

# **STUDENT SOCIAL RESPONSIBILITY PROJECT REPORT**

## **ETHICS AND AWARENESS IN THE AGE OF AI**

Prepared By

**SSR 25-079**

## Meet Our Team Members



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## **Acknowledgement**

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Our sincere thanks to our mentor, **Sreeshankar Sir**, for the valuable guidance, motivation, and constant support that shaped our project.

We also extend our appreciation to the **SSR Coordination Team and Campus Support Staff** for their logistical and administrative assistance.

We are deeply thankful to the **faculty and students of Govt. HSS Thekkuthodu, Pathanamthitta**, for welcoming us warmly and actively participating in the awareness session. Their enthusiasm made this project a memorable and meaningful experience.

## **Executive Summary**

Our Student Social Responsibility (SSR) project, titled "Ethics and Awareness in the Age of AI," focused on raising awareness among higher secondary students at Govt. HSS Thekkuthodu, Pathanamthitta. The initiative aimed to introduce concepts of Artificial Intelligence (AI) and Machine Learning (ML) while highlighting the ethical issues related to technology use in everyday life.

Through interactive presentations, real-life demonstrations, and discussions, students learned about both the potential and challenges of AI systems, including bias, privacy issues, misinformation, and accountability. The session successfully sparked curiosity and critical thinking among students about responsible AI use.

The project received positive feedback from teachers and students, which validated our goal of closing the AI awareness gap in rural areas.

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## **SSR @ Amrita**

At the core of an Amrita education is a simple, powerful idea: even the smallest act of kindness creates ripples of change. This is the spirit of SSR, the university's main outreach program. It takes learning beyond the classroom and into the vibrant, complex fabric of real life. It's not just about completing a requirement; it's a genuine invitation for students to engage with their communities, to listen, and to connect. Through SSR, young people don't just watch social challenges—they roll up their sleeves and work alongside others to find practical, caring solutions. In the process, they learn that the deepest lessons come from serving, shaping them into not only skilled graduates but also empathetic citizens eager to give back to the world.

### **Problem Statement**

AI systems are becoming a part of daily life, from smartphones and search engines to social media and educational tools. However, many young students use these technologies without knowing how AI operates or the ethical issues involved.

Problems like data privacy, algorithm bias, misinformation, and dependence on AI can lead to significant social consequences. In rural schools, understanding of these issues is especially low.

Our SSR project aimed to bridge this awareness gap by breaking down AI concepts and encouraging ethical reflection among students.

### **Project Objectives**

1. **Raise Awareness:** Introduce students to the fundamentals of AI and its real-world applications.
2. **Promote Ethical Thinking:** Explain key ethical principles — fairness, privacy, accountability, and transparency.
3. **Engage through Interaction:** Conduct live demos, activities, and discussions to make learning participatory.
4. **Encourage Curiosity:** Inspire students to explore AI responsibly and view it as a tool for problem-solving.

## **Activities Undertaken**

**Venue:** Govt. HSS Thekkuthodu, Pathanamthitta

**Date:** 19/09/2025

**Duration:** 3 hours

### **Key Activities**

- Peer-to-Peer Education & Mentorship:

We acted as peer mentors to bridge the gap between confusion and clarity on AI for a younger audience, embodying the SSR spirit of community-focused knowledge sharing.

- Curriculum Development on AI Literacy:

- Designed a comprehensive educational presentation from scratch, covering AI fundamentals (definition, history, types like Narrow AI, General AI, and Super AI).
- Structured the content to build understanding progressively, starting from "what you already know" to more specific concepts.

- Demystifying Complex Concepts with Relatable Analogies:

- Used the popular cartoon *Doraemon* as a central analogy to explain Machine Learning (Doraemon as a learner) and AI predictions (his gadgets as solutions).
- Connected abstract ideas to everyday applications like YouTube story reels, spam filters, and search engines to make the technology tangible and less intimidating.

- Interactive Learning and Audience Engagement:

- The session began with an interactive segment, "Let's see what you already know!", to activate the audience's prior knowledge and create a participatory environment.
- Engaged the students in a game like platform Quick, Draw that helps neural networks to learn patterns.
- Real fun activity in identifying real vs AI generated deep fake images

- Fostering Critical Thinking and Ethical Awareness:

- Dedicated significant portions of the presentation to the responsible use of AI, moving beyond just the "how" to the "should we."
  - Led discussions on AI Ethics, covering crucial principles like Fairness, Transparency, Privacy, Accountability, and Safety.
  - Explained real-world risks like AI Hallucination (confidently wrong information), AI Bias (how unfair data leads to unfair outcomes), and Deepfakes & Misinformation.
- Balanced Perspective on Societal Impact:
  - Presented a holistic view by discussing both the Benefits (medical diagnosis, fraud detection, virtual assistants) and Challenges (job changes, privacy issues, cost, and misuse) of AI.
  - Explored the Future of AI, including opportunities (solving global problems) and challenges (ethics, job shifts), to prepare the audience for a world shaped by AI.
- Providing Pathways for Further Learning:
  - Concluded with practical guidance by listing recommended Courses and Certifications from platforms like Coursera, edX, and companies like Google and Microsoft, empowering the audience to continue their learning journey.

## Timeline of Work

Activity	Duration
Topic research & slide preparation	1 week
Coordination with school & travel	5 hrs
Awareness session	3 hrs
Feedback collection & report writing	2 hrs

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## Challenges and Accomplishments

### Challenges

- Reaching a remote, hilly location government school with limited facilities.
- Simplifying technical AI concepts for younger students who have limited technical knowledge.

- Maintaining engagement and attention during the session.
- Managing time within the limited class period.

## **Accomplishments**

- Successfully conducted an interactive and lively session.
  - Achieved strong student participation and positive feedback.
  - Improved awareness about AI's benefits and ethical risks.
  - Built communication and presentation skills as a team.
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## **Project Learning**

### **JENICA B SARASAM:**

This project improved my confidence in explaining complex technical ideas in simple, engaging ways. It was so much fun coordinating the program, preparing the activities and conducting a highly relevant session. The enthusiasm of students and teachers filled my heart.

### **HEMARSHITHA S:**

Interacting with rural students helped me understand how AI awareness can empower young minds to think responsibly about technology.

### **SHREYA ER:**

Our AI class was wonderfully dynamic. The students' great energy and questions truly led the way. The best part was our talk on ethics and the future. They debated with such fresh, honest perspectives. It felt less like a lecture and more like we were all discovering the future together.

### **V POORNIMA:**

When I arrived at the new school, I was eager to teach the students, and the experience greatly improved my communication skills and boosted my confidence

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## **Conclusion and Future Work**

The "Ethics and Awareness in the Age of AI" initiative successfully introduced young students to the world of Artificial Intelligence and its ethical dimensions. By combining knowledge with interactive engagement, our team made complex concepts accessible and relatable.

## **Future Work**

1. Extend AI awareness sessions to more government schools.
2. Create easy to understand AI contents in Malayalam.
3. Continue providing AI skill development course suggestions that match current industry demands.
4. Encourage schools to form 'AI and ethics' clubs.
5. Develop follow up materials and short online modules for students.

Through continued efforts, we hope to build a generation that understands, questions, and uses AI responsibly.

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## **Appendix**

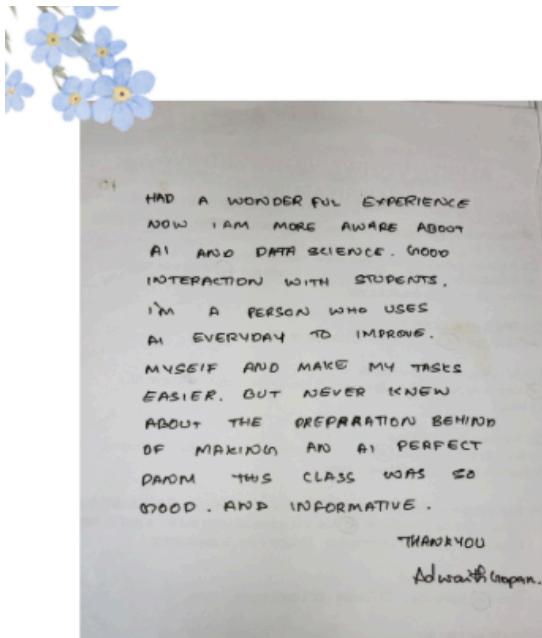
- Session photos





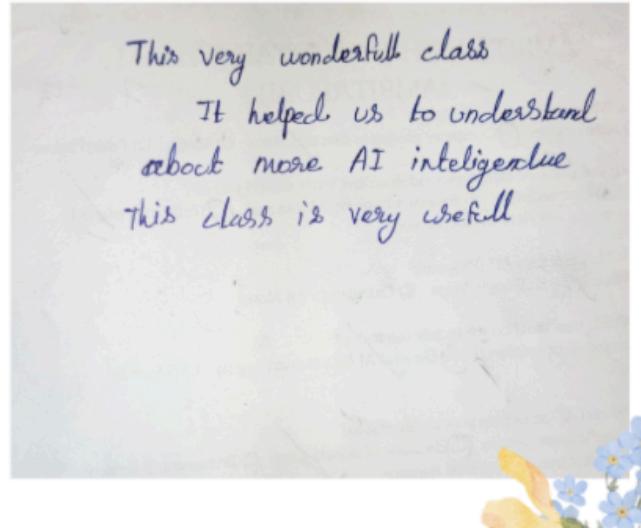
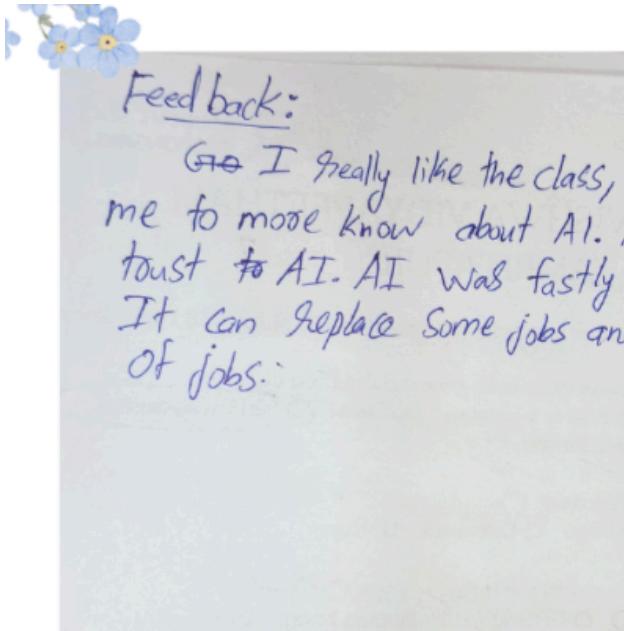


- Feedback forms and reflections

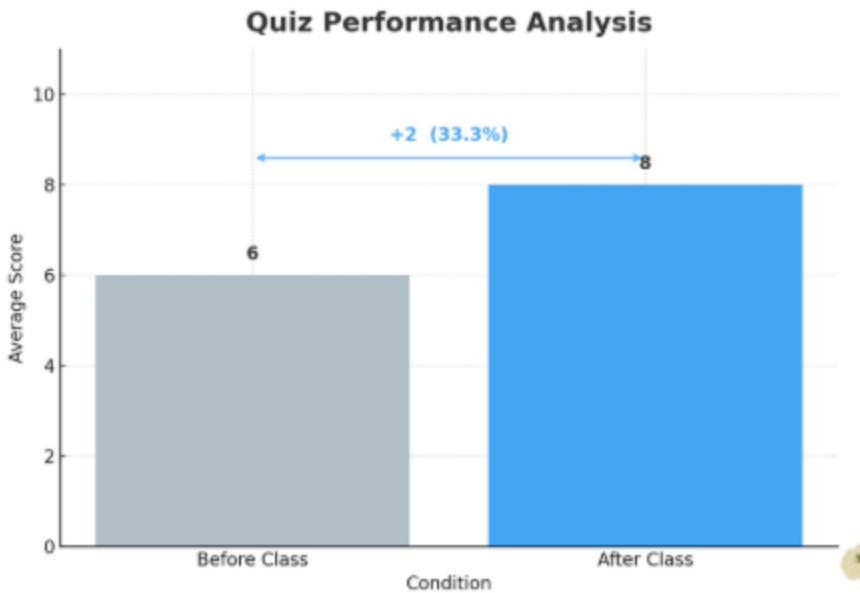


## Feedbacks

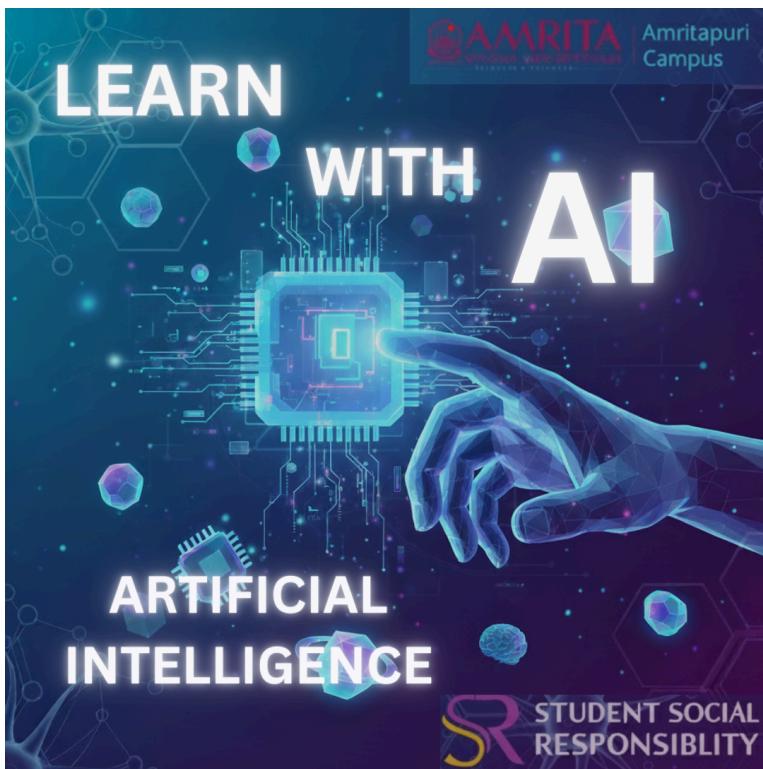
The Awareness about AI was really needed nowadays to avoid misuses and such things so it was really a good experience to be here. It was well said about advantages and disadvantages about AI.

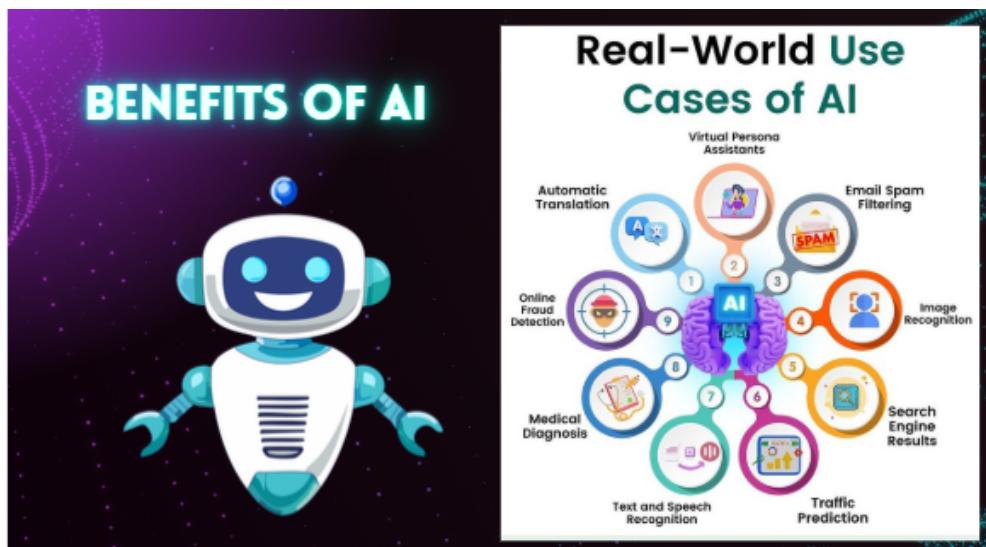


## Quiz Analysis: Impact of Class Session



- Posters and slides used for presentation



An infographic titled "DEEPCODE & MISINFORMATION". It features two images: one of former US President Barack Obama's face with a grid overlay, and another showing two versions of a man's face labeled "REAL" and "FAKE". To the right, a list details various forms of misinformation and deepfake creation. A dashed-line box highlights the following points:

- Deepfake Videos: AI creates fake videos that look real using GAN (Generative Adversarial Networks)  
eg: A celebrity saying something they never said.
- Fake News Creation: AI writes stories that spread false info.
- Voice Cloning: AI copies someone's voice to scam others.
- Impact: Can cause confusion, harm reputations, and spread lies.

Some hands don't match or align with the respective child, which is also a common error in AI-generated images of people.



PPT Links:

[https://www.canva.com/design/DAGyrPbnowA/DplW\\_ahtN7wiVig5aqWq0g/edit?utm\\_content=DAGyrPbnowA&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGyrPbnowA/DplW_ahtN7wiVig5aqWq0g/edit?utm_content=DAGyrPbnowA&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

[https://www.canva.com/design/DAGzKGkvTZA/YWTLLk1Va-cVvrcqxTd20/edit?utm\\_content=DAGzKGkvTZA&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGzKGkvTZA/YWTLLk1Va-cVvrcqxTd20/edit?utm_content=DAGzKGkvTZA&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

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2. Andrew Ng, *Machine Learning Specialization* – Coursera.
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