



AI LITERACY AND INTERSECTIONALITY

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GPAI



THE GLOBAL PARTNERSHIP
ON ARTIFICIAL INTELLIGENCE

GPAI FOW WG PROJECT

Born out of the Innovation Workshop in Montreal, the AI Literacy Project for Factory (informal sector) workers was just an idea

While there are many AI literacy programmes, there was still a need for finetuning learning material for the grassroots





PROBLEM

MARKET GAP

Billions of workers, who stand affected by the introduction of AI, lack understanding of AI-infused workplace practices

COSTS

The cost of lack of AI Literacy among informal sector workers is unknown

CUSTOMERS

While large industries may have some formidable strategies, the SMEs, especially the Mini and Micro-enterprises are not prepared

USABILITY

A generic learning programme will enable the informal workers to adapt

FINANCIALS

Billions of Dollars invested in AI Future Skills but none of these apply to the informal sector workers



CLOSE THE GAP

A generic AI literacy programme can help orientate millions of informal sector workers

TARGET AUDIENCE

Farm workers, factory workers and single account holder businesses and the informal sector workers who are the backbone of many economies

COST SAVINGS

A well produced generic learning programme, released as an Open Educational Resource with the best Creative Commons License will help scale up

EASY TO USE

A learning programme with a modular approach will result in an efficient outreach and in adaptability and replicability

SOLUTION

THE PRODUCT: AI LITERACY FOR INFORMAL WORKERS



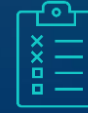
UNIQUE

Mobile-phone based curriculum in story telling format, learnt in vernacular languages



FIRST TO MARKET

Designed by experts in Global South, keeping the farmer of India in mind



TESTED

Shall be tested among 20,000 farmers in Maharashtra



AUTHENTIC

Script based on the advise offered by the reference group and content being sourced from OER material



PRODUCT BENEFITS

Simple to use in blended mode

Pilot-testing to reveal usability and interface

Awareness on AI applications around them

GPAI, INRIA AND COL PARTNERSHIP WITH LOCAL PARTNERS (MKCL AND YCMOU)



BUSINESS MODEL

RESEARCH

COL engaged in research with the two co-leads and the reference group supporting

ABSTRACT

Project reference group to demystify the business opportunity at every stage

DESIGN

Minimalist design and easy to use

GROWTH STRATEGY

How we'll scale in the future

JULY 2024

Finalisation of curriculum and
multimedia content

SEP 2024

Analysis of results from 20,000
farmers who will have audited
the courseware

DEC 2024

Scale-up
Adapatability and replicability
strategy

SUMMARY

We delved into project milestones, including our advisory groups and consultative meetings, the continuous work on the curriculum for our target audiences, and the planned delivery phases. The delivery of AI-driven solutions and required cultural sensitivity when digitizing traditional practices.



THANK YOU

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GPAI Future of Work Experts

Co-Leads, AI Literacy for Informal Sector
Workers Project