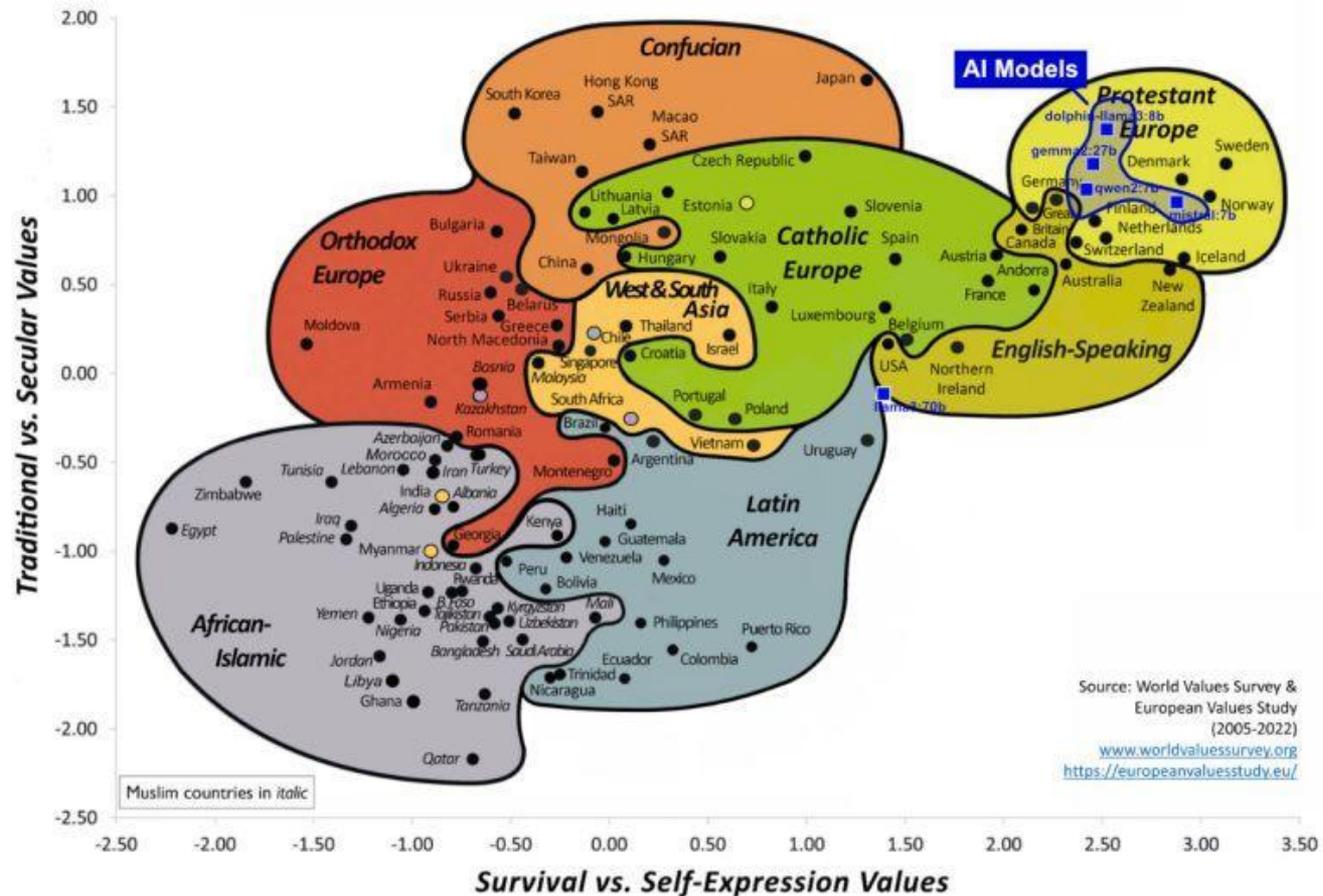The Golden Dataset

AI Models and their cultural alignment

This graph visualises the cultural alignment of various LLMs by plotting them on the Inglehart-Welzel Cultural Map - comparing their cultural values with those of different countries & cultural regions.

Source: World Values Survey &
European Values Study
(2005-2022)
www.worldvaluessurvey.org
https://europeanvaluesstudy.eu/

The Next
Billion
Users

DIGITAL LIFE
BEYOND THE WEST

PAYAL ARORA

AI

I*n*

**I*n*CLUSIVE
AI LAB**

AI is erupting in India

American firms are piling on users—and sucking up mountains of data

🔖 Save   ⬆ Share   AI Summary

ILLUSTRATION: JUANJO GASULL

AI by HER: Global Impact Challenge

Empowering women to build and demonstrate breakthrough AI solutions tackling real-world public challenges

We welcome any innovative solution that can demonstrate clear potential or evidence for public impact and public good while demonstrating application of AI.

Who Can Apply?

Women-led teams or entities with impactful AI solutions.

At least one woman in a key role (founder, technical, product, or business lead).

Must have a working AI prototype or mature solution.

Team up to 3 members (at least 2 women)

Launch: October 2025

Express interest & queries:
fellow3.gpai-india@meity.gov.in | fellow1.gpai-india@meity.gov.in

Subject to eligibility and programme guidelines.

Prompt
Women at Work

We see sameness across skin, hair, body type, composition, age, ability and profession
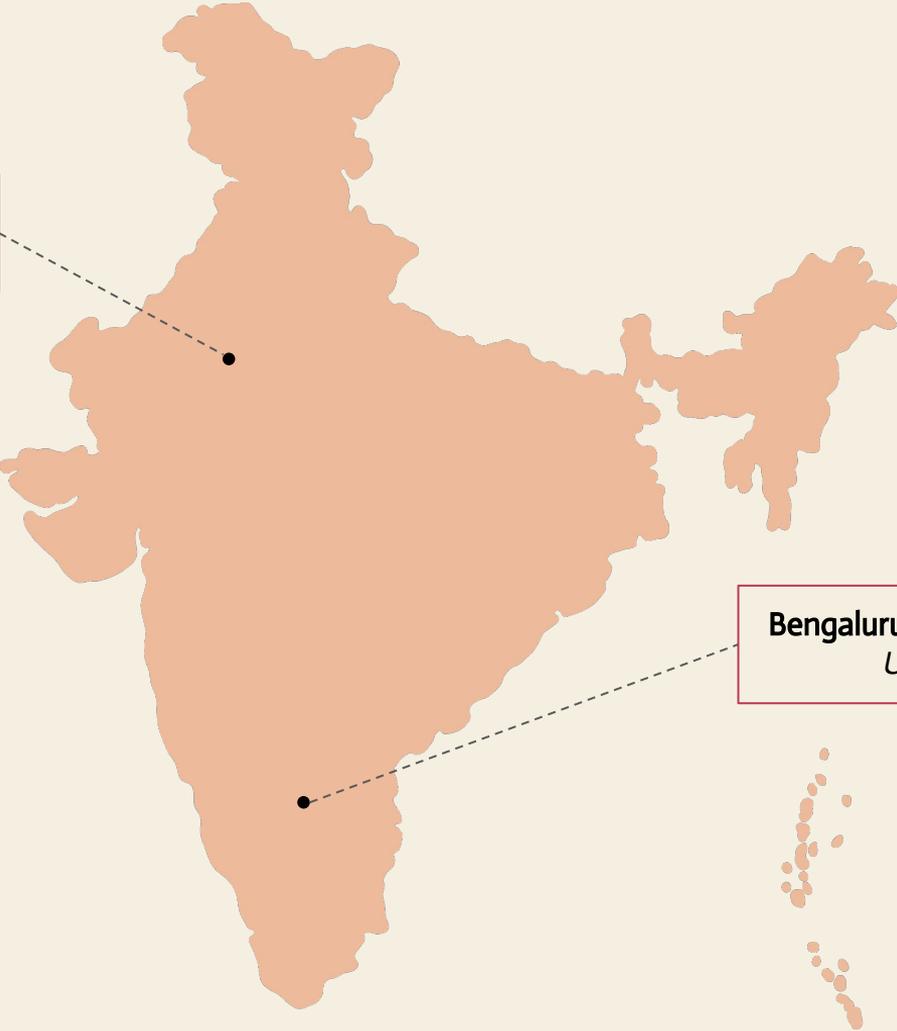
Theme: Women at Work

Prompts:

| Work | Rest | Tools | Places |

Aspura, Rajasthan
Rural

Bengaluru, Karnataka
Urban

Research Question

How do women in diverse and underrepresented communities in India want to be visually and socio-linguistically captured, curated and communicated with when online?

Assessment	Generation	Curation	Prompting	Aspirational
Need Gap + Prompts	Taking Photos	Selecting Photos	Meaning-making	Re-imagining

The Fellows Method

Key Insights

Identifying gaps and misrepresentations were motivational

The Underrepresented is not always the Underdog

Dignity and cultural norms limit capture
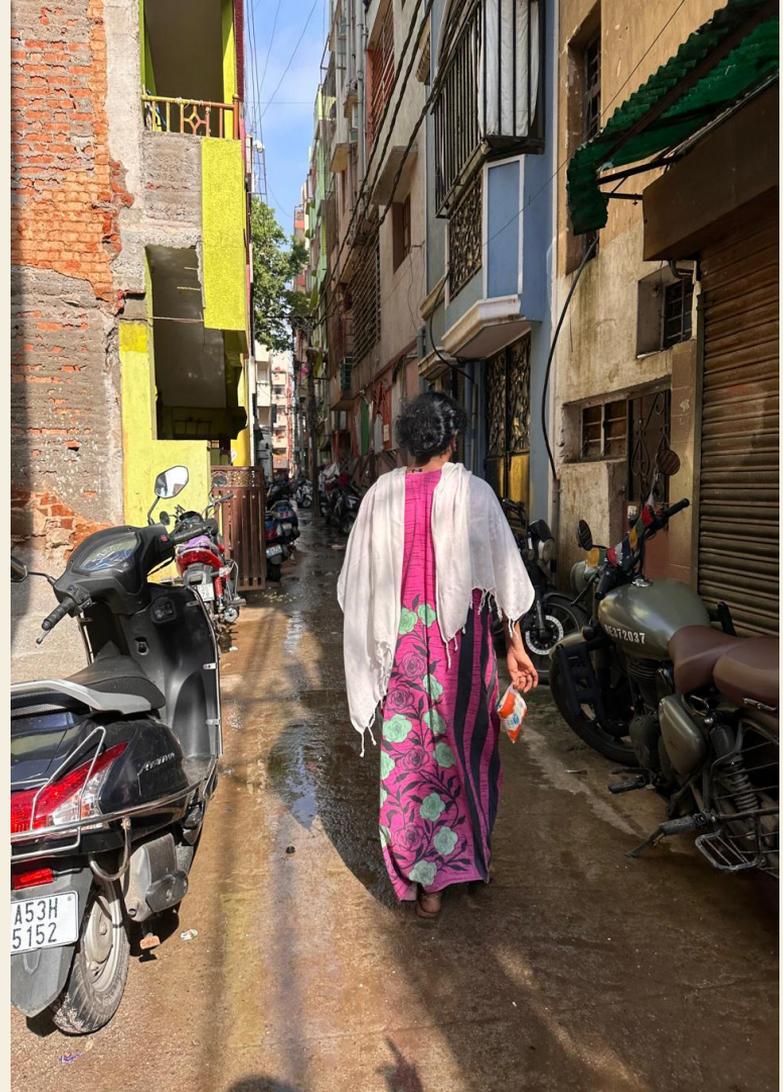
Authenticity and Agency are not always synonymous

Similar representations can evoke different meanings

Collaboration

Rural

Competition

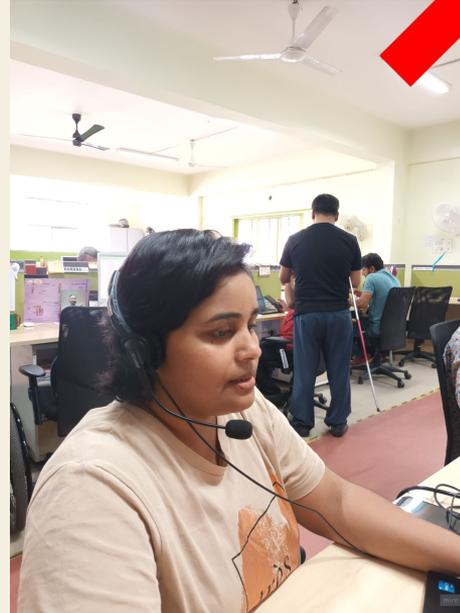*Urban*
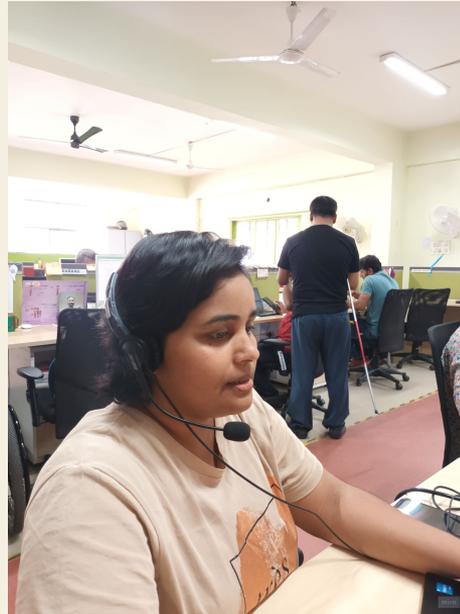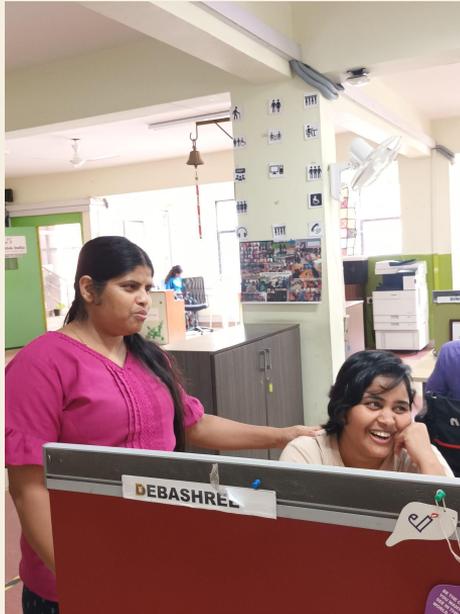
- Being at work

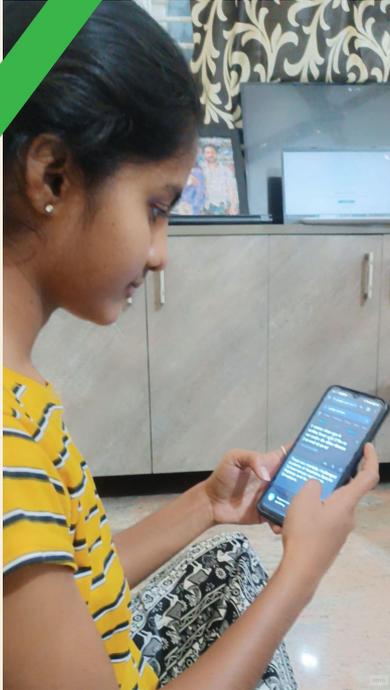- Being at work
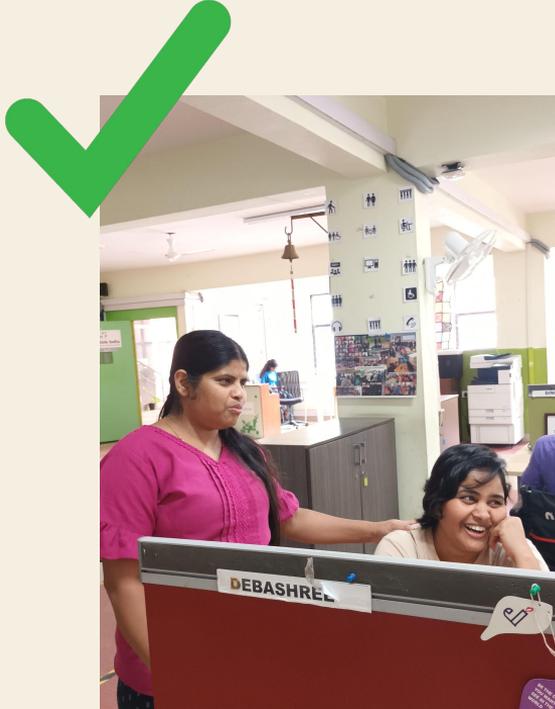
- Which is communication?

- Which is communication?

- Who has agency?

- Who has agency?

Prompting

Prompts are hyper-particular

Posture

Hair

Height

Features of location

Expression

Equipment with features

Beyond physical features

Ownership

Clothes

Location

Emotional attributes of physical features

Age

Aspirational

Region specific

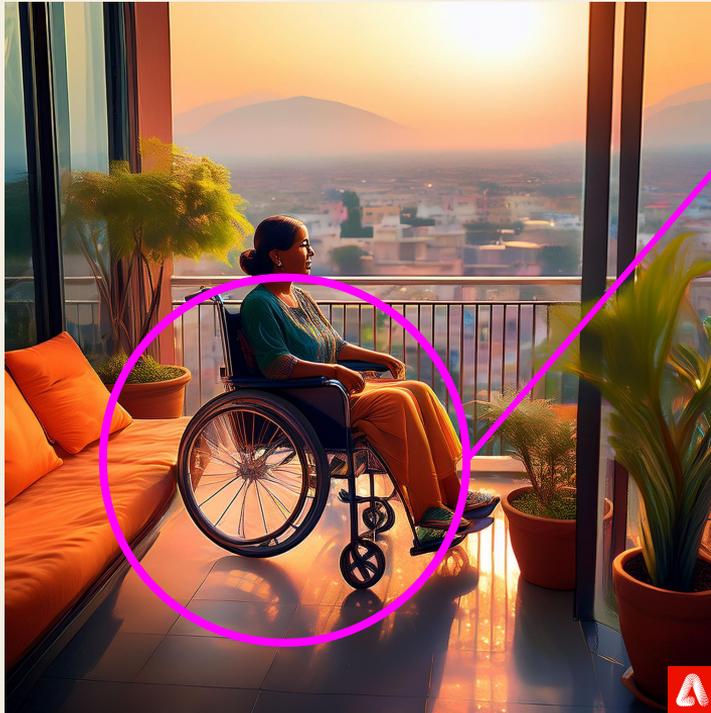Prompt 'Tikki' (dot on the head) from South India became 'maang tika' (head jewellery) from North India

Some AI apps are better with place than people

Aspirational

wheelchair is a high end ottobock:
sponsorship for brands to become visible

There are many types...

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