

DAC

DGU AI Cell — Official Rulebook

Governing the roles, responsibilities, ethics & conduct of all bearers across the four-level hierarchy. Empowering ideas with AI and technology.

Innovate

IDEATE & BUILD

Automate

WORK SMARTER

Elevate

PEOPLE & INSTITUTIONS

Official Rulebook

ROLES · ETHICS · CONDUCT · GOVERNANCE

Version 1.0

Academic Year 2025–2026

Preamble

This Rulebook governs the **DAC — DGU AI Cell** — at DBS Global University (DGU). The DGU AI Cell is the institution's premier body for Artificial Intelligence research, exploration, outreach, and responsible innovation. It defines the organizational structure, roles, responsibilities, rules of conduct, accountability mechanisms, and operational standards applicable to every member bearing a position within the DAC hierarchy.

The DGU AI Cell operates at the intersection of **technology and humanity**. Accordingly, all members are not only expected to pursue excellence in AI-driven initiatives but are equally bound to uphold the highest standards of AI ethics, responsible use, and digital integrity in all activities of the Cell.

Binding on every bearer

All position-holders must read, acknowledge, and abide by this document in full. Ignorance of any provision contained herein shall **not** be considered grounds for exemption from disciplinary action.

Core Values of the DGU AI Cell

Excellence

Strive for the highest standard in every AI initiative and deliverable.

Integrity

Act honestly, transparently, and ethically at all times.

Responsible AI

Champion ethical, inclusive, and human-centred use of AI.

Collaboration

Work as a unified team across all levels of the hierarchy.

Accountability

Own your role, your decisions, and your outcomes.

Innovation

Embrace emerging AI tools and approaches with a critical mind.

Vision, Mission & Objectives

OUR VISION

To be a leading, student-driven Artificial Intelligence cell that empowers ideas with AI and technology — innovating boldly, automating intelligently, and elevating people and institutions — while building a responsible, ethical, and industry-connected AI ecosystem at DBS Global University and beyond.



Our Mission

- 1 Provide a hands-on R&D platform where members explore, prototype, and experiment with emerging AI tools and technologies.
- 2 Bridge academia and industry through live industry projects, CXO networks, and strong industry relations.
- 3 Foster cross-border and inter-campus collaboration through events, workshops, and knowledge-sharing initiatives.
- 4 Equip every member with practical skills in AI tools, operations, and event & project management for real-world readiness.
- 5 Champion the responsible, ethical, and human-centred use of AI in every activity of the Cell.

Objectives — the all-access benefits of membership

R&D Platform

A dedicated platform for AI research, experimentation, and prototyping.

Live Industry Projects

Real-world problem statements and hands-on project delivery.

Industry & CXO Networks

Partnerships opening mentorship, internship & collaboration.

Cross-Border Outreach

Expanding the Cell's reach across institutions and regions.

Events & Workshops

Lead conclaves, workshops, and inter-campus events.

Operations Platform

Streamlined internal workflows, planning, and coordination.

AI Tools, Hands-on

Structured sessions, demos, and challenges on practical AI tools.

Industry Insights

Current AI trends, research & insights to stay ahead of the curve.

Organizational Hierarchy

The DAC operates on a **four-level hierarchical structure**. Each level has clearly defined authority, scope, and accountability — flowing from Leadership at Level I down to Execution at Level IV. Each level reports upward to the level immediately above it; communication and decision-making follow this chain unless an emergency warrants direct escalation to Level I.

LEVEL I**Leadership**

CLUB BEARERS

President · Vice President · Treasurer

Apex authority — strategic direction, institutional representation, and overall governance of the department.

**LEVEL II****Administration**

SECRETARIES

General Secretary · Joint Secretary

Administrative backbone — internal governance, record-keeping, communication, and workflow management.

**LEVEL III****Operations**

SUPERVISORS

Events · Media · Tech · Outreach

Functional domain leads — directly responsible for operational delivery and managing Coordinators.

**LEVEL IV****Execution**

COORDINATORS

Domain · Project · Logistics

The execution force — ground-level tasks that keep activities running smoothly in every domain.

Club Bearers

Club Bearers are the **apex authority** of the DAC — responsible for the strategic direction, institutional representation, and overall governance of the department.

President

CHIEF REPRESENTATIVE

- Serve as the official head and chief representative of the DAC to the university administration.
- Set the vision, goals, and strategic agenda for each academic semester.
- Preside over all general body and executive meetings.
- Approve all major decisions, events, budgets, and policies before implementation.
- Resolve escalated disputes that cannot be settled at lower levels.
- Delegate authority to the Vice President in case of absence.
- Submit a semester-end report to the Faculty Advisor and administration.

Vice President

DEPUTY & COORDINATOR

- Support and deputize the President in all strategic and operational matters.
- Assume full presidential authority during the President's absence.
- Oversee coordination between Level II (Secretaries) and Level I.
- Monitor progress of ongoing projects and escalate blockers to the President.
- Lead internal capacity-building and team-development programmes.

Treasurer

CUSTODIAN OF FINANCE

- Manage all financial resources, budgets, and expenditure of the DAC.
- Prepare and present a budget proposal at the start of each semester.
- Maintain accurate financial records, receipts, and vouchers.
- Approve expenditures within the sanctioned budget, with the President.
- Produce financial reports after every major event and each semester.
- Ensure no transaction occurs without dual authorization (Treasurer + President).

Level I — Collective Responsibilities

Hold **bi-weekly** leadership review meetings.

Maintain open communication with the **Faculty Advisor**.

Ensure activities align with **DGU institutional policies**.

Ratify or reject all proposals submitted by **Level II**.

Secretaries

Secretaries form the **administrative backbone** of the DAC, bridging Leadership and Operations. They are responsible for internal governance, record-keeping, communication, and workflow management.

General Secretary

PRIMARY ADMINISTRATIVE OFFICER

- Serve as the primary administrative officer of the DAC.
- Prepare agendas, minutes, and official communications for all meetings.
- Maintain a comprehensive record of all DAC activities, decisions, and correspondence.
- Coordinate between Level I (Leadership) and Level III (Supervisors) daily.
- Manage membership records, attendance registers, and onboarding documentation.
- Ensure all club policies, circulars, and notices reach every member.
- Track deadlines and deliverables across all domains; escalate delays to Level I.

Joint Secretary

ADMINISTRATIVE SUPPORT

- Assist the General Secretary in all administrative functions.
- Assume the General Secretary's responsibilities in their absence.
- Manage scheduling and logistics for internal meetings and review sessions.
- Maintain and update the DAC's official communication channels and mailing lists.
- Assist in drafting formal correspondence, proposals, and reports.
- Act as a point of contact for Level III Supervisors seeking administrative guidance.



The bridge between Leadership and Operations. Every decision from Level I and every report from Level III flows through the Secretariat — making accurate records, timely communication, and disciplined follow-through the lifeblood of the DAC.

Supervisors

Supervisors lead the **functional domains** of the DAC and are directly responsible for operational delivery. Each Supervisor heads a specific domain and manages the Coordinators under their purview.

Events

CONCLAVES & WORKSHOPS

- Plan, organize, and execute all DAC events — conclaves, workshops, and fests.
- Prepare event proposals with objectives, timelines, budgets, and logistics.
- Coordinate with external speakers, guests, and stakeholders.
- Supervise Events Coordinators and allocate tasks effectively.
- Conduct post-event reviews and report to the General Secretary.

Media

BRAND & CONTENT

- Oversee content creation, design, photography, and social media.
- Maintain the DAC's brand identity across all platforms and publications.
- Review and approve all creatives before publication.
- Manage digital presence, website updates, and media archives.
- Supervise Media Coordinators and ensure timely content delivery.

Tech

TOOLS & AI INTEGRATIONS

- Lead technical initiatives — digital tools, platforms, and AI integrations.
- Manage technical infrastructure for events and daily operations.
- Evaluate and recommend technology to improve DAC efficiency.
- Troubleshoot technical issues during events and operations.
- Supervise Tech Coordinators and document all technical assets.

Outreach

PARTNERSHIPS & RELATIONS

- Drive external engagement — partnerships, collaborations, sponsorships.
- Represent DAC in inter-institutional forums and conferences.
- Build relationships with alumni, corporates, and partner institutions.
- Coordinate outreach campaigns and membership drives.
- Supervise Outreach Coordinators and track engagement metrics.

Common Obligations of All Supervisors

Submit **weekly progress reports** to the General Secretary.

Attend all Level III review sessions called by the Secretaries.

Ensure Coordinators are briefed, supported, and held accountable.

Escalate resource needs or blockers to Level II **within 24 hours**.

Coordinators

Coordinators are the **execution force** of the DAC. They carry out ground-level tasks, implement decisions made by higher levels, and ensure activities run smoothly in their respective domains.

Domain Coordinators

TASK EXECUTION

- Execute specific tasks assigned within their designated functional domain.
- Report to the relevant Level III Supervisor on all task progress.
- Participate actively in domain-specific brainstorming and planning sessions.

Project Coordinators

END-TO-END DELIVERY

- Own and manage end-to-end delivery of assigned projects or sub-projects.
- Create and maintain project timelines, task breakdowns, and trackers.
- Collaborate with Domain and Logistics Coordinators for seamless execution.
- Escalate risks, blockers, or resource gaps to the Supervisor immediately.

Logistics Coordinators

OPERATIONS & SUPPLY

- Handle all physical and operational logistics for events and activities.
- Manage procurement, vendor coordination, venue setup, and inventory.
- Ensure all logistical requirements are met within the approved budget.
- Record all materials procured and returned after each activity.

IV

Where **decisions become delivery**. Coordinators translate the strategy of Levels I–III into real events, projects, and outcomes on the ground — the layer where the DAC's vision meets action.

AI Ethics & Responsible AI

Every member bears a heightened responsibility to understand, uphold, and actively promote ethical AI principles. **This chapter is not aspirational — it is mandatory.** Every activity, project, event, and communication of the Cell must be guided by the seven foundational principles below.

Transparency

EXPLAINABILITY & OPENNESS

AI systems and outputs used or showcased by the Cell must be explainable. Members must articulate how a tool works, what data it uses, and its limitations — in plain language.

Fairness

NON-DISCRIMINATION & INCLUSION

AI tools, datasets, or models must be evaluated for bias. Members must avoid systems that discriminate on the basis of gender, caste, religion, race, disability, or socioeconomic background.

Privacy

DATA PROTECTION & CONSENT

Personal data of students, faculty, or stakeholders must never be fed into AI tools without explicit consent. Respect data minimisation and applicable privacy laws.

Accountability

OWNERSHIP OF AI OUTCOMES

A designated human member remains responsible for every AI outcome. "The AI decided" is not an acceptable justification for any error or harm.

Safety

RISK ASSESSMENT & HARM PREVENTION

Before deploying or demonstrating any AI tool, members must assess potential risks — misinformation, misuse, or unintended harm to any audience.

Human Oversight

AUGMENTATION, NOT REPLACEMENT

AI augments human intelligence and creativity — it does not replace judgment, critical thinking, or empathy. All AI outputs must be reviewed by a human before being acted upon.

Sustainability

ENVIRONMENTAL & SOCIAL RESPONSIBILITY

Be mindful of the environmental cost of AI (energy use of large models) and prioritise lean, efficient, and socially responsible AI solutions.

Why AI Ethics Matters

AI shapes decisions affecting real people — in education, employment, healthcare, and society. DAC members must cultivate ethical thinking alongside technical skill, and be a model of responsible AI practice in academia.

Responsible Use in Practice

6.2 Responsible Use of AI Tools

- Members may use AI tools (generative AI, LLMs, automation) to assist content creation, research, and event planning — provided the final output is reviewed, edited, and owned by the member.
- AI-generated content at any DAC event, publication, or official communication must be disclosed as AI-assisted unless substantially reworked by the member.
- Members must not use AI to impersonate individuals, fabricate quotes, or generate misleading content about any person, institution, or community.
- Producing **deepfakes**, synthetic media, or any content designed to deceive is strictly prohibited — treated as **Gross Misconduct** under Chapter 9.
- Members must not input confidential university data or personal records into external AI platforms without written approval from Level I and the Faculty Advisor.
- All AI tools used in Cell operations must be logged in the Tech Supervisor's register with their purpose and the data they access.

6.3 AI Ethics in Events & Workshops

- Every event featuring AI demonstrations must include a segment on the **ethical implications** of the technology being demonstrated.
- Invited speakers and resource persons must be briefed on the Cell's commitment to responsible AI and asked to align their content accordingly.
- Hackathon problems and AI challenges must include an ethical-use clause — solutions that cause harm, enable surveillance without consent, or discriminate will be **disqualified**.
- Workshop participants must be informed about data privacy before any hands-on AI exercise involving personal or sensitive data.
- Events involving facial recognition, biometric data, sentiment analysis, or surveillance AI require prior approval from Level I and the Faculty Advisor, with an ethical impact statement prepared in advance.

Academic Integrity & The Pledge

6.4 Academic Integrity & AI

Operating within an academic institution, the following standards are mandatory for all members:

- Members must not use AI tools to produce academic submissions (assignments, reports, dissertations) and represent them as entirely their own work, in violation of DGU's Academic Integrity Policy.
- When AI supports academic work (literature review, drafting, data analysis), members must follow DGU's AI disclosure norms and cite AI assistance appropriately.
- DAC members are expected to be **role models** for responsible AI use in academia and to guide fellow students on ethical AI in their coursework.
- The Cell may organise awareness sessions on AI and academic integrity — encouraged, and given priority by all Supervisors.

“

I commit to using Artificial Intelligence responsibly, transparently, and in service of the greater good. I will not use AI to deceive, harm, discriminate, or undermine the privacy of any individual. I will remain accountable for every AI-assisted output I produce as part of the DGU AI Cell. I will champion ethical AI practice within DGU and beyond.

— DGU AI CELL · AI ETHICS PLEDGE

All members must affirm this pledge **upon joining the Cell** and **at the start of each academic semester**.

All DAC members, irrespective of level, are bound by the following standards. Violations are reviewed and actioned per the Disciplinary Framework (Chapter 9).

7.1 Professional Standards

- Treat every member, faculty, and external stakeholder with respect and professionalism.
- Maintain confidentiality of all internal discussions, financial data, and strategic plans.
- Represent the DGU AI Cell with integrity in all institutional and public settings.
- Refrain from making unauthorized public statements on behalf of the DAC.
- Avoid conflicts of interest; declare any such conflict to Level I immediately.

7.2 Communication Standards

- Use official channels (email, WhatsApp groups, internal platforms) for all DAC communications.
- Respond to official communications within **24 hours** on working days.
- Maintain a courteous and constructive tone in all written and verbal exchanges.
- Do not share internal documents, media, or data externally without written approval from Level I.

7.3 Attendance & Participation

- Mandatory attendance at all meetings relevant to one's level — **minimum 85%** attendance required.
- Advance notice of at least **12 hours** for any planned absence from a meeting or event.
- Habitual absenteeism or non-participation shall be reviewed and may result in role reassignment.

7.4 Financial Integrity

- No member shall incur expenditure on behalf of DAC without prior written approval from the Treasurer.
- All reimbursement claims must be submitted with original receipts within **7 days** of expenditure.
- Misuse or misappropriation of DAC funds shall result in immediate suspension and investigation.

Meetings & Decision-Making

8.1 · Meeting Types

Meeting	Frequency	Participants
General Body Meeting	Monthly	All DAC members
Executive Review	Bi-weekly	Level I & Level II
Operational Sync	Weekly	Level II, III & IV
Domain Team Meeting	As needed	L-III Supervisor + L-IV Coordinators
Emergency Meeting	Ad hoc	Called by President; relevant members

8.2 · Decision-Making Framework

Routine decisions

Supervisors may decide independently within their domain.

Mid-level decisions (budget > ₹5,000, external commitments)

Require Secretary sign-off.

Major decisions (partnerships, policy, events > ₹20,000)

Require Level I approval.

Constitutional amendments to this Rulebook

Require unanimous Level I vote + Faculty Advisor approval.

Disciplinary Framework

9.1 · Categories of Violations

Minor Violations

- Unexcused absence from meetings.
- Delayed submission of reports or deliverables.
- Unprofessional communication in official channels.

Major Violations

- Repeated minor violations (3+ in a semester).
- Unauthorized disclosure of confidential DAC information.
- Failure to perform duties despite formal warnings.
- Harassment, bullying, or discriminatory conduct.

Gross Misconduct

- Financial fraud, misappropriation, or theft.
- Wilful sabotage of DAC events or activities.
- Forgery of official documents or communications.
- Conduct that brings disrepute to DBS Global University.

9.2 · Disciplinary Process

- 1 Complaint or observation raised to the General Secretary **in writing**.
- 2 General Secretary logs the issue and presents it to Level I within **48 hours**.
- 3 Implicated member is given an opportunity to present their case within **72 hours**.
- 4 Level I deliberates and issues a ruling within **7 working days**.
- 5 Ruling is communicated in writing and recorded in official DAC records.

9.3 · Penalties

Minor — Written warning (1st) / Formal reprimand (2nd).

Major — Suspension from duties (2–4 weeks) / Role demotion.

Gross Misconduct — Permanent removal / Referral to university committee.

AI Ethics Violation (Ch.6) — Treated on par with Major or Gross Misconduct by severity.

Elections, Appointments & Provisions

Chapter 10 · Elections & Appointments

10.1 Election of Club Bearers — Level I

- Held at the end of each academic year.
- Any active member with a minimum of one full semester of service is eligible to contest.
- Conducted by **secret ballot**, overseen by the Faculty Advisor.
- A simple majority of votes cast determines the winner.
- The outgoing President remains available for a **2-week handover** period.

10.2 Appointment of Secretaries — Level II

- Appointed by incoming Level I office-bearers within 2 weeks of taking charge.
- Based on demonstrated performance, communication skills, and commitment.
- Must be ratified by a majority vote of Level I.

10.3 Supervisors & Coordinators — Levels III & IV

- Level III Supervisors are appointed jointly by Level I and Level II.
- Level IV Coordinators are recruited through an open application process each semester.
- Selection criteria: motivation, availability, AI literacy, and relevant skills.

Chapter 11 · General Provisions

11.1 Amendments

This Rulebook may be amended by **unanimous resolution of Level I** (President, Vice President, Treasurer) with prior written approval from the Faculty Advisor. Amendments take effect **14 days** after notification to all members.

11.2 Interpretation

In any dispute regarding interpretation of this Rulebook, the decision of the **President** (in consultation with the Faculty Advisor) shall be final.

11.3 Supersession

This Rulebook supersedes all previous internal guidelines, norms, and informal arrangements of the DGU AI Cell. Where any provision conflicts with a university policy, **the university policy shall prevail**.

DECLARATION

Acknowledgement

I, the undersigned, confirm that I have read, understood, and agree to abide by all provisions of the **DGU AI Cell (DAC) Official Rulebook, Version 1.0**, including the AI Ethics Framework set out in Chapter 6.

Name

Position

Date

Signature