogy: "DALL-E and MidJourney are like having an artist who can draw anything you describe in words, bringing your imagination to life."



AI and Google search engine

AI vs. Google Search Engine

Artificial Intelligence (AI):

Definition: "AI is the broader concept of machines being able to carry out tasks in a way that we would consider 'smart and autonomous.'"

Capabilities: "AI can learn, reason, and self-correct. It can analyze large datasets, recognize patterns, and make decisions."

Apart from trained in its database, It accesses web pages and retrieves relevant information based on keywords and algorithms.

"AI is like a brain that can learn new things and make decisions based on experience and data."

AI vs. Google Search Engine

Google Search Engine:

Definition: "Google Search Engine is a tool designed to search for information on the internet."

Capabilities: "It indexes web pages and retrieves relevant information based on keywords and algorithms."

"Google Search Engine is like a librarian who quickly finds and provides information from a vast library of indexed books."

LLM vs. Google Search Engine

Large Language Models (LLM):

Definition: "LLMs, such as ChatGPT, are AI models trained to understand and generate human-like text."

An example of an **LLM (Large Language Model)** is **GPT-3, GPT-4, ChatGPT-4 (GPT-4-turbo)** developed by **OpenAI**.

These models are trained on vast amounts of text data and can generate human-like text, answer questions, summarize information, translate languages, and perform various natural language processing tasks.

For example, when you interact with ChatGPT, you're engaging with an **LLM** that processes your inputs and generates contextually relevant responses.

Capabilities: "They can generate coherent and contextually relevant text, answer questions, and engage in conversations."

LLM

Feature	GPT-3.5	GPT-4	GPT-4-turbo (ChatGPT now)
Reasoning ability	Moderate	Strong	Stronger, more consistent
Creativity	Good	Better	Excellent, contextual
Code generation	Decent	Strong	Very strong, fast
Factual accuracy	Lower	Improved	More reliable

LLM

Capability	GPT-3.5	GPT-4	GPT-4-turbo (ChatGPT Plus)
Reasoning	★ ★ ☆	★ ★ ★ ★ ☆	★ ★ ★ ★ ★ +
Speed	★ ★ ★ ★	★ ★	★ ★ ★ ★ ★ +
Context length	4k tokens	8k–32k tokens	128k tokens
Tools (code, image)	✗	Limited	✓ Full tools
Cost (to run)	Cheap	Expensive	Efficient





Prompt and Prompt Design


What is a Prompt?



The screenshot shows a web browser window with the WordWeb dictionary. The search bar contains the word "prompt". The results are displayed under the "WordWeb" tab, showing the definition of "prompt" as both a verb and a noun.

Verb: prompt  [UK]  [US] **pròm(p)t**

1. Give an incentive for action
"This prompted me to sacrifice my career"
2. Serve as the inciting cause of
"She prompted me to call my relatives"
3. Assist (somebody acting or reciting) by suggesting the next words of something forgotten or imperfectly learned

Noun: prompt  [UK]  [US] **pròm(p)t**

1. A cue given to a performer (usually the beginning of the next line to be spoken)
"the audience could hear his prompt"
2. (computing) a symbol that appears on the computer screen to indicate that the computer is ready to receive a command

What is a Prompt?

Definition: "A prompt is a set of instructions or input given to an AI model to guide its response or output."

"Think of a prompt as a question or a command you give to an AI, like asking a friend to tell you a story about a your favourite character."

Prompt Design

Example 1:

Prompt: "Write a short story about a brave king."

AI Output: "Once upon a time, in a land far away, there lived a brave king who..."

Example 2:

Prompt: "Create an image of a futuristic city."

AI Output: "A vibrant city with towering skyscrapers, flying cars, and bustling streets...."

Examples and Tips

Examples:

Prompt: "Describe a place...."

Effective Prompt: "Describe a bustling marketplace in a medieval town with various vendors and colorful stalls."

Tips for Creating Effective Prompts:

Be Clear: "Use straightforward language."

Be Specific: "Include as many relevant details as possible."

Provide Context: "Set the scene or give background information."

Key feature of an Effective Prompt

Clarity: "Make sure your prompt is clear and easy to understand. Avoid vague or ambiguous language."

Example: ***Instead of "Tell me something nice and interesting," try "Tell me an interesting fact about space."***

Specificity: "Provide specific details to narrow down the AI's focus."

Example: ***Instead of "Write a story," try "Write a story about a young girl who discovers a magical lamp."***

Context: "Include relevant context to help the AI understand the background or situation."

Example: ***Instead of "Create a marketing plan," try "Create a marketing plan for a new eco-friendly product aimed at female teenagers."***

Key Benefits of Effective Prompt Design

Efficiency: "Well-crafted prompts save time by reducing the need for multiple iterations, increasing productivity."

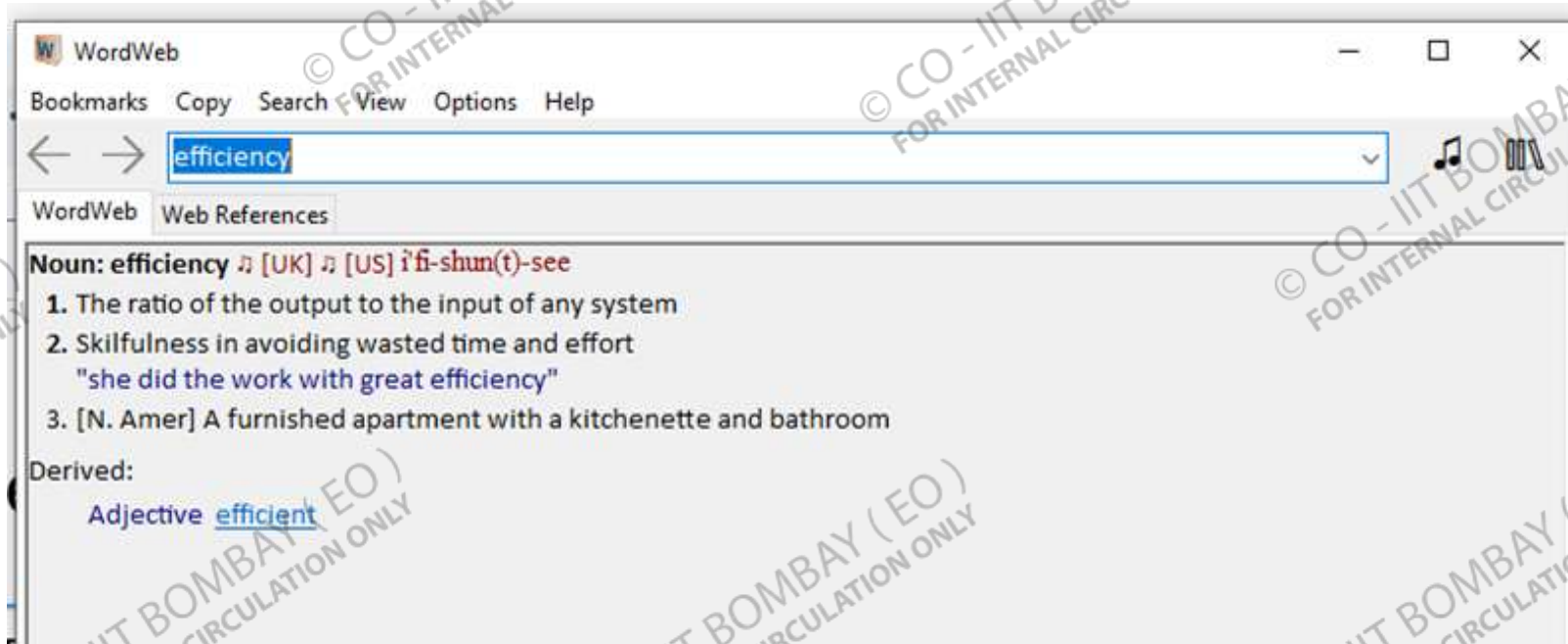
Efficient Prompt: The prompt is clear about the desired outcome, tone, audience, and key information.

Customization: "Refining prompts allows for tailored responses to meet specific requirements and preferences."

Customized Prompt: Adds a focus on the specific pain point, making it more **relevant to the target audience's current challenges**

Key Benefits of Effective Prompt Design

Efficient / Efficiency :



Key Benefits of Effective Prompt Design

Efficient Prompt Example:

Task: Write a marketing copy for an email campaign inviting mutual fund distributors to a financial planning webinar.

Efficient Prompt:

"Create a persuasive email marketing copy inviting mutual fund distributors to a free 1-hour financial planning webinar. Emphasize the importance of retirement planning, the key benefits of attending (e.g., understanding investment strategies, improving client acquisition), and include a strong call-to-action to register. Mention that the webinar will feature expert insights from industry professionals and will provide actionable strategies for increasing their business. The tone should be professional yet approachable, with a sense of urgency."

Why efficient?: The prompt is clear about the desired outcome, tone, audience, and key information.

Key Benefits of Effective Prompt Design

Customization Example:

Scenario: You want to tailor the copy to focus on a particular pain point for mutual fund distributors: the difficulty of retaining clients due to market volatility.

Customized Prompt:

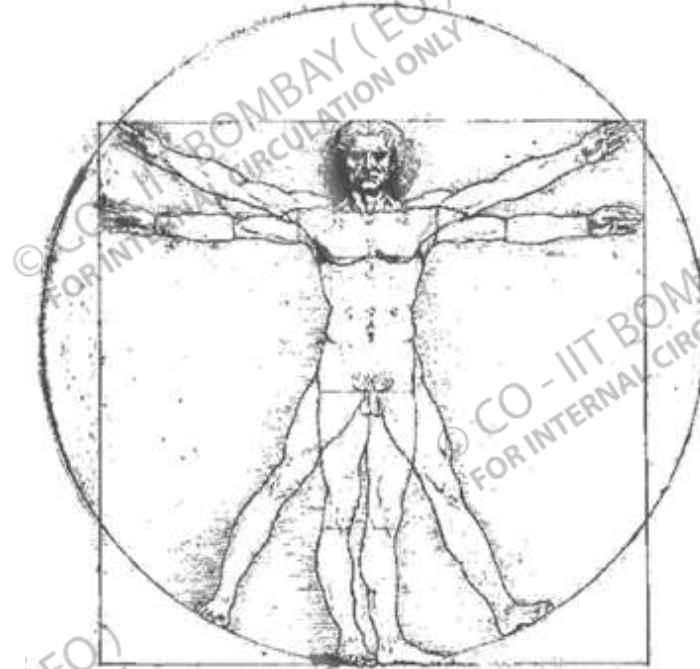
"Write a targeted email marketing copy inviting mutual fund distributors to a free 1-hour webinar on how to retain clients **during market volatility**. Highlight how the webinar will focus on strategies to reassure clients, manage their portfolios, and offer better investment options in uncertain times. Emphasize that the webinar will include practical tools and templates to improve communication with clients and will be led by top industry experts. Include a strong, urgent call-to-action to register now, as seats are limited. The tone should be expert yet empathetic, addressing the pain point of client retention."

How Customized?: The second prompt adds a focus on the specific pain point of **client retention**, making it more relevant to the target audience's current challenges.

Anatomy of a Prompt

Introduction: Anatomy of the prompt is its **structure/construction**

One can say it is the various parts of a human body which make the “**physical dimension of the body**”



Vitruvian Man Leonardo da Vinci around 1490.

Structuring Your Prompt



(**Head**) Introduction/Directive: "Start with a clear directive or question."

Example: ***"Write a poem about..."***

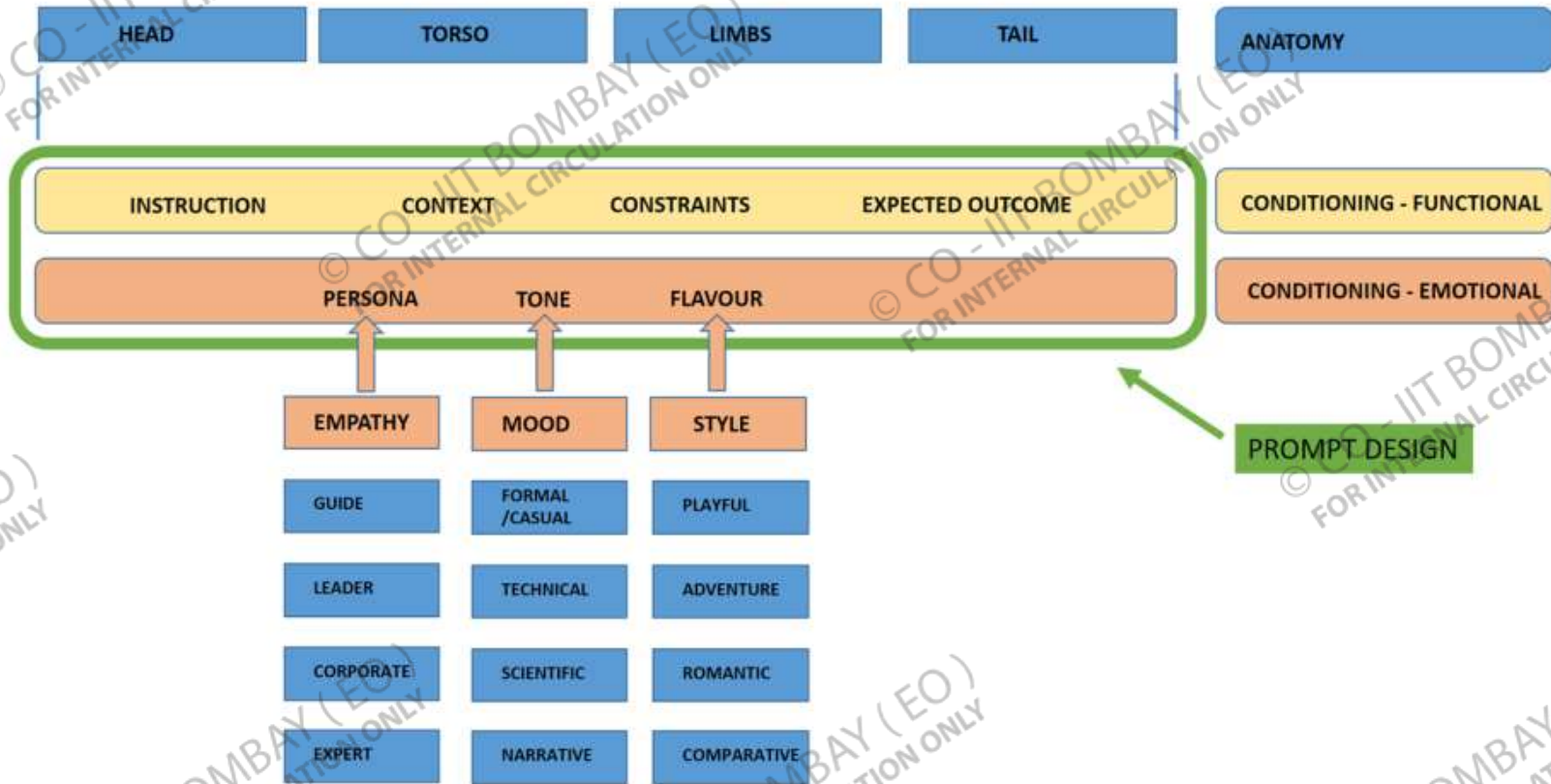
(**Body**) Details: "Add specific details to guide the AI."

Example: ***"...a sunny day in the park with children playing."***

(**Tail**) Context/Background: "Provide context or background information if needed."

Example: ***"...and make it in the style of a classic nursery rhyme."***

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Conditioning in Prompt Design

Conditioning in Prompt Design

Introduction: Conditioning is assigning a certain Spirit/Aesthetic to the Structure of the prompt.

One can say it is the part of a human body which make the “**Functional and Emotional dimensions**”

*“Conditioning in prompt design involves setting up specific **parameters** and context to guide the AI's response.”*

The key components of the anatomy of a prompt include: hard and soft features

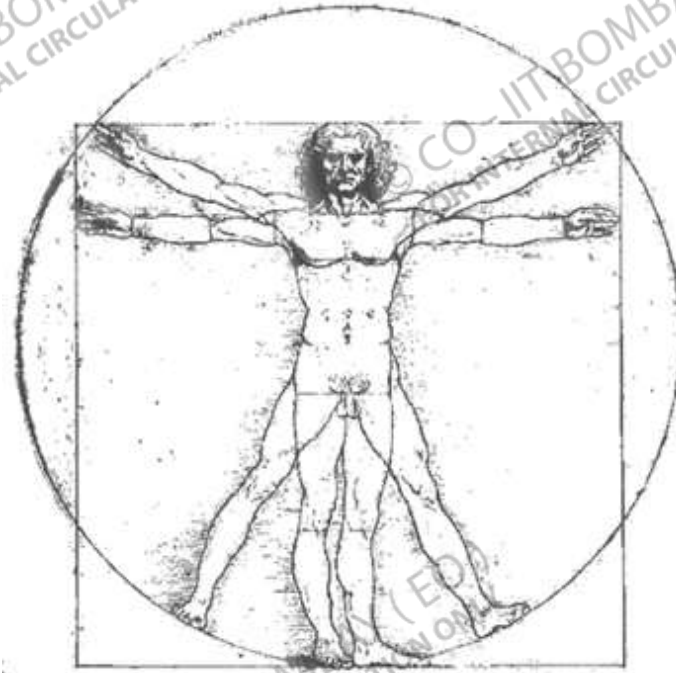
Hard points (functional)

Specific Instructions

Context

Constraints

Expected Output



Soft points (emotional)

Persona

Tone

Flavor

Mood

Style

Vitruvian Man Leonardo da Vinci around 1490.

The hard features a prompt:

Specific Instructions: Importance: Clearly defines what needs to be done. *Detailed steps or specific actions required.*

Context: Importance: Provides background information and sets the scene. *Describe the setting, the task at hand, or relevant details.*

Constraints: Importance: Defines any limitations or rules. *Word limits, specific formats, restricted content.*

Expected Output: Importance: Clarifies what the final output should look like. *Format, structure, specific elements to include.*

Prompt:

Please review the provided articles on India's recent urban air pollution control policies. Prepare a 2-minute opening statement outlining your views on their effectiveness.

Focus on assessing the impacts on air quality and public health, identifying implementation challenges, and proposing improvements.

Use only the provided articles and reputable sources

Our goal is to produce a comprehensive evaluation report with at least five actionable recommendations for policymakers, along with a brief reflection from each participant on their learning and perspective changes.

Conditioning with Emotional components

Emotional conditioning in Prompt Design with soft features

*Emotional component gives the **Persona, Tone and Flavour***

Persona in Prompt Design: Soft Feature

Persona Building: "Creating a specific character or voice for the AI to adopt."

Significance: "Helps in tailoring the response to fit a particular role or personality, making the output more engaging and appropriate for the scenario."

Example: "Respond as a friendly and knowledgeable tour guide."

Tone and Flavor in Prompt Design: Soft feature

Tone and flavor: Refers to the emotional style or attitude (e.g., formal, friendly, humorous) that shapes how the AI responds.

“Tone and flavor in prompt design refer to the style and mood that you want the AI's output to have. It's about how you want the response to feel and sound”

Tips

Tips for Setting Tone:

Specify Style: "Clearly indicate the style you want, whether it's formal, casual, humorous, or technical."

Use Adjectives: "Incorporate adjectives that describe the desired tone, like 'formal,' 'lighthearted,' 'serious,' or 'playful.'"

Audience Consideration: "Keep your audience in mind and choose a tone that resonates with them."

Selecting the Right Tone

Serious Tone:

"Write a professional email informing the team about the importance of meeting the project deadline, emphasizing the potential consequences of any delays."

Inspirational Tone:

"Generate a motivational speech that encourages young professionals to keep pushing through challenges in their career, reminding them that every obstacle is a stepping stone to success."

Technical Tone:

"Create a step-by-step guide on how to optimize a website's performance using techniques such as image compression, lazy loading, and browser caching."

Scientific Tone:

"Write an abstract for a research paper exploring the correlation between regular physical exercise and improved cognitive performance, citing recent studies and statistical data."

Humorous Tone:

"Write a funny social media post about the daily struggles of debugging code, using playful language and relatable developer humor."

Selecting the Right flavor

Flavor refers to the approach or style of the prompt. It determines the type of thinking or writing the prompt evokes. For example, a flavor can be speculative, comparative, investigative, exploratory, or hypothetical.

Formal Tone, Investigative Flavor:

- **Prompt:** "Please conduct a thorough investigation into the economic impacts of renewable energy adoption in urban areas. Provide a detailed report on your findings."

Casual Tone, Narrative Flavor:

- **Prompt:** "Imagine you're telling a friend about your wildest adventure. Write a story about what happened, who you met, and how it all ended."

Putting It All Together

I want to write on / about the Taj Mahal!

Putting It All Together

Persona: Friendly and knowledgeable tour guide.

Instruction: Write a summary.

Context: History of the Taj Mahal.

Tone: Formal

Flavour: Comparative

Expected outcome: 300 words, include interesting facts.

Putting It All Together

Persona: Friendly and knowledgeable tour guide.

Instruction: Write a summary.

Context: History of the Taj Mahal.

Tone: Formal

Flavour: Comparative

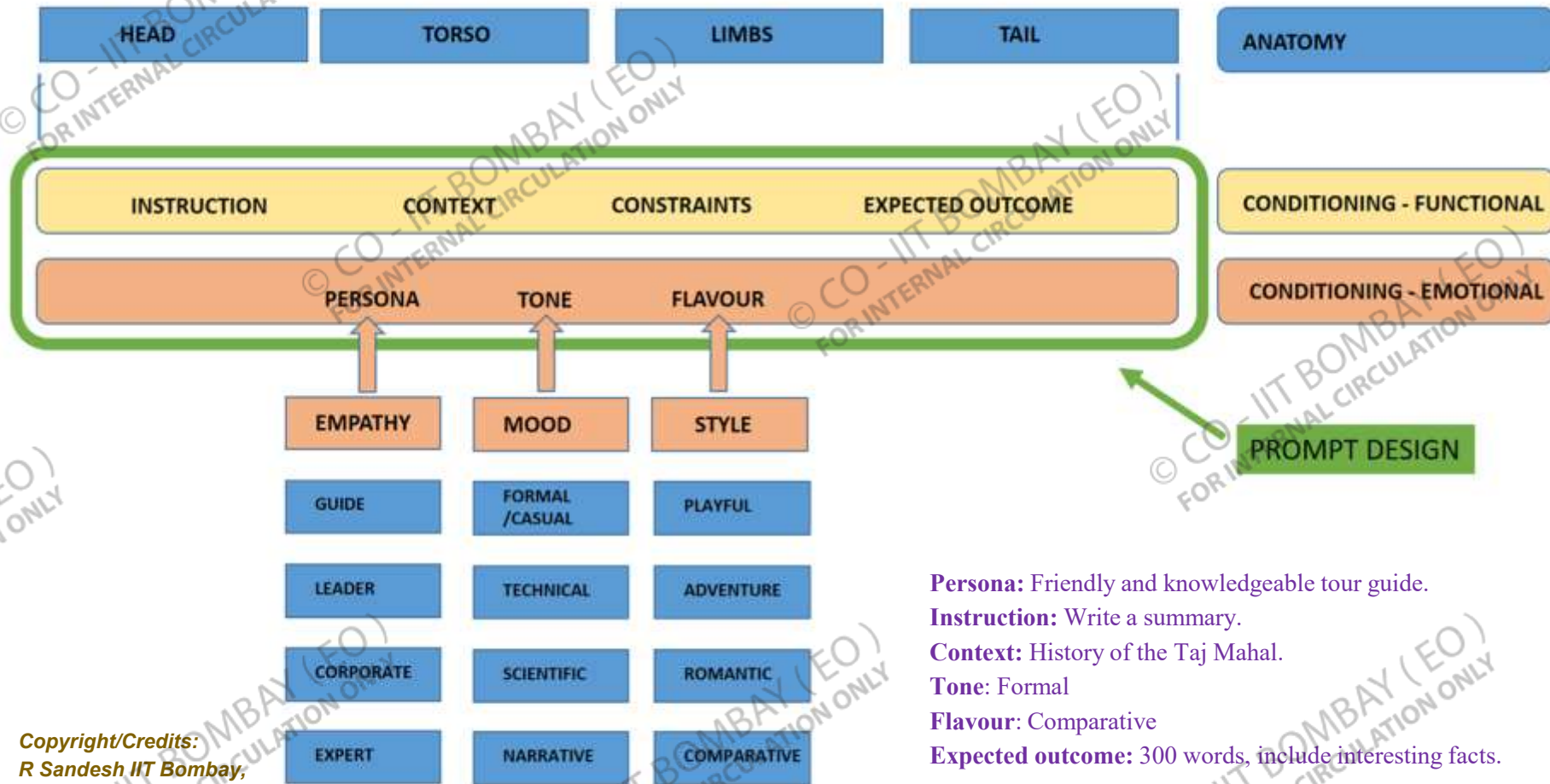
Expected outcome: 300 words, include interesting facts.

As a friendly and knowledgeable tour guide, please write a 300-word summary on the history of the Taj Mahal.

Adopt a formal tone and use a comparative flavor to highlight how the Taj Mahal stands out among other famous landmarks worldwide.

Include interesting facts that illustrate its unique significance and historical impact.

Your summary should engage readers with compelling comparisons and detailed insights into its construction, cultural influence in India, and lasting legacy.



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Nishant kamboj

Persona: Friendly and knowledgeable tour guide.
Instruction: Write a summary.
Context: History of the Taj Mahal.
Tone: Formal
Flavour: Comparative
Expected outcome: 300 words, include interesting facts.



Frameworks in Prompt Design

What are Frameworks in Prompt Design?

Definition: "Frameworks in prompt design are structured approaches that provide guidelines and templates for creating effective prompts."

Purpose: "They help ensure consistency, clarity, and effectiveness in the prompts, making it easier to achieve the desired AI responses."

Prompt = Micro

Framework = Macro



Popular Frameworks in Prompt Design

CRISP, 4Ps, SCP, CLEAR, SMART, START, IDEAL, 4W1H

Be a chef!

CRISP

Framework	Component	Description	Example
CRISP	Context	Provide background information	"During the Modern period in India..."
	Request / instruction	State the specific task	"...describe the key achievements in art."
	Input	Include any necessary input or data	"Consider works by Ram Kinkar Baij."
	<i>Style</i>	<u>Define the tone or style</u>	"In an engaging and educational manner."
	Purpose	Clarify the goal	"To educate high school students in the arts."

4 Ps

Framework	Component	Description	Example
4Ps	Purpose	Define the goal of the prompt	"The purpose is to generate a summary."
	Persona	Specify the role or character the AI should adopt	"As an expert historian..."
	Position	<u>Contextualize the prompt within a specific scenario</u>	"...explain the impact of the French Revolution."
	Parameters	Set constraints or guidelines for the response	"In 200 words or less."

SCP

Framework	Component	Description	Example
SCP	Situation	Describe the current context or background	"A company is facing a decline in sales."
	Complication	<u>Introduce a challenge or problem</u>	"The competition has launched a new product."
	Prompt	Formulate the task or question	"What strategies can the company implement to regain market share?"

CLEAR

Framework	Component	Description	Example
CLEAR	Context	Provide the background or setting	"In a busy metropolitan city..."
	Language	Choose the appropriate language and tone	"Use formal business language."
	Expectation	State what you expect from the response	"Describe the impact of pollution on daily life."
	Action	<u><i>Define any actions or steps to be included</i></u>	"Suggest actionable steps to reduce pollution."
	Result	Specify the desired outcome	"Conclude with a summary of key points."

SMART

Framework	Component	Description	Example
SMART	Specific	Clearly define the task or goal	"Write an article on the benefits of exercise."
	Measurable	<u>Ensure the task can be measured or quantified</u>	"Include at least 3 scientific studies to support claims."
	Achievable	Make sure the task is realistic and attainable	"The article should be 500-700 words long."
	Relevant	<u>Ensure the task is relevant to the overall objective</u>	"Focus on how exercise improves mental health."
	Time-bound	Set a clear deadline or timeframe	"Complete the article by the end of the day."

START

Framework	Component	Description	Example
START	Situation	<u>Describe the current situation</u>	"A customer has complained about a product defect."
	Task	Define the task to be accomplished	"Resolve the customer complaint."
	Action	<u>Specify the actions to be taken</u>	"Investigate the issue and offer a replacement."
	Result	State the desired outcome	"Ensure the customer is satisfied with the resolution."
	Timeframe	Set a deadline or timeframe	"Resolve the complaint within 24 hours."

IDEAL

Framework	Component	Description	Example
IDEAL	Identify	Identify the problem or opportunity	"Identify the main issues causing customer dissatisfaction."
	Define	Define the problem or goal	"Clearly define the customer service challenges."
	Explore	<u>Explore possible solutions</u>	"Explore various strategies to improve customer satisfaction."
	Act	Take action based on the best solution	"Implement the chosen strategy and monitor its effectiveness."
	Look	<u>Look back and evaluate the results</u>	"Evaluate the impact of the implemented strategy on customer satisfaction."

Contexts of Use for Popular Frameworks

CRISP:

Educational Content: Ensures clarity and depth in educational materials.

Historical Analysis: Provides structured responses for historical topics.

Technical Writing: Incorporates necessary details and context.

Content Creation: Guides in setting tone and style.

Marketing Strategies: Helps in creating targeted marketing content.

Contexts of Use for Popular Frameworks

4Ps

Customer Support: Ensures consistent and personalized responses.

Report Writing: Structured approach to creating detailed reports.

Educational Tutorials: Provides clear and concise instructional content.

Marketing Campaigns: Defines goals and parameters for marketing materials.

Creative Writing: Guides in setting personas and scenarios for storytelling. |

Contexts of Use for Popular Frameworks

SCP:

Business Analysis: Effective for case studies and business scenarios.

Strategic Planning: Identifies challenges and formulates strategies.

Problem Solving: Structured approach to tackling complex problems.

Crisis Management: Helps in planning responses to crises.

Consulting Projects: Provides a framework for analyzing client issues.

Contexts of Use for Popular Frameworks

CLEAR:

Storytelling: Sets context and provides clarity in narratives.

Instructional Design: Creates clear and actionable educational content.

Project Management: Defines clear tasks and expected outcomes.

Client Communications: Ensures clarity and structure in client interactions.

Technical Documentation: Provides detailed and clear technical guides.

Contexts of Use for Popular Frameworks

SMART:

Goal Setting: Effective for defining and achieving goals.

Performance Reviews: Provides measurable and specific criteria.

Project Planning: Ensures projects are realistic and time-bound.

Personal Development: Helps in setting personal and professional development goals.

Operational Planning: Guides in creating clear and achievable operational plans.

Contexts of Use for Popular Frameworks

START:

Customer Service: Structures responses to customer issues.

Sales Strategies: Guides in planning sales tactics and follow-ups.

Training Programs: Ensures structured and effective training sessions.

Team Management: Provides clear tasks and timelines for team projects.

Operational Procedures: Helps in defining clear operational steps and outcomes.

Contexts of Use for Popular Frameworks

IDEAL:

Research Projects: Guides in problem identification and solution exploration.

Innovation Management: Encourages creative thinking and practical implementation.

Quality Improvement: Structured approach to enhancing processes.

Change Management: Provides a framework for managing organizational change.

Problem Resolution: Helps in systematically addressing and resolving issues.

Contexts of Use for Popular Frameworks

Framework	Full Form	Context of Use
CRISP	Context, Request, Input, Style, Purpose	<ul style="list-style-type: none"> - Educational Content: Ensures clarity and depth in educational materials. - Historical Analysis: Provides structured responses for historical topics. - Technical Writing: Incorporates necessary details and context. - Content Creation: Guides in setting tone and style. - Marketing Strategies: Helps in creating targeted marketing content.
4Ps	Purpose, Persona, Position, Parameters	<ul style="list-style-type: none"> - Customer Support: Ensures consistent and personalized responses. - Report Writing: Structured approach to creating detailed reports. - Educational Tutorials: Provides clear and concise instructional content. - Marketing Campaigns: Defines goals and parameters for marketing materials. - Creative Writing: Guides in setting personas and scenarios for storytelling.
SCP	Situation, Complication, Prompt	<ul style="list-style-type: none"> - Business Analysis: Effective for case studies and business scenarios. - Strategic Planning: Identifies challenges and formulates strategies. - Problem Solving: Structured approach to tackling complex problems. - Crisis Management: Helps in planning responses to crises. - Consulting Projects: Provides a framework for analyzing client issues.

CLEAR	Context, Language, Expectation, Action, Result	<ul style="list-style-type: none"> - Storytelling: Sets context and provides clarity in narratives. - Instructional Design: Creates clear and actionable educational content. - Project Management: Defines clear tasks and expected outcomes. - Client Communications: Ensures clarity and structure in client interactions. - Technical Documentation: Provides detailed and clear technical guides.
SMART	Specific, Measurable, Achievable, Relevant, Time-bound	<ul style="list-style-type: none"> - Goal Setting: Effective for defining and achieving goals. - Performance Reviews: Provides measurable and specific criteria. - Project Planning: Ensures projects are realistic and time-bound. - Personal Development: Helps in setting personal and professional development goals. - Operational Planning: Guides in creating clear and achievable operational plans.
START	Situation, Task, Action, Result, Timeframe	<ul style="list-style-type: none"> - Customer Service: Structures responses to customer issues. - Sales Strategies: Guides in planning sales tactics and follow-ups. - Training Programs: Ensures structured and effective training sessions. - Team Management: Provides clear tasks and timelines for team projects. - Operational Procedures: Helps in defining clear operational steps and outcomes.
IDEAL	Identify, Define, Explore, Act, Look	<ul style="list-style-type: none"> - Research Projects: Guides in problem identification and solution exploration. - Innovation Management: Encourages creative thinking and practical implementation. - Quality Improvement: Structured approach to enhancing processes. - Change Management: Provides a framework for managing organizational change. - Problem Resolution: Helps in systematically addressing and resolving issues.

End of Section 1

Real-World Applications Of ChatGPT

Case Study: Gita GPT's



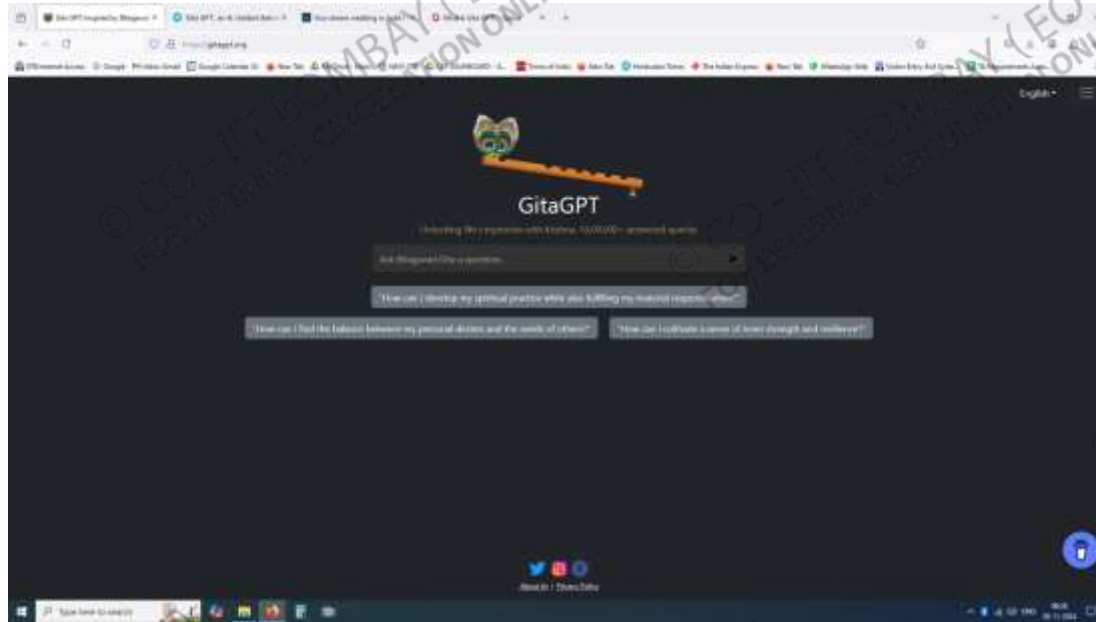
GitaGPT is an AI chatbot inspired by the Bhagavad Gita, aimed at offering spiritual guidance and answers based on its teachings.

- **Creator:** Sukuru Sai Vineet, a BITS Pilani alumnus and Google engineer.
- **Purpose:** To provide spiritual guidance using the teachings of the Bhagavad Gita.

Features:

- **Multilingual Support:** Available in 16 languages, including Hindi, Telugu, Gujarati, and Bengali.
- **Text-to-Speech:** Users can listen to AI-generated responses.
- **Technology:** Built using React for the frontend and Node.js and Express for the backend. Utilizes OpenAI's GPT-3 language model.

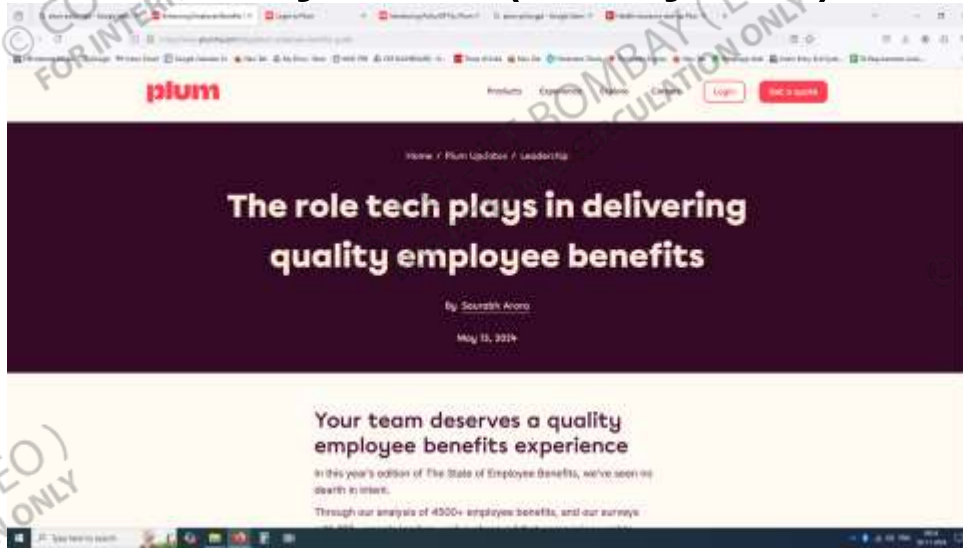
Case Study: Gita GPT's



Impact:

- User Engagement: Over 10,00,000 queries answered.
- Accessibility: Provides solutions to life's challenges based on the Bhagavad Gita.

Case Study: Plum (PolicyGPT)



Impact:

Adoption Rate: Since its launch in April 2023, PolicyGPT has seen a **threefold increase in adoption**.

Query Resolution: Successfully resolves **68% of customer inquiries autonomously**, allowing customer success agents to focus on more complex issues.

PolicyGPT: Towards a more intelligent and user-friendly experience

Plum is an insurtech platform based in Bengaluru, India, It offers a comprehensive suite of health and wellness benefits to both employees and businesses.

Features:

- **User-Friendly:** Helps users understand their policy details without navigating complex documents.
- **Multilingual Support:** Available in multiple languages to cater to a diverse user base.

Case Study: Bharat GPT



BharatGPT is a generative AI platform.. It is an open-source model that can generate human-like text in over 12 Indian languages.

Purpose: To provide a conversational AI platform that supports multiple Indian languages and integrates seamlessly with various systems.

Impact:

- User Base: Used by organizations such as IRCTC, LIC, IGL, KSRTC, Indian Navy (GRSE), Max Life Insurance, NPCI, BHIM-UPI, Mahindra, and the Government of India.
- Reach: Impacts over 1 billion users.
- Government Vision: Aligns with the Indian government's vision of "Make AI in India, Make AI work for India".

Case Study: KissanGPT



Conversations - How KissanGPT helps Indian farmers earn profit

KissanGPT is an AI chatbot that leverages the power of GPT-4 and the Whisper model exclusively for serving India's underserved agricultural domain. Launched on March 15th 2023, KissanGPT has already earned the hearts of farmers all over the country with its remarkable ability to guide the farmers in irrigation, pest control and crop cultivation.

Published By: Milin Shetty



Impact:

User Base: Gaining popularity among Indian farmers for its practical advice and ease of use.

Feedback: Positive feedback from farmers who have used it to make better decisions about their crops and improve yields.

KissanGPT is an AI-powered chatbot designed to assist Indian farmers by providing real-time agricultural advice, such as crop cultivation, pest control, and soil management.

- **Creator:** Developed by Pratik Desai, a computer scientist with a background in agriculture.
- **Purpose:** To assist Indian farmers with real-time advice on agricultural practices.

Features:

- Available in multiple languages, including Hindi, Gujarati, Marathi, Telugu, Kannada, and more.
- **Accessibility:** Farmers can interact with KissanGPT via smartphones, making it easily accessible.
- **Real-Time Advice:** Provides advice on crop cultivation, pest control, irrigation, and soil management.

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Microsoft India's Kalika Bali: Building AI to empower India's underserved communities

At Microsoft Research India, Kalika Bali has been building inclusive, multilingual and culturally contextual AI systems that empower the most vulnerable in India

BY NAINI THAKER Forbes India Staff
5 min read
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Microsoft: Building AI to empower India's underserved communities

Multilingual, culturally aware translation

- Kalika Bali and team are building **AI models** that do more than literal translation—they preserve **cultural meaning and context**, vital when translating concepts like “key lime pie” that may not have local equivalents .
- Their work addresses the fact that “**bias does not translate**”, ensuring models respect regional nuances in language, grammar, and cultural identity .

Microsoft: Building AI to empower India's underserved communities

Empowering underserved communities through translation technology

- **Project ELLORA:** Translated 200 children's books from English/Hindi into **Gondi**, providing the language with its **first-ever significant literature corpus** .
- **Code-mixed NLP (Project Melange):** Captures the natural mix of Hindi-English and regional languages, enabling translation tools to understand real-world usage in India .

Microsoft: Building AI to empower India's underserved communities

Language AI must reflect context, not carry over bias

- **Literal translation can embed unintended bias** from one language or culture into another. For example, a phrase neutral in English might sound offensive or insensitive in a local dialect.

“She’s a career woman.” In **English**, this phrase is neutral or even empowering—simply describing a woman focused on her profession.

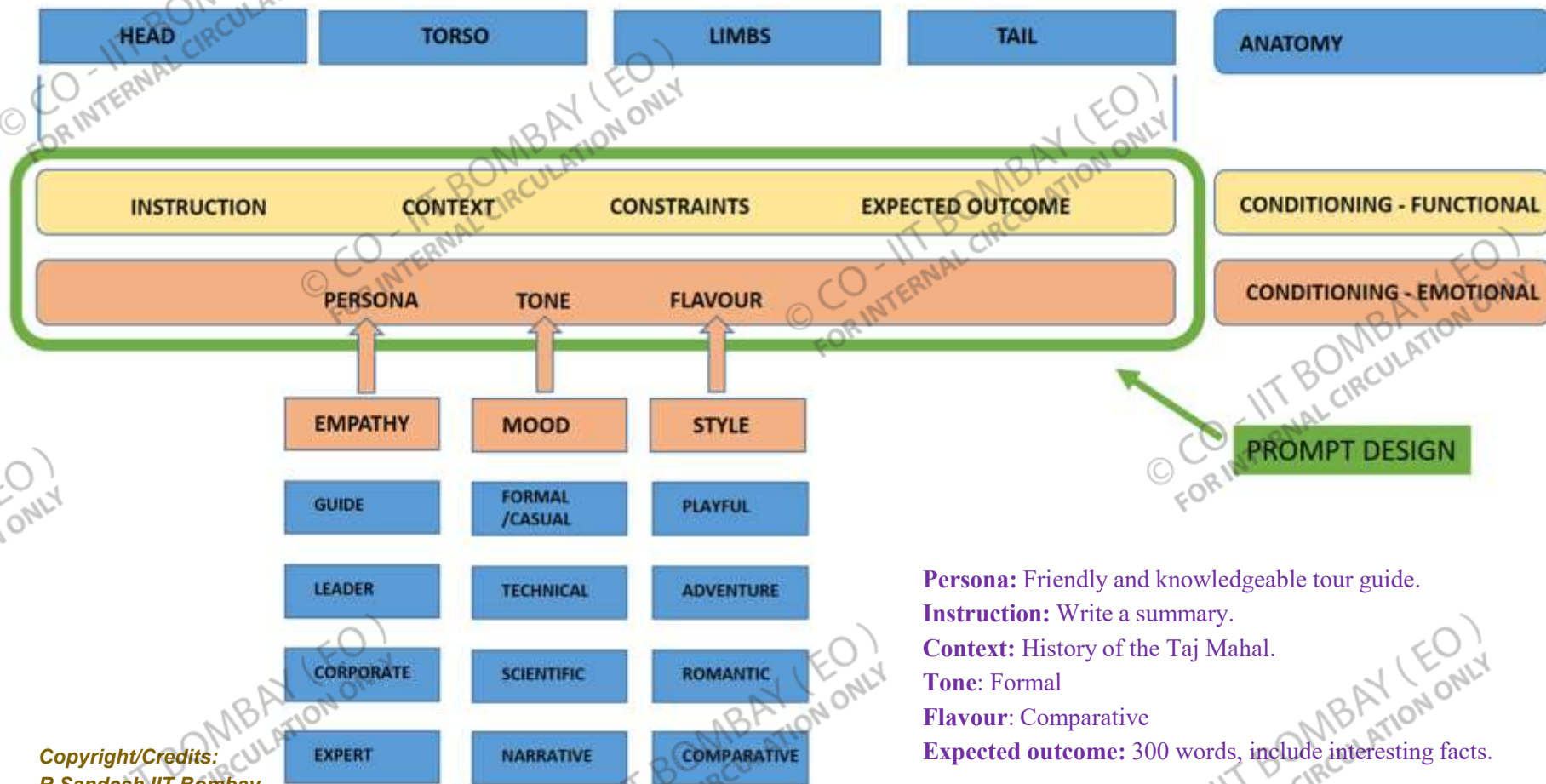
“वो करियर वाली औरत है।” (*Vo career wali aurat hai*)

While technically correct, in many Indian contexts, this can **sound dismissive or sarcastic**, especially in regions where traditional gender roles are still strongly held.

The word “**aurat**” (woman) combined with “career wali” may carry **negative or judgmental undertones**—as if she’s not fulfilling expected family roles.

- Kalika Bali emphasizes that AI must be trained on **diverse, culturally-grounded datasets** to avoid importing **Anglo-centric or urban biases** into rural or regional contexts.
- Their research in Indian languages focuses on **inclusive, respectful translation**, where meaning is adapted—not just transferred—across languages.

End of Section 2



Copyright/Credits:
R Sandesh IIT Bombay,
Nishant kamboj

Persona: Friendly and knowledgeable tour guide.
Instruction: Write a summary.
Context: History of the Taj Mahal.
Tone: Formal
Flavour: Comparative
Expected outcome: 300 words, include interesting facts.

Hands on Activity: 3 Minute Challenge

Hands on Activity:

Objective:

In this activity, you will work in **groups of 13 to 14** to design effective prompts for ChatGPT based on real-world challenges.

Your goal is to refine your prompts using an appropriate prompt framework, through testing and iteration to achieve the most useful and actionable AI-generated responses

Instructions

1. **Form Your Dream Team.**
2. **Pick Your Battle** – Formulate an exciting theme (suggestion in next slide).
3. **Design the Prompt** – Work together to create an AI prompt that tackles your challenge - Use an appropriate Prompt Framework.
4. **Put It to the Test** – Run your prompt through ChatGPT, analyze the response, and fine-tune it for maximum effectiveness.
5. **Showtime!** – Present your final refined prompt, the AI-generated response, the framework used and key takeaways. Single Page - Word/PDF

☀️ CRISP Framework Tasks

1. Educational Video Script

Create a prompt using CRISP to generate a video script on *"How Solar Energy Works"* targeted at 8th-grade students.

2. Historical Analysis Blog

Use CRISP to prompt ChatGPT to write a short blog on *"Impact of the Industrial Revolution on Modern Work Culture."*

3. Marketing Copy

Generate a product description for a new eco-friendly backpack using the CRISP framework.

☀️ 4Ps Framework Tasks

4. Customer Support Response

Use 4Ps to generate an email response to a customer complaining about delayed delivery of an online order.

5. Marketing Campaign Message

Create an Instagram caption for a luxury watch brand targeting millennials, using 4Ps.

6. Creative Writing (Story Intro)

Write the first paragraph of a detective story using 4Ps to set *persona, position, parameters*.

🌟 SCP Framework Tasks

7. Case Study Prompt

Create a prompt to analyze “*Why Nokia lost market share in the smartphone era*” using SCP.

8. Strategic Planning

Using SCP, prompt ChatGPT to suggest strategies for a local bakery competing with large franchises.

9. Consulting Proposal

Formulate a consulting project brief using SCP for improving employee retention in a mid-sized tech company.

🌟 CLEAR Framework Tasks

10. Instructional Manual Prompt

Use CLEAR to generate a step-by-step guide on *how to set up a home Wi-Fi router*.

11. Storytelling Prompt

Prompt ChatGPT to create a short motivational story about *resilience in entrepreneurship* using CLEAR.

12. Client Communication Email

Write a formal proposal email to a client about extending a project deadline using CLEAR.



SMART Framework Tasks

13. Personal Development Goal Setting

Use SMART to write a prompt to ChatGPT for creating a *3-month personal fitness plan*.

14. Project Planning Document

Prompt ChatGPT to draft a *project timeline for launching an e-commerce website* using SMART.

15. Performance Review Template

Use SMART to generate a performance review form for an HR manager.



START Framework Tasks

16. Customer Service Chat Response

Using START, craft a prompt for generating a chatbot reply for a complaint about a broken washing machine.

17. Team Management Email

Write a prompt to generate an email to team members assigning roles and timelines for an upcoming product launch.

18. Sales Follow-up Script

Use START to create a follow-up phone script for sales representatives calling leads from an online marketing campaign.

☀ IDEAL Framework Tasks

19. Quality Improvement Plan

Using IDEAL, prompt ChatGPT to suggest improvements in the checkout process of an e-commerce website.

20. Innovation Management Prompt

Use IDEAL to create a prompt that helps a company brainstorm *new product ideas* for the post-pandemic travel industry.

Presentation

Format of the presentation:

1. Present your best prompt - format - Single Page - Word/PDF
 - Which framework / frameworks did you use
 - the AI-generated response
 - Group lead +1 to present.

Time Limit: 3 Minutes per Group ⌚

This is a hard stop session. Stay sharp, be impactful, and make every second count.



Start your group work now!

This is a 15 Minute activity