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CHARTER ON RESPONSIBLE USE OF AI

Authored by
Karnnika A Seth, Professor of Practice, VIPS-TC
Cyberlaw Expert & Founder Seth Associates

Centre for Legal Research and Development
Vivekananda School of Law and Legal Studies
VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES – TECHNICAL CAMPUS (VIPS-TC)
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CHARTER OF ETHICS FOR AI IN INDIA

'Artificial Intelligence' is an unprecedented emerging technology that has surpassed human intelligence and impacted economies across the globe. It is expected to contribute to $15.7 trillion to the global economy in 2030 and a 14% rise in the global GDP. In India, the AI market size reached $680 million in 2022 and is expected to reach $3.935.5 million by 2028, with a CAGR of 33.28% between 2023 and 2028. In simple words, "Artificial Intelligence System" or "AI System" can be defined as a computer, computer system or network that autonomously or partly autonomously processes data through use of a genetic algorithm, a neural network, machine learning or another cognitive technique for set of human defined objectives perceives, communicates and acts or generates content or makes analysis, decisions, recommendations or predictions, including AI that works with natural persons, facial recognition systems and biometric systems, robots and AI systems used to generate or manipulate image, audio or video content. It includes automated actions that resemble human behaviour such as acts of reasoning, learning, cognition, prediction, strategy or control. This technology has revolutionised businesses and communications, with several efficiencies impacting various sectors including healthcare, transport, defence and commerce. However, without ethical considerations in its creation and use, it can prove to be a serious threat and a bane to humanity.

In U.S, Europe and other parts of the world, legislators and industry leaders have emphatically voiced their grave concerns over the high risks of use of this technology and advocated need to frame appropriate regulations to ensure its safe and responsible use. The present void of AI regulations/ethical values have led to rampant misuse of this technology, for example, by way of deepfake and fake news that poses serious threat to nations and its people. Without clear ethical principles and regulation, AI can even lead to destruction through cyberwarfare and terrorist attacks in a country impacting its critical infrastructure, systems and people at large. While EU has formalised a draft EU AI Act , other jurisdictions are also deliberating on regulating this technology. International Organisations such as the World Economic Forum, Internet Society , Institute of Electrical and Electronics Engineers (IEEE) and OpenAI have also issued declarations and recommendations on the key principles and policies for AI. The OECD AI principles promote ethical values such as inclusive growth, sustainable development and wellbeing which is fulcrum of responsible use of AI. AI system behaviours need regulation and oversight to respect human centric values to reduce risks, discrimination or other unfavourable outcomes. This is also reflected in the G20 Principles for responsible stewardship of trustworthy AI that encourage building AI with a humancentric approach for inclusive growth and sustainable development. In India, the ethical principles elucidated by Niti Aayog also reflect these ethical values. It is imperative to enhance public awareness and understanding of AI technologies through academia intervention, government and industry led initiatives, training & education, civic engagement and media literacy.

VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES – **TECHNICAL CAMPUS, HEREBY ADOPTS AND PROPOSES THIS 'CHARTER ON RESPONSIBLE USE OF AI'.**

ETHICAL PRINCIPLES FOR RESPONSIBLE USE OF AI

TRANSPARENCY – This principle means the need to use fair and transparent processes for design, development, deployment and use of AI systems. It displays commitment to clarity, openness, and disclosures and enhances accountability and trust. This involves understanding the AI systems, the explainability of its operations, its capabilities and limitations, and outcomes and right to challenge logic or data sources that formed basis of a prediction, recommendation or decision. These proactive disclosures include explaining the nature of data being used, the purpose of the data used in the AI and its consequences for all relevant stakeholders.

JUSTICE AND FAIRNESS – It means mitigation of inadvertent or unwanted bias in the creation of AI, promotes equality and fairness by integrating best practices to prevent any societal prejudices or potential bias that can percolate in the AI creation process. This is particularly to promote diversity and protect the interest of vulnerable and unrepresented stakeholders, such as low skilled or uneducated, ethnic minorities, elderly, women, children. It also ensures the AI creators respect, protect and promote the rule of law, human rights and democratic values including freedom, human autonomy, dignity, equality, privacy, fairness and social justice. It connotes fairness in both substantive and procedural processes, particularly quality of data sets for use in AI systems and ensuring humans always have freedom of choice. It aims at eliminating discrimination based on ethnic race, gender, nationality, income, sexual orientation, political or religious beliefs.

PRIVACY – This is fundamental to every person to protect one's personal data from intrusion. In context of AI, it means 'Privacy by design' and giving due regard to and compliance with notice and consent requirements to respect privacy of every person whose data may be used in AI creation and its functional use. Data governance mechanisms may adopt appropriate technical means to protect privacy such as encryption, pseudonymisation, and anonymisation. AI systems need to be compliant with all applicable data privacy norms and framework in concerned jurisdictions. The use of AI systems should be justified, legitimate, and proportionate to its defined purposes.

RESPONSIBILITY AND ACCOUNTABILITY – AI systems ought to be robust, reliable and safe. These Principles ensure the creators and owners of AI systems identify and mitigate possible security risks and cause or contributors of harms (both individual or collective) that may emanate from its AI. It will ensure that creators and owners of AI take adequate safeguards including impact assessments to prevent the existing and potential risks, allow human oversight and remain answerable, fulfilling their legal obligations at every stage of creation and use of AI. This is particularly important in cases of generative AI that self generates AI and performs its actions through machine learning for which data scientists and AI designers and deployers need to infuse, traceability, reporting (including whistleblower protection) & due diligence mechanism, audits & remain fully accountable. It means securing oversight over human processes aimed at empowering humans rather than deceiving, coercing or manipulating them. Actual and potential harms

caused by AI ought to be reported, investigated, redressed and appropriate action be taken to remedy/ prevent the harm as the case may be.

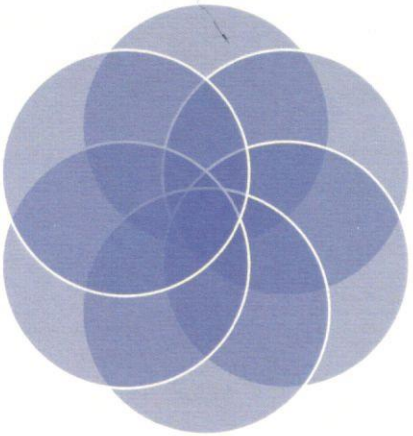
TRUST AND SECURITY – AI creation needs to be trustworthy, reliable and secure in its entire lifecycle. It should not be misleading or easily attacked or, tampered or modified. AI systems ought not to deceive people or lead to unintended consequences or cause harm to people and remedy a situation should any such incident occurs. The AI systems are required to be legally compliant with applicable laws and regulations and have reasonably foreseeable results of its use and deployment. The possible risks need to be identified, addressed and mitigated in public interest throughout the AI lifecycle.

INCLUSIVE GROWTH & SUSTAINABLE DEVELOPMENT – Stakeholders must engage in proactively instilling ethical values in design and creation of AI, for public interest to enhance creativity and commit to mindful use of its resources. This includes any impact on environment and on physical and mental wellbeing of people and their welfare. It includes impact assessment for various dimensions including human, societal, cultural, economic and environmental. AI systems ought to be designed and built keeping in view requirements of diverse segments of people including people with disabilities. Consultations with relevant stakeholders be made in defining purpose of AI, identifying underlying algorithms of logic, determine benefits, risks, or adverse impacts, and deploying proportionate prevention and mitigation measures.

ETHICAL PRINCIPLES FOR RESPONSIBLE USE OF AI

TRANSPARENCY

INCLUSIVE GROWTH & SUSTAINABLE DEVELOPMENT



JUSTICE & FAIRNESS

TRUST & SECURITY

PRIVACY

RESPONSIBILITY & ACCOUNTABILITY

BEST PRACTICES FOR RESPONSIBLE USE OF AI

- **AI ought to be designed, developed, deployed, and used responsibly throughout its lifecycle.**
- **AI must be built with a humancentric approach and respect human rights.**
- **AI systems and solutions must be transparent, open, and prevent 'blackbox syndrome'.**
- **AI design, creation, deployment, and use must be legally compliant.**
- **Every AI system or solution ought to adhere to data protection norms and built following *'Privacy by Design'*.**
- **Each AI System or solution ought to be created based on 'Security by Design'.**
- **AI Systems and Solutions must be robust, trustworthy and safe.**
- **The data samples and coding of any AI system or solution must be free of inadvertent or unwanted bias.**
- **The creators, deployers and processors of AI must accept responsibility and remain accountable for their actions.**
- **Al must be created and used responsibly in the interest of humanity with due regard to the goals of inclusive growth and sustainable development.**

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1. European Union Artificial Intelligence Act, June 2023 https://www.europarl.europa.eu/RegData/etudes/BRIE/2021/698792/EPRS_BRI(2021)698792_EN.pdf
2. Internet Society, "Artificial Intelligence and Machine Learning: Policy Paper" https://www.internetsociety.org/resources/doc/2017/artificial-intelligence-and-machine-learning-policy-paper/
3. IEEE General Principles https://standards.ieee.org/wp-content/uploads/import/documents/other/ead_general_principles.pdf
4. OpenAI Charter https://openai.com/charter
5. OECD AI Principles https://oecd.ai/en/ai-principles
6. G20 Principles for Responsible Stewardship of Trustworthy AI https://wp.oecd.ai/app/uploads/2021/06/G20-AI-Principles.pdf
7. NITI AAYOG, "Responsible AI For All: Approach Document For India Part 1 – Principles For Responsible AI" https://www.niti.gov.in/sites/default/files/2021-02/Responsible-AI-22022021.pdf

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Vivekananda Institute of Professional Studies - Technical Campus
AU block, Outer Ring Road, Pitampura Delhi - 110034
Nearest metro station: Pitampura (2 KM) & Haiderpur (0.5 KM)
Tel. +91 011-27343401/02/03
Email : vipsedu@vips.edu