Future of Life Institute

**Project Summary**

This project focuses on codifying socio-cultural norms into a technology-agnostic framework for conversational AI systems, ensuring they are adaptable across diverse communities and regions while addressing existential risks for vulnerable populations. By leveraging participatory design, the project empowers communities to co-create AI solutions that authentically reflect their cultural values and lived experiences, mitigating risks like cultural erasure, inequitable access, and algorithmic bias.The approach builds on the success of *Sakhi*, a multilingual maternal health platform that uses locally adapted language models (LLMs) with expert-curated knowledge bases and user-informed guardrails to eliminate misinformation and hallucinations. To ensure scalability and relevance, the project abstracts socio-cultural norms into universal principles that can guide AI design in any region. These principles are validated through iterative testing in diverse settings, ensuring they remain flexible and applicable across contexts. By creating a replicable framework for embedding socio-cultural norms into AI systems, this project demonstrates how responsible AI deployment can empower marginalized populations while addressing systemic inequities. It provides actionable evidence of AI’s societal benefits and offers a scalable model for deploying safe, inclusive AI systems globally.

We serve 300 families in Jalgaon, Maharashtra, India, speaking Hindi, Marathi, and English. Through participatory design, the project engages local stakeholders— 60+ healthcare workers, NGOs, and community members—as co-creators of AI solutions. This approach not only ensures cultural alignment but also empowers communities to take ownership of the technology. For example, *Sakhi* uses regionally adapted language models (LLMs) with expert-curated knowledge bases and user-informed guardrails to eliminate misinformation risks while delivering actionable health information in local dialects. The platform’s gamified tools, like the "Super Mom Challenge," foster behavioral change by embedding healthcare awareness into daily life.The project’s participatory framework extends beyond technology deployment to create scalable governance mechanisms that embed socio-cultural norms into AI design. We build trust in AI systems; our pilots reduce monitoring costs by 80% and improving antenatal care compliance by 15% demonstrating how responsible AI can drive systemic change. This work provides actionable evidence of AI’s societal benefits while offering a replicable model for deploying socioculturally aligned, inclusive AI systems. It activates grassroots engagement by empowering communities to shape the future of AI and mobilizes stakeholders to prioritize safety and equity in AI governance.