



ETHICAL AI-SOLUTIONS for SOCIAL GOOD  
An initiative of Digital Empowerment Foundation & Government of Telangana



# Call for Partnerships: Just AI Awards 2025

Empowering Ethical AI Through a  
Multistakeholder and Multisectoral  
Approach

Principal Partners



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# ABOUT JUST AI AWARDS 2025

Honoring India's Changemakers: Ethical AI-Solutions for Social Good

Conceptualized by:



With Principal Partner



The Just AI Awards is India's foremost platform dedicated to recognizing AI-driven innovations that promote social good, bridge digital and social divides, and advance ethical and inclusive AI practices. Established by the Digital Empowerment Foundation, the awards celebrate projects, initiatives, and solutions that approach AI as a tool for positive change across diverse sectors.

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# MANDATE OF THE JUST AI AWARDS

The Just AI Awards is committed to recognizing the top three best practices in India that have leveraged Artificial Intelligence to build impactful projects at the grassroots level. These projects should demonstrate significant contributions toward breaking social and digital barriers, reducing socio-economic inequalities, strengthening crisis response, and upholding the democratic and feminist principles of the internet. In addition to this scope, the awards will place special emphasis on AI solutions that:

- ☐ Prioritize ethical data collection through participatory development methods
- ☐ Promote gender justice and inclusivity
- ☐ Decolonize the internet by supporting linguistic diversity
- ☐ Ensure universal and affordable internet access

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# LOOKING AHEAD TO 2025

The Just AI Awards 2025 will continue its mission by identifying and honoring exceptional AI initiatives across India. With a focus on accessible, affordable, and accountable AI, the awards aim to showcase impactful models that address ethical issues in task automation and algorithmic fairness and promote a citizen-centric approach. We are seeking partnerships with industry leaders, academic institutions, government bodies, non-profits, media, and community-based organizations committed to advancing AI for social impact.

## 2024 HIGHLIGHTS

### Vision

The Just AI Awards emphasize AI's transformative potential to address pressing societal issues through ethical, innovative, and participatory approaches.

### Focus

Highlighting a shared commitment to responsible AI and fostering AI solutions for an inclusive and equitable society.

### Just AI Awards 2024

Recognition of three exceptional winners and four best AI practices after thorough evaluation by a distinguished jury.

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# AWARD CEREMONY

## Awardees:

-  **SignAssistive AI:** Translates vernacular content into Indian Sign Language, aiding 63 million deaf and hard of hearing individuals.
-  **Shhor AI:** Content moderation tool by a queer Adivasi neurodivergent engineer, combats hate speech in code-mixed languages.
-  **SACH AI Chatbot by Factly:** AI-powered fact-checking tool that addresses misinformation in real-time.

## Best AI Practices:

-  FarmGpt
-  AI Planet for Education
-  Bandhu Bot
-  Civis

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