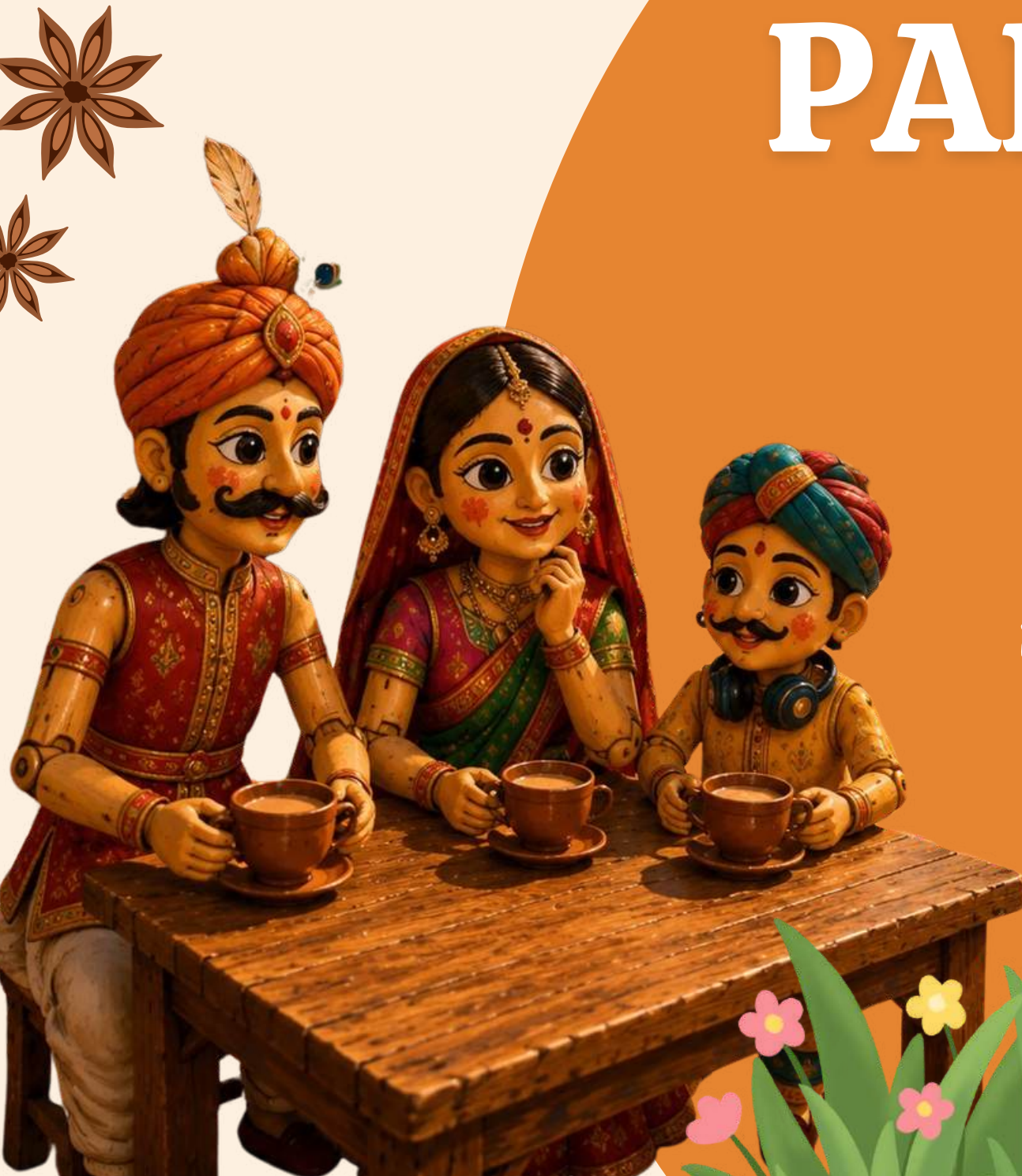


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PARENTS AND AI IN INDIA

AI in Education Hackathon



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INTRODUCING OUR TEAM



Our Team

Team Member	Preferred Role
Thanaporn Thammawongsa	Content Writing, Editing
Ishant Choudhary	Storyboard, Background & Stage Design
Fariha Mahjabin	Character Design, Illustrations
Aaditya Panchakshikar	Animation Production
Md Shakibur Rahman	Reels Editing, Storyboard



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IDENTIFIED COMMUNITY



Our Community

Parents in India

specifically parents of school-going children aged 5 to 17,
across metro cities and Tier-2/Tier-3 towns.

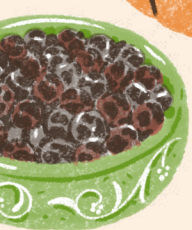


- Parents are the first decision-makers for children's AI use.
- Many need more confidence and guidance with AI.
- Supporting this diverse community can create a broad impact.

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COMMUNITY INSIGHTS & DESIGN CHALLENGES





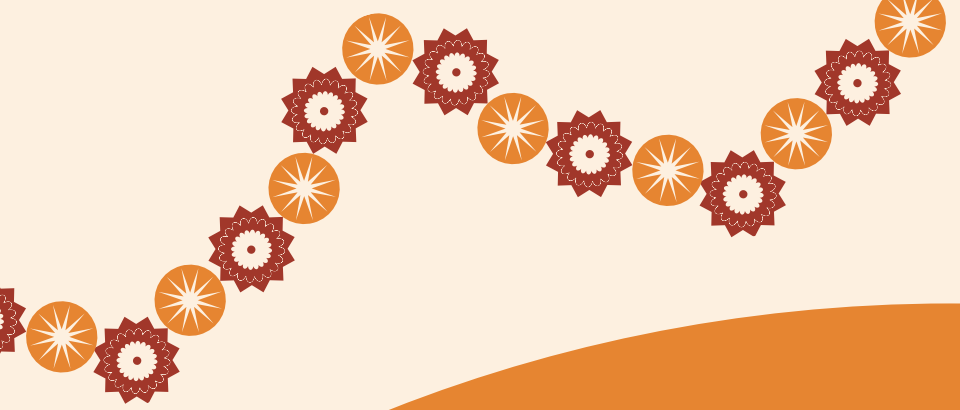
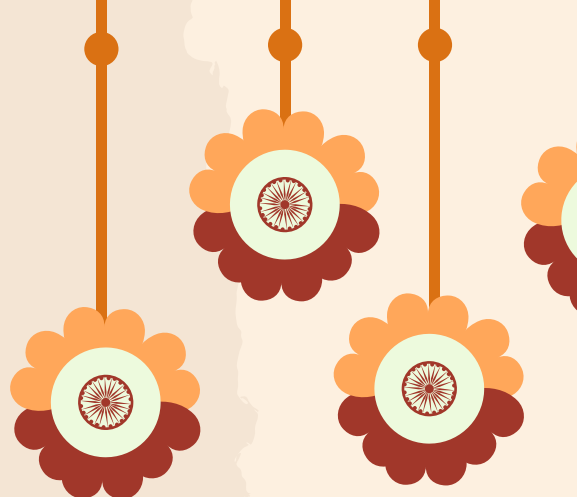
Community Insights

What worries them?

- Over-reliance on AI may reduce **learning and social skills**.
- **Privacy, unsafe content, misinformation, and academic cheating** are major concerns.
- Parents feel **increasing pressure** to guide AI use.

What do they know about AI?

- Many parents sense AI is "**inevitable**" for their child's future
- They believe AI is important but many **lack confidence and understanding** of how to guide their children.
- AI awareness varies widely, and many parents are still **unfamiliar** with the **new school AI curriculum**.



Community Insights

What do they want to learn / need?

- Safe AI use, privacy protection, and healthy AI usage limits.
- How to identify trustworthy AI tools and quality school AI programs.
- How to help children use AI responsibly without affecting learning or development.



How do they prefer to learn?

- Simple, non-technical explainers rather than jargon-heavy material AI guidance.
- Short, relatable formats that fit into daily life.

Design Challenge

Artefact format: Reels with animated characters and mascot

- Designing **original characters** and visual assets that are engaging for both parents and children.
- Creating **consistent** backgrounds, animations, and visual storytelling within limited time and resources.
- **Simplifying** complex AI concepts into clear, easy-to-understand content.
- Balancing educational value with an engaging and enjoyable viewing experience.
- Producing high-quality subtitles, narration, and editing to ensure accessibility and clarity.



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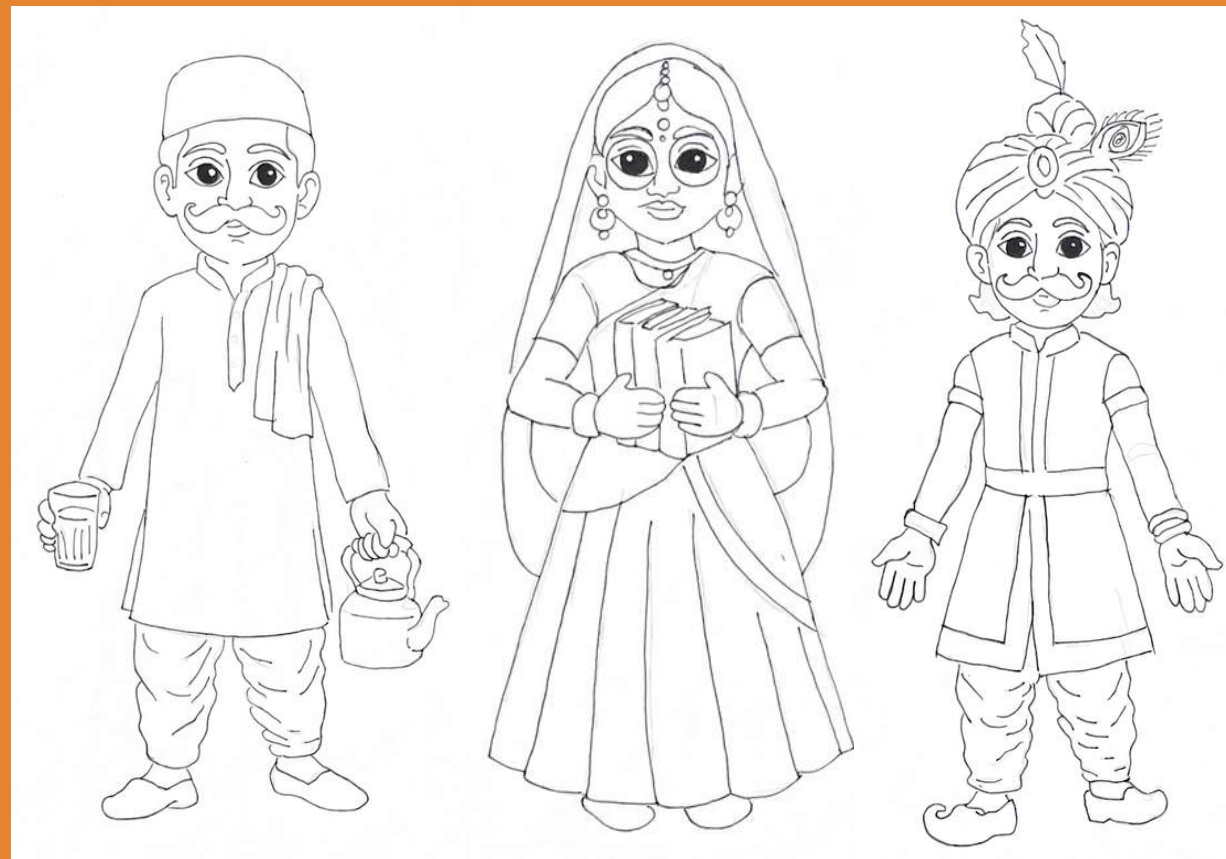
ARTEEFACT DEMO



Artefact Demo

Storytelling and Designing

- A traditional Rajasthani Kathputli (puppet) show, a **familiar** and engaging storytelling **tradition** in India
- The puppet show creates a **relatable** way to communicate AI concepts to parents through **everyday conversations**, encouraging learning through **discussion** rather than instruction.



traditional Kathputli puppets charecter designs

hand-sketched the mascot and characters before adding colors and refined into digital illustrations based on our script and storyboard.

Artefact Demo

Storytelling and Designing

- Chai stalls are common **gathering places** where parents meet, talk, and share their thoughts and concerns. This inspired us to create ChAI, an AI teapot mascot that naturally fits into this familiar setting.
- Just as different **tea ingredients** create different flavors, different **AI prompts** produce different responses, making the teapot a simple metaphor for AI.



edited into reels



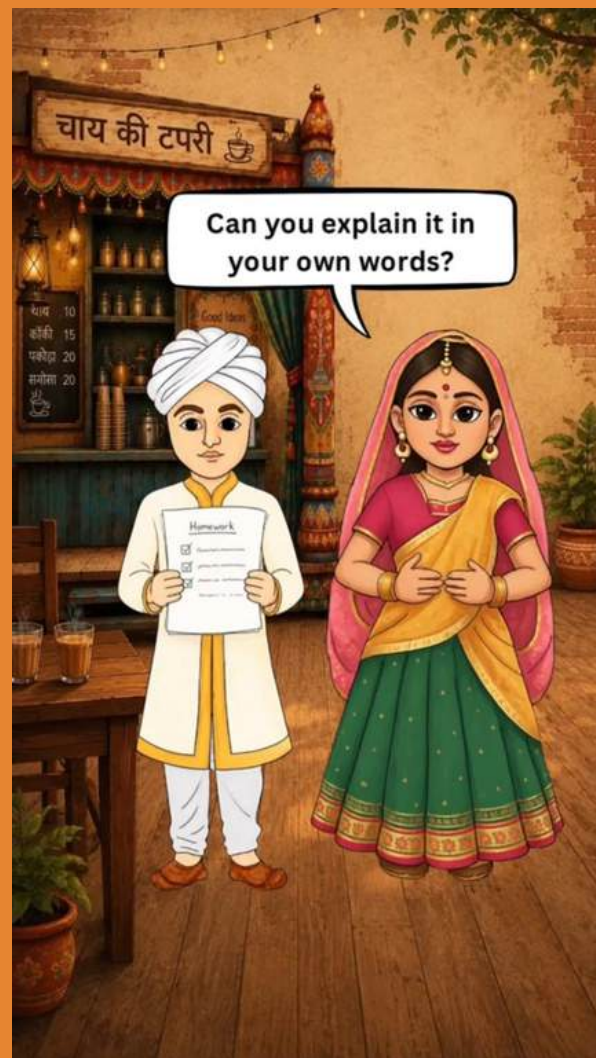
hand-drawn sketch
of mascot



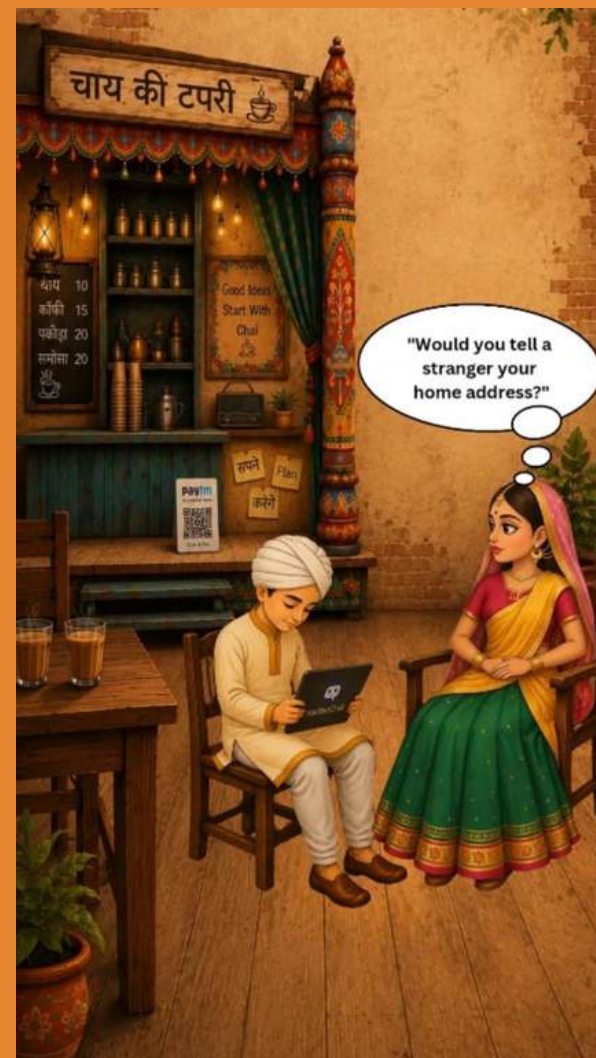
animated mascot

Artefact Demo

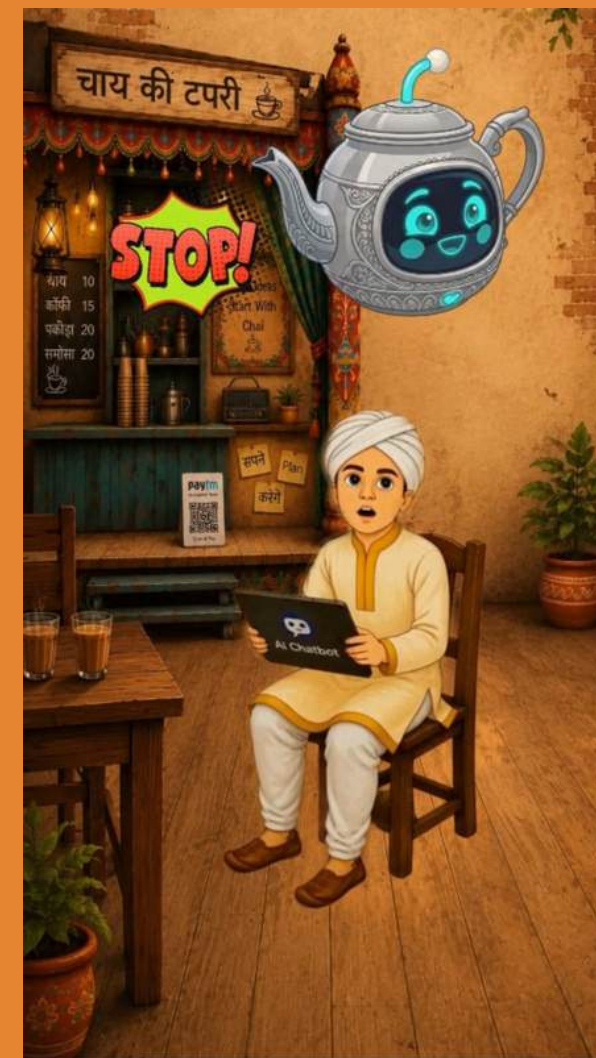
the characters and storyboards were combined through exploring different animation and video editing tools to create the final reels.



REEL VERSION 1



REEL VERSION 2



REEL VERSION 2



REEL VERSION 3

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ENVISIONED IMPACT



Envisioned Impact

Parents will be able to:

1. Understand both the benefits and risks of AI for children.
2. Recognise healthy AI habits and boundaries at home.
3. Feel more confident talking to their children about AI.
4. Understand how AI can support learning without replacing it.
5. Learn simple ways to protect their children's privacy when using AI.



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Thank You
SO MUCH

