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Dear Members

It gives me immense pleasure to be sharing the latest edition of Delhi Management Association's newsletter on Artificial Intelligence. The theme of the newsletter is Innovating Tomorrow: Shaping of a Digital Cosmos.

In the 21st century, the rapid advancement of technology has ushered in an era where artificial intelligence (AI) is no longer a distant concept from science fiction but a tangible force shaping the way we live, work, and interact. AI has proven to be a transformative force, bringing about unprecedented changes across various facets of our lives. From healthcare to education, finance to entertainment, AI is revolutionizing the world we live in, making it smarter, more efficient, and more interconnected.

AI is now all pervasive starting from personalised recommendations on Netflix, Amazon to voice assistants like Siri and Alexa, engaging with Chatbots for customer service, smart homes, IOT, financial services, self-driving cars and this is just the beginning. As AI continues to advance, we can expect even more integration into our daily lives.

Healthcare:

One of the most significant impacts of AI is in the field of healthcare. AI applications are enhancing medical diagnostics, treatment plans, and patient care. Machine learning algorithms can analyze vast amounts of medical data to identify patterns and predict diseases with a level of accuracy previously unimaginable. AI is also being used in drug discovery, personalizing treatment plans, and even robotic surgeries, reducing the margin of error and improving patient outcomes.

Education:

AI is reshaping the landscape of education, making learning more personalized and accessible. Adaptive learning platforms powered by AI analyze individual student performance and tailor educational content to meet specific needs. Virtual tutors and smart content recommendations are becoming commonplace, ensuring that students receive a customized learning experience. Moreover, AI is breaking down language barriers, facilitating global collaboration and knowledge exchange.

Finance:

In the financial sector, AI is revolutionizing how businesses operate. Automated trading algorithms powered by AI can analyze market trends in real-time, making split-second decisions that humans cannot match. AI is also transforming

MESSAGE FROM THE PRESIDENT



Dr Yogesh Misra

*President, DMA
Vice President, Thomas Assessments*



customer service in banking, with chatbots providing instant and personalized assistance. Fraud detection systems, risk management, and credit scoring have all been enhanced by AI, making financial transactions more secure and efficient.

Workplace Transformation:

AI is reshaping the nature of work, automating routine tasks and allowing humans to focus on more creative and complex endeavors. From chatbots handling customer queries to AI-driven data analysis, businesses are leveraging AI to boost productivity and efficiency. Collaborative robots, or cobots, are working alongside humans in manufacturing, automating repetitive tasks and improving overall efficiency. The workplace is evolving, with AI contributing to the creation of new job roles and industries.

Entertainment:

The entertainment industry is not immune to the transformative power of AI. Streaming platforms use recommendation algorithms to suggest personalized content based on user preferences. AI is also employed in content creation, generating music, art, and even writing. Virtual reality (VR) experiences and immersive storytelling are enhanced by AI algorithms, providing audiences with more engaging and interactive entertainment options.

Challenges and Considerations:

While the transformative impact of AI is undeniable, it also raises ethical and societal concerns. Issues such as data privacy, bias in algorithms, and the potential for job displacement need careful consideration. Striking a balance between innovation and responsible AI development is crucial to ensuring that the benefits are widespread and equitable.

AI is no longer a futuristic concept. It is transforming the way we already live our lives. As we navigate this AI-driven future, it is imperative to address the challenges responsibly, ensuring that the benefits are accessible to all and that the ethical considerations of AI are carefully managed. The transformative journey of AI has only just begun, and its impact on our lives is poised to deepen and expand in the years to come.

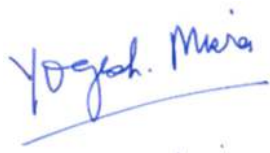
In this issue our Guest Editor Mr. Amit Arya and Editor Ms. Anuradha Sharma have curated articles from our members and eminent non-members to bring about varied perspectives on this topic.

Thank you for being a valued member of DMA. We hope this edition sparks your curiosity and inspires you to explore the limitless possibilities that AI holds for our future. Stay up-to-date with the latest news and developments at DMA. As we navigate the AI landscape together, we invite you to join the conversation. Engage with us on social media, share your thoughts, and be part of the dialogue that shapes our understanding of AI's role in our lives.

If you dear readers sense a difference in my style of writing then this is the moment that I would like to make full disclosure that the majority of this article was written by Chat GPT which is a sign that AI someday in very near future may replace the President of DMA.

Cheers to a future of immense potential.

Best Wishes



Dr. Yogesh Misra
President

Yogesh has extensive consulting experience of over 25 years across the world to Fortune 500 Companies, Large public and private sector companies and Governments of several countries. He is a thought leader in HR, teaches at leading IIM's, has case studies and research papers published in HBR, emerald etc., investor and advisor to start ups.

He is an enthusiastic golfer and photographer.



Editorial Notes

Anuradha Sharma

*Vice President - DMA, Chairperson - Marketing and Communication Committee - DMA
Founder & CEO Fulki Communications Pvt Ltd*

Proud to Look Back, Eager to Move Forward A Year of Achievements at DMA

Dear Contributors, Readers, and Guest Editors, DMA Members, Sponsors, Partners, DMA Office Bearers & Management Committee, DMA Past Presidents

As we celebrate DMA's 67-year journey, I find myself reflecting on the remarkable impact we've had on countless lives and how we've been shaped by the hands of many. This letter is a heartfelt expression of gratitude to all those who have played a vital role in our success.

First and foremost, a sincere thank you to our newsletter contributors, readers, and guest editors. Leading this newsletter for the past three years has been a great privilege. I am delighted to share that our newsletters have undergone significant enhancements, marked by improvements in both content depth and design. We have embraced contemporary themes, featured more than 100 notable contributors, and experienced a substantial boost in readership.

I extend profound thanks to our members. Your unwavering support continues to inspire DMA to greatness. We are dedicated to meeting your evolving needs and brightening your days with events and initiatives that bring joy and satisfaction.

Our sponsors and partners have been crucial collaborators on this journey. Your trust and collaboration have been instrumental in our success, and we look forward to continuing to build on these relationships.

A special acknowledgment goes to our past Presidents, each of whom has left a distinctive mark on DMA. Today, we carry the torch forward, guided by the wisdom and dedication of our current Management Committee.

I extend my gratitude to my fellow Office Bearers. Your dedication fuels the inspiration and energy that drive us forward each day.

Thank you each one, for being an integral part of this incredible journey. As we navigate our way around the track, I am confident that we are well-positioned to run a great race. DMA has not only endured but thrived in challenging times.

And last but not the least, a big thank you to our Guest Editor, Amit Kumar Arya, Hon. Secretary, DMA Vice President - Accenture for putting together a most insightful & interesting Newsletter.

As I leave you to leaf through this special issue, I am filled with unbounded optimism for the year ahead. The year 2024 holds the promise of new opportunities and continued success for DMA.

Together, let's forge ahead with determination, resilience, and the shared belief that our best days are yet to come.

Happy Reading!

Best Wishes



Anuradha Sharma
Vice President

Multi-faceted and versatile, Anuradha, is a branding & communication expert, and an innovative creator of cutting-edge learning tools. Her engaging campaigns for global market leaders go beyond the intellect and relate to the heart, sparking the emotional connect between the brand and the audience.

She has been honored with the esteemed 'DMA All India Women Entrepreneurs Award 2020'. She is also an Elected Member of the Knowledge Council of the National HRD Network Delhi – NCR Chapter, 2022-24.

Her passion for design translates into beautiful landscapes; she is an avid reader and loves travelling.

Dear Readers,

Welcome to the latest edition of our newsletter, where we embark on a journey into the future with the theme "InnovAlting Tomorrow: Shaping of a Digital Cosmos." In this dynamic era, technology has transcended its role as a mere tool; it has become the catalyst for profound transformation, and at the heart of this evolution is Artificial Intelligence (AI), particularly Generative AI.

Generative AI stands as a testament to human ingenuity, allowing us to create, innovate, and imagine in ways previously thought impossible. As we explore the depths of this revolutionary technology, we witness its ability to not only analyze data but to generate new ideas, content, and possibilities, contributing to the ongoing narrative of our digital future.

In every sector, from healthcare to finance, manufacturing to education, Generative AI is reshaping how we approach problem-solving and creativity. It's not just a tool; it's a collaborator in our quest to push the boundaries of what is achievable.

Our journey into this digital frontier is not without its challenges. Ethical considerations, responsible AI practices, and the need for inclusivity require careful navigation. Yet, with a commitment to ethical AI principles, we can harness the transformative power of technology responsibly, ensuring that our innovations contribute positively to society.

A heartfelt thank you to all the contributors who have shared their insights, expertise, and stories in this edition. Your dedication has enriched our understanding of the vast possibilities that Generative AI unfolds. Your contributions are instrumental in fostering a community of knowledge-sharing and exploration.

In this edition, we delve into the insights of pioneers and thought leaders who are at the forefront of InnovAlting Tomorrow with Generative AI. From groundbreaking research to real-world applications, we explore how this technology is influencing and reshaping our present and future.

MESSAGE FROM THE GUEST EDITOR



Amit Kumar Arya

*Hon. Secretary, DMA
Vice President - Accenture*



As we navigate through the uncharted territories of this Digital Cosmos, let us embrace the spirit of innovation, collaboration, and responsible AI adoption. Together, we have the opportunity to shape a future where the convergence of technology and humanity, especially with Generative AI, leads to a more sustainable, inclusive, and advanced world.

Thank you for being part of this journey with us. May our collective efforts in InnovAlting Tomorrow pave the way for a digital landscape that reflects the best of human potential and technological advancement.

Sincerely,

Amit Kumar Arya
Hony. Secretary, DMA

Amit, a seasoned Delivery Leader with an illustrious 23-year career, is celebrated for his prowess in fostering strong client relationships and pioneering automation solutions as an Architect. Currently serving as the Vice President - AI and Automation at Accenture, he is a stalwart leader in Sales & Solution, focusing on Assets & Automation for North America Markets. With a diverse background spanning major projects in banking, insurance, and telecom across global landscapes, Amit excels in presales, RFP management, project delivery, budgeting, estimation, change management, and consulting. As an entrepreneur, Amit has invested in health-food, AI, and sports startups. Holding an MBA, MCA, AGMP from IIM Ahmedabad, and AMDA from ISB Hyderabad, Amit's rich career includes roles at Fidelity, Quark, Cyber Media, and Aristocrat Technologies. A thought leader in AI and Automation, he combines innovation, leadership, and diverse industry experience, contributing significantly to project success and client engagements. Amit's commitment to excellence positions him as a driving force in the dynamic landscape of technology and business integration.

Digital Renaissance

Dilip Chenoy is currently Chairman of Bharat Web3 Association. He has lead a National Chamber as well as sectoral associations. He was founder MD & CEO of the National Skill Development Corporation.

The convergence of digital technology, artificial intelligence (AI), and the emergence of Web3 has given birth to a new "Digital Renaissance." This is leading to a new wave of innovation that is currently reshaping the world.

Web3, popularly referred to as the next iteration of the internet is an open and decentralised internet that leverages blockchain technology and Virtual Digital Assets (VDAs). It empowers users to read-write-own on the internet and creates a trust-based ecosystem that fosters innovation.

The relationship between these technologies is also transforming several sectors such as Finance, Art, Real Estate, and creating new trusted and transparent supply chain solutions across industries among others.

Web3 technologies such as smart contracts and Decentralized Finance (DeFi), are redefining how financial transactions occur, revolutionizing the Indian financial landscape, offering inclusive access to financial services, reducing costs, and increasing transparency.

Further, concepts such as Asset Tokenization have the potential to unlock trillions in illiquid assets, especially in the field of real estate and the financial sector providing greater accessibility through fractional ownership, lower investment minimums, the ability to trade previously illiquid assets and more transparency.

Artificial Intelligence, when combined with Web3 is a powerful tool that can accelerate the transformation of several sectors that is already underway. The convergence of AI, digital technology, and Web3 has also made significant inroads in supply chain management. While Artificial Intelligence is helping to optimize logistics and predict supply chain disruptions, Blockchain technology provides an immutable ledger for tracking the movement of goods, enhancing transparency, and reducing fraud.

In the art world, too, non-fungible tokens (NFTs) have created a new market for digital art, enabling artists to gain recognition and compensation while AI-powered algorithms are generating unique digital artworks, expanding the creative boundaries of art.



Dilip Chenoy

Chairman
Bharat Web3 Association (BWA)



The Web3 sector is one of the most promising sectors in the country today, set to contribute \$1.1 trillion to India's GDP by 2032. India is also home to over 900 startups in the sector, including 5 unicorns. Unlike the previous phases of the Internet, which were dominated by the West, Web3 presents India with a unique opportunity to serve as a torchbearer for this next phase of emerging transformational technologies.

The Bharat Web3 Association (BWA) hopes to nurture these emerging technologies and build out the nascent Web3 ecosystem in the country. In our effort to collaborate and foster innovation, we have engaged with the Ministry of Information and Technology (MeitY) and the Department of Consumer Affairs (DoCA).

BWA members are also assisting the Government of Telangana in setting up a regulatory sandbox and are working with educational institutions such as the Maharashtra State Skills University (MSSU) to incorporate Web3 in the courses offered. The BWA has also tied up with international associations such as the European Crypto Initiative, and Blockchain Association Singapore to share best practices and jointly work towards creating a conducive environment for India.

However, like with any disruptive technology, AI and Web3 bring with them several challenges related to security, scalability, and a regulatory framework to sustain the sector's growth without inhibiting innovation. Thus, while the convergence of digital technology, AI, and Web3 is transforming the way companies and countries are run, it is necessary to foster a responsible and ethical approach to these technologies. Industry players, start-ups, associations, academic institutions, and government agencies should come together to push India towards the Web3 dream.

As management professionals we must understand and embrace these new technologies, apply them to real world cases to ensure the organisations that we lead remain competitive and shape the contours of the new digital cosmos.



Image generated using AI

Artificial Intelligence and Climate Change

Former CMD (L/A) and Director (Tourism & Marketing) – IRCTC and an officer of Indian Railway Traffic Service (IRTS) of 1989 batch; she had an illustrious career in Indian Railways spread over 30 years where she worked in various managerial capacities in various divisions, zones as well as various Public Sector Undertakings and has extensive experience in the field of IT, marketing, operations and planning over Indian Railways. She had a pioneering role in the inception and development of the internet ticketing site of railways 'www.irctc.co.in'. With her sound technical knowledge, organizing and planning skill and ability to communicate with her peers and team, she had successfully completed very challenging and time-bound projects for IRCTC, which ranged from planning and execution of the dynamic online cum counter ticketing platform for Commonwealth Games 2010 to International Marketing of Maharajas' Express Luxury Tourist Train.

Climate change is a global emergency and is challenging scientists, engineers and industry. Experts from all disciplines are trying to use their knowledge and skills in pursuit of finding solutions to protect our on earth and some of the solutions suggested by them can be made possible only with the help of artificial intelligence. Climate change is one of the most difficult scientific problem that humans have ever faced and is a complex system with enormous number of variables. In fact one has to focus on the physical aspect of the climate i.e the amount of carbon dioxide in the atmosphere, temperature, precipitation levels, and Wind pattern. All these characteristics have shaped earth a living planet which is changing continuously. If we take off life from planet earth, then it will be a very different environment.

Climate change and Artificial Intelligence are the two critical and interconnected issues that have significant impact on the future and present of our planet. We all need to remember that AI is not a panacea for climate change. It has to be used in conjunction other strategies, policies and technologies to tackle the complex problem of global warming. Additionally, ethical considerations such as potential of artificial intelligence to handle environmental and social disparities is required to be managed very efficiently. AI has the potential to play a significant role in addressing the

climate change by improving our understanding of the issue and also optimising the resource use. It is already helping society to adapt changed climate and its effectiveness will depend on the responsible behaviour. In order to combat climate change, thoughtful application in collaboration is required. One has to appreciate that Climate data sets are enormous and it takes significant time to collect them. Using same data sets to take informative decision on the actual policy by using artificial intelligence is no longer a challenge in the world of artificial intelligence. One can factor in the elements of climate change and use this enormous data available, and evolve constantly to take informed predictions about the changes in the environment and then deploy mitigation efforts on time

Artificial intelligence (AI) has the potential to play a significant role in mitigating the effects of climate change and helping us adapt to its impacts. AI can be used to Improve our understanding the complex process of climate change to predict its future impacts. This information is essential for developing effective mitigation and adaptation strategies. AI can be used to develop new technologies and processes that are more



Rajni Hasija

*Former CMD (L/A) and Director
(Tourism & Marketing) - IRCTC*



efficient and less polluting clearly impacting to reduce greenhouse gas emissions. AI can be used to optimize energy use in buildings and industry, and in developing efficient transportation systems with new renewable energy technologies. Recent researches have revealed that AI is helping to reduce the carbon that is being released into the atmosphere and AI feeds into the entire chain of activities relating to transition from carbon-based economy to net carbon zero economy. Very simple example of the same may be 'ability to build larger and larger windmills' depends on material which has to be exceptionally light and extraordinary strong so as to sustain the weather. Human generation is in process of learning how to use AI to assist us in designing and creation of these materials. So directly or indirectly, impacting the change in climate. AI can help us to adapt to the impacts of climate change, such as rising sea levels and more extreme weather events. For example, AI can be used to develop early warning systems for climate-related hazards, to design more resilient infrastructure, and to help farmers adapt to changes in growing conditions based on the data variable.

AI is also being used to address climate change in a variety of ways in India very successfully. The Gujarat Mahila Housing Sewa Trust is using AI to develop a water management system that can help to reduce water scarcity in rural India. The system uses AI to analyze satellite data and weather patterns to predict water availability and to develop irrigation schedules. The Villgro Innovation Foundation is using AI to develop a crop monitoring system that can help farmers to identify and respond to pests and diseases early on. The system uses AI to analyze images of crops taken by farmers' smartphones to identify pests and diseases.

Despite the challenges, the opportunities for AI to help us address climate change are immense. AI has the potential to revolutionize the way we produce and consume energy, design and build infrastructure, and manage our natural resources. Artificial intelligence (AI) stands as a formidable instrument for tackling the challenges of climate change on multiple fronts. Its capacity to enhance our comprehension of climate dynamics, innovate eco-friendly technologies to curtail emissions, and facilitate our resilience against climate-related adversities renders AI a pivotal contributor in shaping a sustainable future.



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Futuristic Pedagogy

Unifying AI & Digital Technologies in Management Education

Mr. Vishwa Mohan Bansal, Chairman NDIM, has been an illustrious bureaucrat known for his dynamism and practical decision making in the Govts of Punjab, Delhi and Govt of India at very senior positions. He holds degrees in B.Tech, LL.B, Journalism, MBA, and honorary doctorates from South Korea. He has been credited with transforming ailing public organizations into profitable entities. He was youngest magistrate of entire Punjab in 1978. He handled major strikes of transport workers of Punjab in 1979 and of DDA unions at the critical time of Asiad 1982. He transformed Punjab's famous Kaaali Temple by taking it over from age-old mahants despite tremendous political, religious and legal challenges. As General Manager Lands, he shifted entire Nangal Dewat village to Vasant Kunj to expand Delhi's IGIA, which had been stuck up for 2 decades. He was the youngest director and the youngest & longest serving Secretary of DDA, dealing directly with every Prime Minister's office. Mr. Bansal was advisor to Lt. Governor during Commonwealth Games in Delhi. At NDIM, he heads a distinguished board of 5 industrial houses, 7 Padma awardees, former Supreme Court Judge and Chairman UPSC. NDIM has been declared as the 1st & the only mentor management institute of India by AICTE (Govt of India) & CII due to far reaching innovative academic improvements brought in by Mr. Bansal.

Technology is redefining the world around us in today's fast-paced digital environment. It is transforming industries and how we work, live, and study. With this evolving business landscape, necessary skills and competencies for success are also changing.

Whilst management education has traditionally sought to prepare students for "Leadership" roles, the definition of leadership is itself changing fast. In this fast paced digital economy, leadership extends beyond traditional principles of management to thorough understanding of technology, data analysis and the ability to navigate the complexities of global marketplace being continuously impacted with artificial intelligence and digital technologies, key catalysts driving this change.

Data-driven decision-making via AI algorithms now supersedes reliance on intuition and experience. It's enhancing efficiency and accuracy while also mitigating human biases. To thrive, businesses must not only adopt digital transformation but seamlessly integrate it into their management practices. To address these shifting trends and requirements, educational institutions, especially in the field of management education, must reorient their curricula and recognize the urgency to adapt & embrace new technological advancements as catalysts for essential transformation.

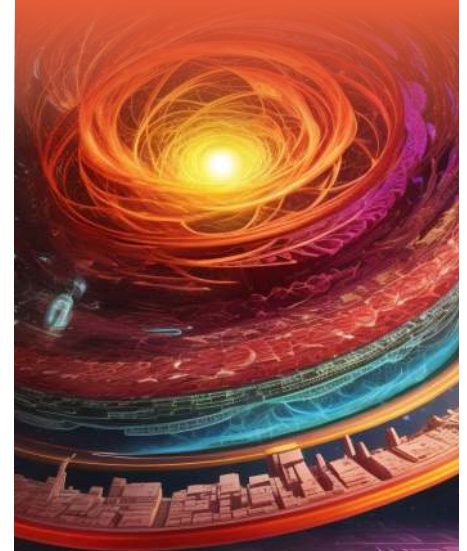
Only those organizations which embrace technological disruptions with open arms will flourish in this digital era. Startups emerging as frontrunners in today's business world isn't a surprise. Their success is closely tied with their adoption of new technologies. Innovative companies are embracing digital tools and AI-powered solutions to manage their complex operations more efficiently than ever before. Startups have shown us how blending new technologies with management principles can yield remarkable results – increased productivity, enhanced decision-making capabilities, improved agility, and growth opportunities, while maintaining sustainable goals on economic, environmental and social frontiers.

There has been tremendous value addition through tech infusion in our PGDM Specializations, empowering our students to excel in the



V M Bansal, IAS (retd.)

*Chairman
New Delhi Institute of Management*



ever-changing world of new opportunities. We started a transformative journey by aligning the management curricula with evolving technological expectations in the dynamic global business environment. This strategic shift was extremely tough to drive in the controlled regime, but our commitment to not impart yesterday's education to the leaders of tomorrow made our resolve stand out by continuously & seamlessly integrating cutting-edge technologies like Artificial Intelligence(AI), Machine Learning(ML), Automation, Blockchain, Cybersecurity, Cloud Computing, Digital Marketing, Business Analytics and other digital innovations, across diverse management education domains of Finance, Marketing, Operations & SCM and Human Resource etc. This proactive approach has ensured our students are better equipped to thrive in the rapidly changing business landscape across the globe. Our alumni are now more apt at calculating business implications and formulating business strategies with more accurate & faster insight into economic and societal considerations impacting their industries.

Management schools have to focus on comprehensive blend of theory and practice, rich learning experience encompassing technology, business insights, case studies and hands on projects. Only multifaceted approach enables students gain understanding of the emerging landscape of central AI and digital technologies, and how these can be effectively deployed to address business challenges.

Amid the COVID-19 pandemic, we celebrated a remarkable milestone with our technological advantage driving substantial surge in admission enquiries and record-breaking placements in cutting-edge new age roles, highlighting the prowess of tech-driven management education at New Delhi Institute of Management. Our tech-infused curriculum has created numerous new job opportunities with students excelling in futuristic roles like Data Scientists, Financial Planning Analysts, Data Engineers, Competitive Analysts, Product Analysts, Strategy & Transaction Analysts, Tech-based Talent Acquisitions, Process Automation, Risk Advisory positions to name a few in leading MNCs and consulting firms which were only a dream without full tech infusion.

We've been continuously evolving our approach in consultation with the industry leaders guiding our board, our academic council and our corporate mentors, for having effortless & smooth integration of AI and digital technologies as integral part of every individual course across all business verticals and management specializations, resting on the shoulders of new age technological skills.

Some examples of how our tech blended curricula has become a major factor in the success of our PGDM students across various business verticals:

1. By leveraging **Artificial Intelligence & Machine Learning** Techniques using Coding and No coding platforms,
 - a. Marketing students can analyze customer data and identify trends and patterns in order to understand customer behavior, preferences and create personalized and resonant marketing strategies that drive engagement and conversion. They can deploy ML techniques for sales forecasting by analyzing historical sales data, and stream marketing reporting from various data sources to enhance marketing campaigns.
 - b. Finance students can leverage Machine Learning algorithms to comprehend the pivotal role of AI/ML in assessing financial risks, refining algorithmic trading strategies, and optimizing portfolio management. They can gain insights into predictive analytics, which provides valuable foresight into future financial events, such as stock price movements and credit defaults. This knowledge equips students to navigate the dynamic financial landscape with confidence.

- c. AI and ML techniques empower HR students to excel in predictive analytics, performance analysis, people analytics, and employee feedback analysis. They can become adept at assessing compensation and benefits and identifying high-potential employees. With sentiment analytics, they can extract valuable insights from employee feedback, enabling them to make informed decisions and drive workplace improvements effectively.
2. By harnessing **digital marketing** tools such as Google Ads, Facebook Ads, SEO optimization etc., students aim to elevate brand awareness, foster lead generation, and drive sales through tailored advertising campaigns.
3. The **Blockchain** module offers a cross-domain perspective. In Finance, it assures secure transactions, maintaining financial stability and trust. In Marketing, it authenticates data, preserving brand reputation. Sales benefits from secure deal execution and customer trust. HR ensures data integrity, fostering trust and legal compliance. Supply Chain ensures product quality and customer trust by tracking origins. Overall, Blockchain underpins trust, reduces fraud, and bolsters brand reputation across diverse business domains.
4. With the evolving **cyber threats** and increasing sophistication of attacks, management executives must themselves be well versed in cybersecurity principles to make informed decisions and set the tone for a security conscious organizational culture.
5. In a digital-centric world, platforms like **Google Analytics** empower students to stay competitive with valuable insights into online user behavior and optimizing marketing strategies accordingly to drive business growth effectively.
6. Understanding of **Intelligent Automation and Robotic Process Automation (RPA)** is a cornerstone of our programs. Students learn to automate a wide range of tasks, including HR onboarding, finance processes (such as procure-to-pay and financial planning), competitive intelligence, and market research in marketing. These technologies are integral in optimizing efficiency, reducing manual work, and ensuring business readiness for the digital era.
7. Using **business intelligence** (Tableau/Power BI) tools to analyze complex data, create interactive visualizations and effectively communicate findings, a skill set highly sought after.

In addition to these technical skills, our blended curricula facilitates students ability to:

1. Think strategically about how to use technologies to achieve business goals.
2. Adapt to ever-changing technologies and consumer trends.
3. Communicate effectively the benefits of using these technologies to both technical and non-technical audiences.
4. Comprehend the broader implications and potential challenges of AI and digital technologies is paramount, before incorporating them into business strategies, students learn that thoughtful and responsible balanced approach to technological integration is mandatory.
5. Understand synergy of collective human intelligence and the technology doesn't just bolster competitive advantage; it also empowers businesses to adeptly confront intricate challenges.

A list of selected tools and technologies integrated by NDIM in the PGDM Specialisations & Courses:



Our Learnings

Integrating AI and digital technologies with management education requires a cross-disciplinary approach, bridging fields such as Pharmacy, Commerce, Computer Science, Economics, Psychology, Engineering etc. The initial step involves promoting interdisciplinary collaboration among faculty from various departments to gain a holistic perspective of technology's influence on business strategies. Adaptability is crucial due to the rapid pace of technological advancements. Embedding AI and digital technologies into each module allows students to grasp their application within specific domains. Embracing these changes empowers graduates with vital skills for success in business landscapes dominated by the digital era.

From NDIM's perspective, integration of AI and digital technologies into management education disciplines is a commitment to nation building by fostering future ready management graduates with competitive edge in the global job and startup scenario. Through this approach, we remain dedicated to shaping the next generation of business leaders who will thrive in the increasingly tech-driven business world of tomorrow.



Image generated using AI

Grow your business using Data Analytics

Over 25 years of experience in Entrepreneurship, Business Development, Team building, Business Marketing and Sales, IT project management, architecture, and delivery. I have been working as CEO of Akscellence, co-founded by me, helping clients' businesses grow more and faster using the power of digital transformation, latest IT technologies, business analytics, AI, and ML.

I have a Bachelor of Technology degree from IIT Kanpur.

Building and developing a company is a formidable challenge, one that demands unwavering commitment, foresight, and a dedication to informed decision-making. In this data-driven era, the key to success lies in collecting and effectively employing the right data to drive and inspire new business activities. This is precisely where business analytics shines, offering self-service data discovery capabilities, robust data governance, and predictive analytics to anticipate the outcomes of your current business initiatives. In this article, we will explore five ways business analytics can empower you to expand your organization in a truly data-driven manner.

Expansion Preparation: Leveraging Your Data

Imagine you're ready to expand your small business by opening a new branch, store, office, or restaurant at a fresh location. You already possess a wealth of information about your growing customer base, equipment and asset maintenance, employee compensation, and delivery or supply schedules. Did you know that you can harness all of this data to create a comprehensive business expansion plan based on what you already know? Business analytics offers insights through visualizations and dashboards derived from your own business data, allowing you to delve deeper through reports and intelligence.

Finding Your Customers: The Power of Data Exploration

Identifying your target audience is crucial for planning your efforts to reach potential customers. However, it's equally important to understand what people are saying about your company, not just locally but also in various regions or across the nation. Business analytics provides social media analytics that can be combined with internal customer data. From there, you can create a profile of your existing and potential customers, thereby discovering your ideal demographic. When you combine this demographic data with publicly available census data, you gain even more insights. This approach enables you to pinpoint where people are most likely to take advantage of your products or services. Moreover, it allows you to explore your competition in greater depth, helping you narrow down the areas with the greatest potential for expansion and customer acquisition.



Sanjay Kumar

Co-Founder & CEO, Akscellence
(ex-IBM Executive
ex-Accenture Manager, ex-TCS)



Crafting Your Business Strategy: From Data to Decisions

Engaging with your data in real-time provides a comprehensive view of your current business landscape, but you also need to understand how you're performing. With business analytics, you can employ performance metrics to identify and predict trends in revenue, growth, and turnover. Armed with this information, you can transform your findings into a comprehensive business plan for the next phase of your thriving enterprise. You transition from being a data scientist to a business owner with a clear vision. In no time, you've pinpointed the perfect location for your expansion.

Creating Your Marketing Campaign: Data-Driven Targeting

With insights gained from your audience and local competitors using business analytics, you can tailor your marketing message to resonate with the group most likely to patronize your restaurant, forming the foundation of an effective marketing campaign. Furthermore, you can refine marketing details, messaging tone, and consumer preferences, such as the best offers that will set you apart from other businesses in the area. By ensuring you offer something unique and valuable to your customers and prospects, you gain a competitive edge. Business analytics empowers you to use your data to make insight-driven, targeted marketing and business growth decisions, allowing you to confidently make choices that will foster the growth of your business.

Harnessing Predictive Insights for Informed Action

Don't overlook the opportunities to formulate winning strategies with predictive insights provided by business analytics. Predictive analytics allows you to maximize your expansion efforts and differentiate yourself from competitors. It lets you analyze the factors influencing your outcomes while offering the power of decision optimization, assuring you that you're on the right track. This capability enables you to overcome obstacles swiftly and learn how to enhance performance, ensuring that your progress is not only profitable but also setting the stage for future expansion.

In conclusion, elevate your beloved business with the transformative power of business analytics. Embrace a future filled with endless possibilities, where business analytics services provide you with intelligent data discovery, insightful visualizations, self-service capabilities, robust data governance, strategic planning, and predictive insights. These tools empower you to take the necessary steps to propel your company to new heights in a data-driven world. Whether it's expansion preparation, finding your customers, crafting a business strategy, creating a marketing campaign, or harnessing predictive insights, business analytics equips you to make informed decisions and embark on a path to sustainable growth and success.



Image generated using AI

Navigating the Generative AI Revolution

Reshaping the Digital Landscape

Neha Saxena Shenoy is the Deputy CHRO for Cairn Oil & Gas. Cairn Oil & Gas is India's largest private sector producer of crude oil and gas. A people leader with 20 years of global experience in India, US, Middle East and Africa. Neha is passionate about helping businesses and people succeed. She has achieved business results through partnership with multiple, global, local stakeholders, and has demonstrated change leadership, relationship building and influencing skills across ambiguous and dynamic environments. Graduate of GE's Global HR Leadership Program. She has been recognized among Top 16 Future HR Leaders of India by People Matters magazine in 2016 and HR '40 under 40' by Jombay in 2019.

Rohit Shenoy has extensive experience in HR consulting and talent development. He's worked with organizations, including Sterlite Power, Infosys, Accenture, and Siemens. Specializing in strategy, leadership team building, impactful learning programs, and innovative learning technologies, his team has earned recognition, such as multiple Gold awards in Brandon Hall's Human Capital Management Awards. He holds certifications in coaching, psychometrics, facilitation, and OD (Tata Institute of Social Sciences). He is frequently invited as a speaker at Indian and International HR forums.

Shyamala looks outside her window from the 7th floor of her corner office in cybercity, Gurgaon. It is Oct 2024, she looks back at how much has changed in just 1 year since Oct 2023. A transformative scenario has unfolded rapidly. The leaders gathered in the board room discuss the pressing challenges of their AI-enabled world. AI has revolutionized their organization, automating once-mundane tasks and shifting the focus of their discussions to a strategic plane.

Shyamala, the CEO, now an orchestrator of human-AI collaboration, steers the ship with a vision of aligning AI with corporate objectives. The CMO harnesses AI's power for hyper-personalized customer experiences, while the CHRO relies on AI for optimal talent management.

The Strategy Head leverages these capabilities to craft data-driven, innovative strategies. This technology aids in generating scenario-based simulations, providing invaluable insights into potential outcomes and guiding the development of agile and effective corporate strategies.

The Operations Head optimizes supply chain operations by utilizing the latest Generative AI technology to predict demand, streamline inventory management, and minimize supply chain disruptions. Simultaneously, the Supply Chain Head harnesses AI to automatically generate insightful reports and forecasts, enhancing decision-making and ensuring efficient distribution.

The board meeting's AI-crafted agenda enhances efficiency, fostering strategic discussions. AI records minutes seamlessly, freeing leadership for vital tasks. Follow-up meetings are precisely scheduled automatically by AI, optimizing timing for each action item and participant.

The demographic of the workforce has evolved, having undergone rapid AI upskilling in 2023 and early 2024 to ensure everyone's AI readiness. **AI hasn't replaced humans but AI enabled humans have replaced humans who refused to learn and collaborate with AI.**



Neha Saxena Shenoy

*Dy. CHRO
Cairn Oil & Gas, Vedanta Limited*



Rohit Shenoy

*Global Learning Head
DXC Technology*

The Disruptive Power of Generative AI

As the above futuristic scenario based just in 2024 shows, generative AI is a game-changer, unlike any technology we've seen before. It's not just a tool; it's a catalyst for a Digital Renaissance. By generating content, ideas, and solutions that were once solely human endeavors, it is transforming how we operate. It allows us to envision a workplace where AI, like Microsoft's Copilot, takes on a co-pilot role. This shift profoundly affects the roles of CXOs as they collaborate with AI personas to interact with customers, suppliers, and external stakeholders. In this AI-driven world, strategic initiatives focus on leveraging Generative AI's capabilities, enabling leaders to adapt to a landscape where their employees have direct or indirect access to Generative AI solutions. AI hasn't killed human creativity, it has made humans more productive and given wings to their ideas to come to life faster.

Reimagining the Post-AI Workplace

In this new world, the role of leaders takes a different shape. They become architects, designing the interaction between humans and AI systems. Roles change; new ones emerge, while some disappear entirely. Our organizations must evolve by nurturing skills like AI integration and Prompt Engineering.



Image generated using AI

The Collaboration of Humans and AI Personas

In this AI-integrated workforce, humans collaborate with AI personas in remarkable ways. New roles like AI trainers, explainability experts, and AI ethics officers emerge, guiding AI systems and ensuring responsible AI deployment. All operational HR activities in talent acquisition, learning and development and others are complexly managed by AI. Sales teams will leverage AI for predictive analytics and intelligent sales strategies. AI co-pilots, like the Microsoft Copilot, will be indispensable partners, enhancing productivity, creativity, and innovation across all departments.

To integrate with these new roles, organizations must nurture skills in data literacy, AI ethics, and interdisciplinary collaboration.

Challenges and Cautions

However, with great large language modelling (LLM) power comes great responsibility. AI's potential misuse, data privacy concerns, and ethical dilemmas are issues that must be addressed. Organizations must establish stringent protocols and cultivate ethical AI practices. Caution is key.

Preparing for the Post-AI World

Leadership and management must proactively prepare their organizations for this transformative change. The focus should be on developing mindsets, skillsets, and toolsets to help employees thrive in this new era. Skills such as data literacy, AI ethics, and creative problem-solving are paramount. Creating a sense of urgency in the organization regarding Generative AI learning and skill development is crucial. Change and transition management should be integral to the organization's strategic plan.

Its not the conclusion, just the beginning

The Generative AI revolution is upon us, reshaping the digital cosmos. The landscape is promising, but it requires proactive adaptation and responsible use. Those who embrace this change will redefine the future of work, leadership, and innovation. Now, more than ever, **it's time to take the leap and unlock the immense potential that Generative AI offers.** The future is here, and it's exciting.

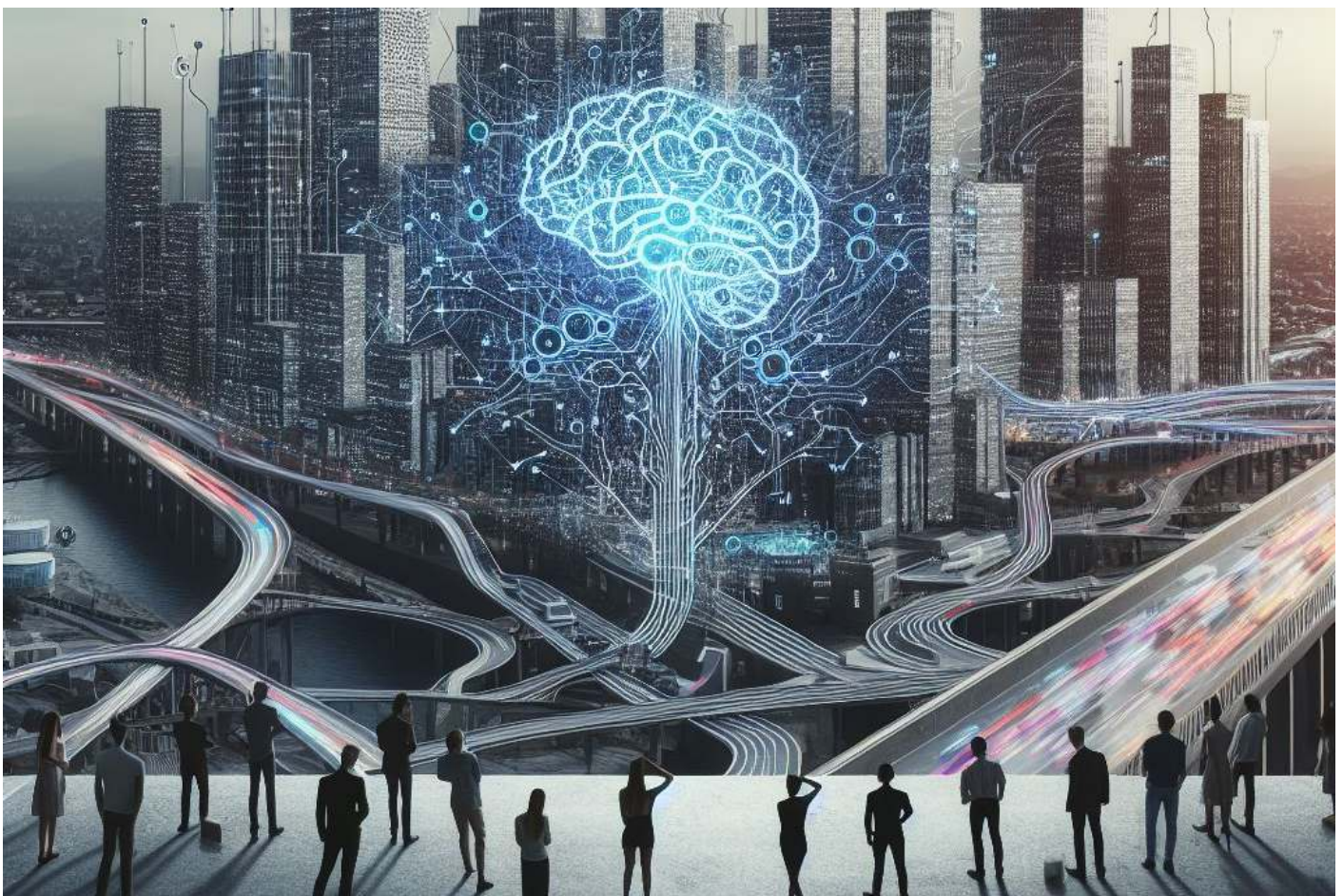


Image generated using AI

Shaping the Digital Cosmos

In the ever-evolving world of architecture and interior design, I, as a founding member of SOIL Institute of Management and a leader in this field, have personally witnessed the profound impact of AI tools. This era is marked by the seamless integration of technology and Artificial Intelligence (AI), which plays a pivotal role in shaping the landscape of architecture and interior design.

One of AI's remarkable attributes in the realm of architecture is its ability to analyze vast datasets, offering insights that influence design decisions. By employing machine learning algorithms, AI can sift through extensive historical architectural data, unveiling patterns, trends, and best practices. These insights prove invaluable when applied to ongoing design projects, providing architects with a wellspring of guidance and inspiration.

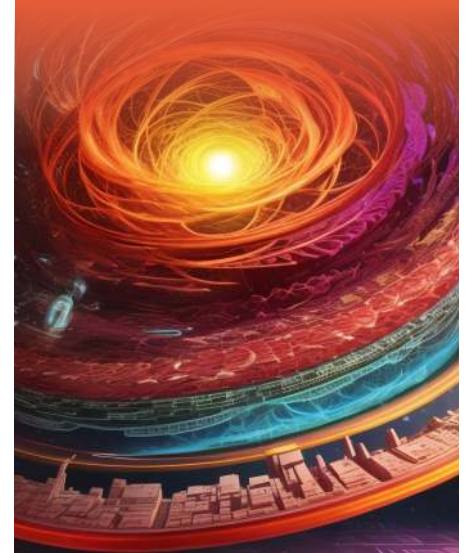
Generative design software stands out as one of the most remarkable AI tools in architecture and interior design. These platforms employ algorithms to generate countless design variations based on specific criteria. Architects and designers can explore these options to discover the most optimized solutions for compact living spaces. This not only expedites the design process but also maximizes functionality and aesthetics within limited square footage. Tools such as Construction Management Systems, Building Information Modeling, Smart Home Design Tools, Environmental Analysis Software, Acoustic Design Tools etc help with project scheduling, resource allocation, and risk assessment, improving project management in construction and automating tasks like clash detection, cost estimation, and construction planning.

AI, in conjunction with Virtual Reality (VR) and Augmented Reality (AR), has emerged as a powerful tool for client engagement. Clients can step into virtual environments meticulously created by architects and interior designers, allowing them to immerse themselves in their future spaces. AI-driven VR simulations empower clients to visualize different design options, materials, and layouts, enabling them to make informed decisions about their projects. AI softwares like 3-D Rendering and Visualization Software, Pragmatic Design Tools, Energy Simulation Softwares, Material Selection Tools, Space Optimization Tools have been monumental in generating photorealistic renderings of architectural and interior designs, aiding



Sahil Sachdev

*President
School of Inspired Leadership*



in visualization and also suggesting suitable materials based on project requirements, considering factors like cost, sustainability, and aesthetics.

Furthermore, AI plays a pivotal role in sustainability efforts within architecture and interior design. With a growing emphasis on eco-friendly solutions, AI can simulate and optimize building performance under various environmental conditions. This ensures that structures are not only visually appealing but also energy-efficient and environmentally responsible.

My personal experience with these AI tools has been nothing short of transformative. Witnessing the evolution from traditional design methods to harnessing the power of AI and generative design has been awe-inspiring. It has enabled us to not only meet but exceed our clients' expectations, particularly in the face of the rising trend of smaller living spaces.

Looking towards the future, AI is poised to become an even more integral part of design processes. With ongoing advancements in machine learning and AI algorithms, we anticipate AI tools providing architects and interior designers with increasingly sophisticated insights and design recommendations. AI tools such as ArkDesign.ai, ARCHITEChTURES, SidewalkLabs will continue to enhance creativity and efficiency while addressing the evolving needs of clients in a highly competitive real estate market.

In conclusion, AI tools have revolutionized the field of architecture and interior design, redefining the roles of professionals and enhancing the entire design process. The integration of AI-driven generative design, VR simulations, and sustainability optimization has not only enriched the industry but also elevated client engagement to unprecedented levels. As we move forward, AI promises a future where innovation and efficiency will thrive, offering unparalleled solutions to both professionals and clients alike.



Image generated using AI

Buzz Around DT and AI

Gaurav Kushwaha is a technology enthusiast and a seasoned Head of IT/CIO known for revolutionizing business processes through digital interventions, all while maintaining a keen cost focus. With a 360° view of technology landscapes and smart solutions, Gaurav specializes in product development, systems integration, solution architecture, innovation management, and operations. His expertise is recognized by industry leaders for delivering innovative, productivity-enhancing solutions, overseeing multiple projects, and facilitating advanced capabilities across diverse domains. Gaurav is a certified professional in SIX Sigma Green Belt, Design Thinking, TQM, and TOGAF. With extensive experience in project and delivery management, he excels in handling complex, cross-functional programs, extensive vendor management, and large teams of 200+. His cross-industry experience spans planning, implementation, capacity planning, operations support, and IT infrastructure planning for data center and disaster recovery implementations. Gaurav has spearheaded large-scale projects in AI/ML, IoT, digital twins, RPA, bots, data analytics, mobility, and cloud platforms. Additionally, he has played a pivotal role in designing and implementing solutions for multiple smart cities and leading IT system mergers during large organizational consolidations. His proficiency extends to IT governance practices, information security compliance, and auditing, ensuring the highest standards of operational excellence and security.

Digital and AI (Artificial Intelligence) are two interconnected and rapidly evolving fields that have a profound impact on various aspects of our lives. Knowingly or unknowingly we use them multiple times each day.

Every progressive company today, irrespective of shape, size or sphere, is experimenting with Digitization where it is converting information, data, or processes into a digital format using various digital tools.

It's AI & ML (Machine Learning) that truly unlocks the potential of the terabytes of data that the digital tools generate from our business processes.

Artificial Intelligence is a vast field covering NLP, computer vision, robotics, digital twins, smart factories, recommendation systems, and autonomous vehicles to name a few. Whereas, ML is a subset of AI that involves analysing the data, identifying the patterns, and thereby generating algorithms to predict and improve through smart and timely decision making.

Digitalization Maturity Journey

Digitization (Digital process) → Digitalization (Unlock the potential of digital data) → Automation (Process automation)

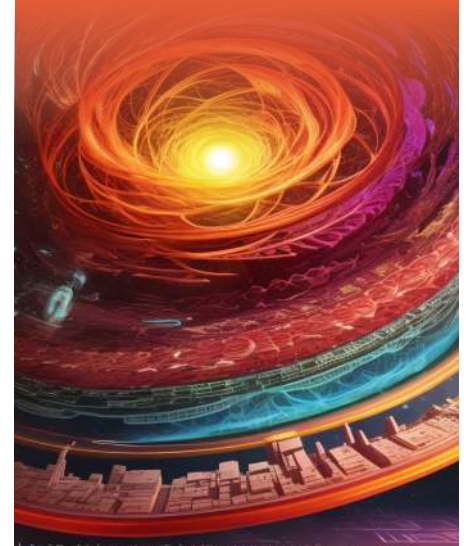
Almost all companies would have done isolated pilots with Digital tools but not many succeed in truly Digitalizing the business processes.

And if I have to pen down top 3 things that are required to be successful in Digitalization and make impact,



Gaurav Kushwaha

Chief Digital & Information
Officer (CDIO)
Jubilant Ingrevia Limited



Start with the Goal in Mind

Objectives which are clearly measurable, in terms of revenue, share of wallet, contribution margin, etc. whichever are most important for the organisation.



Image generated using AI

Awareness to Culture of Digital

The last rigour, operator should understand not only objective, but the tools and applicability. So that they not only follow the plan but also come up with Digital interventions that can help improve the business processes. It's never a sprint but a marathon and hence, building conviction within the company from top to bottom.

Strong Governance to Keep the Momentum Going

Once the goals are decided and the team is motivated half the battle is won, but there will be time when BAU operations will take precedence and there will be multiple trials that would be required before you truly hit the jackpot. It's that time that proper governance and reactivations are required to keep the momentum going.

With leadership alignment and right partnerships, companies would stand a much better chance of succeeding in the Digital maturity journey and take long term benefits.

Staying Human with AI

Rajan Johri is a Change & Transformation specialist. He is a Professional Member of the Indian Society for Applied Behavioral Science and a NEBOSH Certified Practitioner. For three decades Rajan worked across the Globe especially in Europe, Asia-Pacific, Africa, and the Middle East for reputed multinationals like NIIT, Ranbaxy and Boston Scientific b.v. The Netherlands. He was the Chief Executive Officer of MB Informatics in the Sultanate of Oman and the Academic Ambassador of the University of Petroleum to the GCC Countries. Currently, he heads LeadWynn, a service science-based consulting firm established in alliance with Swiss Institute of Service Science, Switzerland

Just 2.6 million years ago the first human of those times used Stones. That was a game changer in human evolution. That early Human, as the first designer, did something basic with Stones and having gained practical experience, moved on. Imagine if that Human tried to predict what is going to happen with Stones without practically trying then would the World have changed? Would later Humans have used stones in many different ways? So as the context evolved it led to newer applications and with it the evolution of the human mind. Perhaps that was the dawn of creativity and innovation. As an Anthropologist, I firmly believe in this fact.

In my own 6C model, I place 'context' as the first rung of the ladder. The 'context' sets up a loop of constant feedback between the human ecosystem and new things. This mediation by the context between objects and people, humans – tools, user – designer, company – consumer slowly, bit by bit, refines and evolves the human mind. It boots and reboots this relationship. This user-centric process based understanding is an essential factor in the refining of the human mind. The context and the process drives design and reinvention in the ever-changing human ecosystems. AI tools actually tempt humans to skip this essential step. Staying Human with AI is already a challenge!

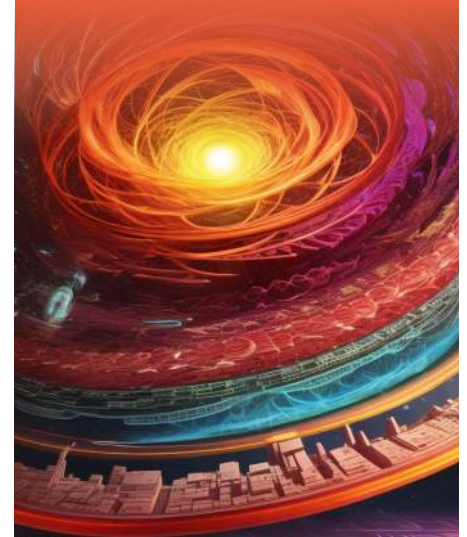
The second rung in the 6C model is 'Competitiveness'. I must reaffirm that 'Competitiveness' is not the same as "Competition". Competitiveness, in letter and spirit, is an inner state of mind. It enables raising the bar every day. On the other hand competition is about winning, howsoever. It adds Speed to anything - speed to market, speed to move up the hierarchy, speed to be first, so on and so forth. AI, using data and interpreting their patterns, are powerful tools to beat the competition. While this happens, competitiveness shall grow and evolution of human brain and it's unfathomable faculties would comparatively slow down.

Competency takes the third place in my model. Most of us who opened our eyes in the 60's, place a lot of value to experience. When we took decisions, sometimes right and sometimes wrong, the experience matured our competencies. Competency of logical reasoning, competency of deduction, development of insight, oversight and foresight - all were stimulated by decision making. Now all of this has been usurped by AI. This way, over a period of time, would thinking remain the most important feature of the human brain? My apprehension increases as I remember the time when use of slide rule and calculators was prohibited in academic examinations. Thinking and originality fetched marks and credits. So if the



Rajan Johri

*Chairperson
Skill Development Committee, DMA
Managing Director, LeadWynn*



‘function of education is to teach one to think intensively and to think critically’ then I believe we lose a lot to AI. What is worrying that even the founder of ChatGPT admits that it “produces problematic answers and exhibits biased behaviour”. If that is the state-of-the-art and human brain is kind of getting numb, then are homo sapiens really evolving?

For those who are uninitiated in the subject of Anthropology, I must inform them that we are living in the ‘Anthropocene’ era. Anthropocene (anthropo meaning man), simply describes the time during which humans have had a substantial impact on our planet. Indeed, we have caused ‘mass extinctions of plant and animal species, polluted the oceans and altered the atmosphere, among other lasting impacts’. With recent geopolitical tensions

cooperation and collaboration among human communities and Nations for stabilizing Earth’s resources and systems seems a challenge. If it was possible then AI could use data and its predictive abilities to reduce carbon footprints and increase use of alternate energy sources like Green House gas emissions. It could bring about real change and transformation of behaviour by design (BbD). I pray and sincerely hope it would do so. Otherwise staying human would be such a huge challenge!

However, all set and done, it would be foolish not to accept that AI can be a major tool to help us face several challenges in our increasingly complex world. Better and accurate diagnosis of health issues, reliability of data that helps in proactive preparation to face natural calamities, complex analytics at the speed of light and sharper understanding of human behavior is driving scientific and social progress in many domains.

While AI is still in its infancy, pessimists will blame it for new social ills and AI zealots will admit no weaknesses.

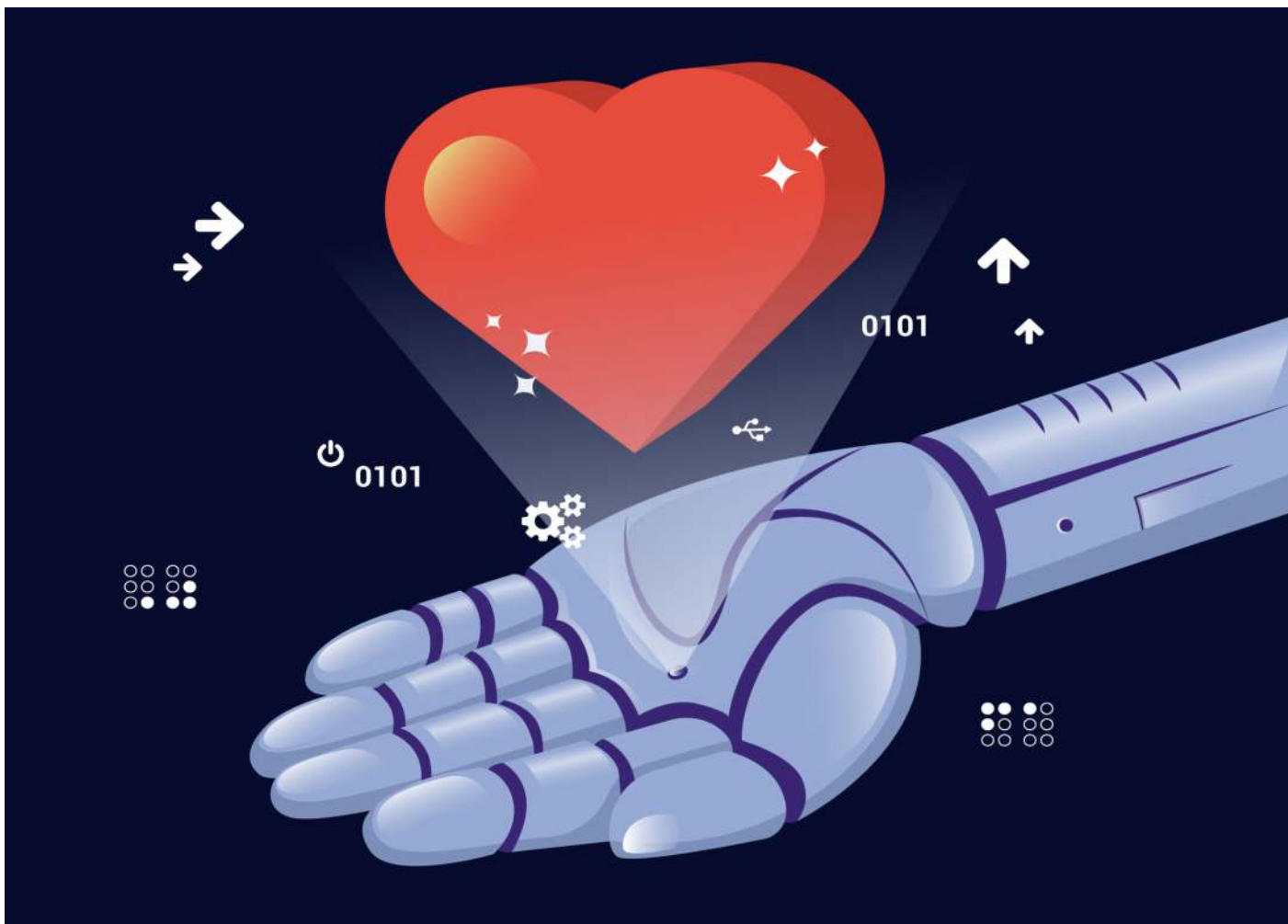


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Unleashing AI's Green Potential

A Paradigm Shift for Combating Climate Change

She is committed to help organizations in creating value through responsible & sustainable business practices, and strong advocate for Circularity, Climate Action, Net Zero, Social Responsibility and inclusive associations placing people and the planet at the core. Passionate about awareness around mental health/wellbeing, and women empowerment. Recipient of awards such as 'Woman Power Entrepreneur of the Year 2023', 'Iconic Women Creating a Better World for All' and 'Women Entrepreneur of the Year 2019.'

In the face of the escalating climate crisis, technology is emerging as a beacon of hope. Among the most promising advancements is the integration of Artificial Intelligence (AI) in the fight for a sustainable future. AI is proving to be a powerful tool to transform our approach to climate change, offering innovative solutions to mitigate environmental challenges and promote sustainability on a global scale.

Climate change, driven by greenhouse gas emissions, deforestation, and unsustainable practices, is a paramount global concern. Rising temperatures, extreme weather events, melting polar ice caps, and disruptions to ecosystems are just a few of the many pressing issues we face. The urgent need to reduce our carbon footprint and transition to renewable energy sources is clear.

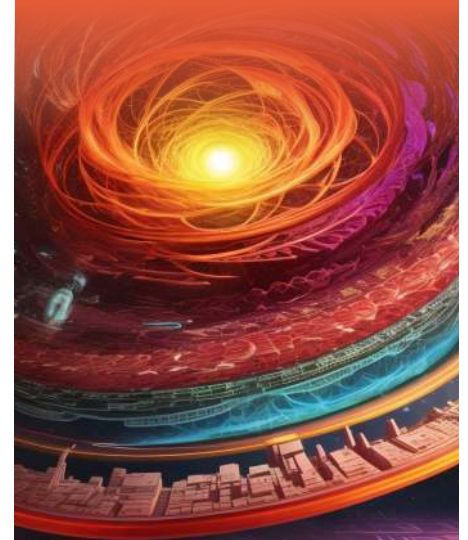
AI presents a transformative potential to address the complex and interconnected challenges of climate change. Its ability to analyze vast amounts of data, identify patterns, and predict outcomes makes it a valuable tool for climate scientists, policymakers, and environmentalists. AI algorithms can process and analyze enormous datasets related to climate, weather patterns, and environmental trends. This analysis helps in understanding current conditions, predicting future changes, and devising appropriate strategies to mitigate the impact of climate change. Additionally, AI can optimize energy production and consumption by predicting energy demands, improving energy efficiency, and enhancing the integration of renewable energy sources into the power grid. This enables a smoother transition from fossil fuels to clean, renewable energy. AI-powered precision agriculture aids in sustainable farming by optimizing resource usage, reducing waste, and minimizing the environmental impact of agriculture. By analyzing data on soil health, weather patterns, and crop conditions, AI can help farmers make informed decisions, ultimately leading to increased productivity and sustainability. Furthermore, AI assists in the development of carbon capture and storage technologies by identifying the most effective methods for capturing and storing carbon dioxide, which helps in reducing carbon emissions from industries and mitigating global warming. AI algorithms can predict natural disasters like hurricanes,



Sanchita Gairola Mishra

*Chairperson,
Climate Change Committee, DMA*

*Co-founder and Director,
Vision360 Management Consulting &
Founding Trustee - Bodhi Foundation*



floods, and wildfires, enabling timely and effective response strategies, a critical aspect for minimizing human and environmental loss during such events. Moreover, AI plays a pivotal role in monitoring and protecting biodiversity and ecosystems, from analyzing animal behavior to tracking deforestation. By providing real-time data and insights, AI applications contribute to conservation efforts.

While AI holds immense promise in the fight against climate change, it is not without its challenges. Ensuring equitable access to AI technologies, addressing ethical concerns, and navigating policy frameworks are vital aspects that require careful consideration. As we move forward, collaborative efforts involving governments, industries, researchers, and the public are essential to harness AI's potential for a sustainable tomorrow. By embracing innovative technologies like AI and combining them with effective policies and sustainable practices, we can pave the way towards a cleaner, greener future.

In conclusion, AI-powered solutions are catalyzing a climate revolution, unlocking the potential for a sustainable tomorrow. It's a journey that requires global commitment, collective action, and an unwavering dedication to preserving our planet for generations to come. Let us embrace this technological advancement and work towards a harmonious coexistence with our environment through the power of AI.

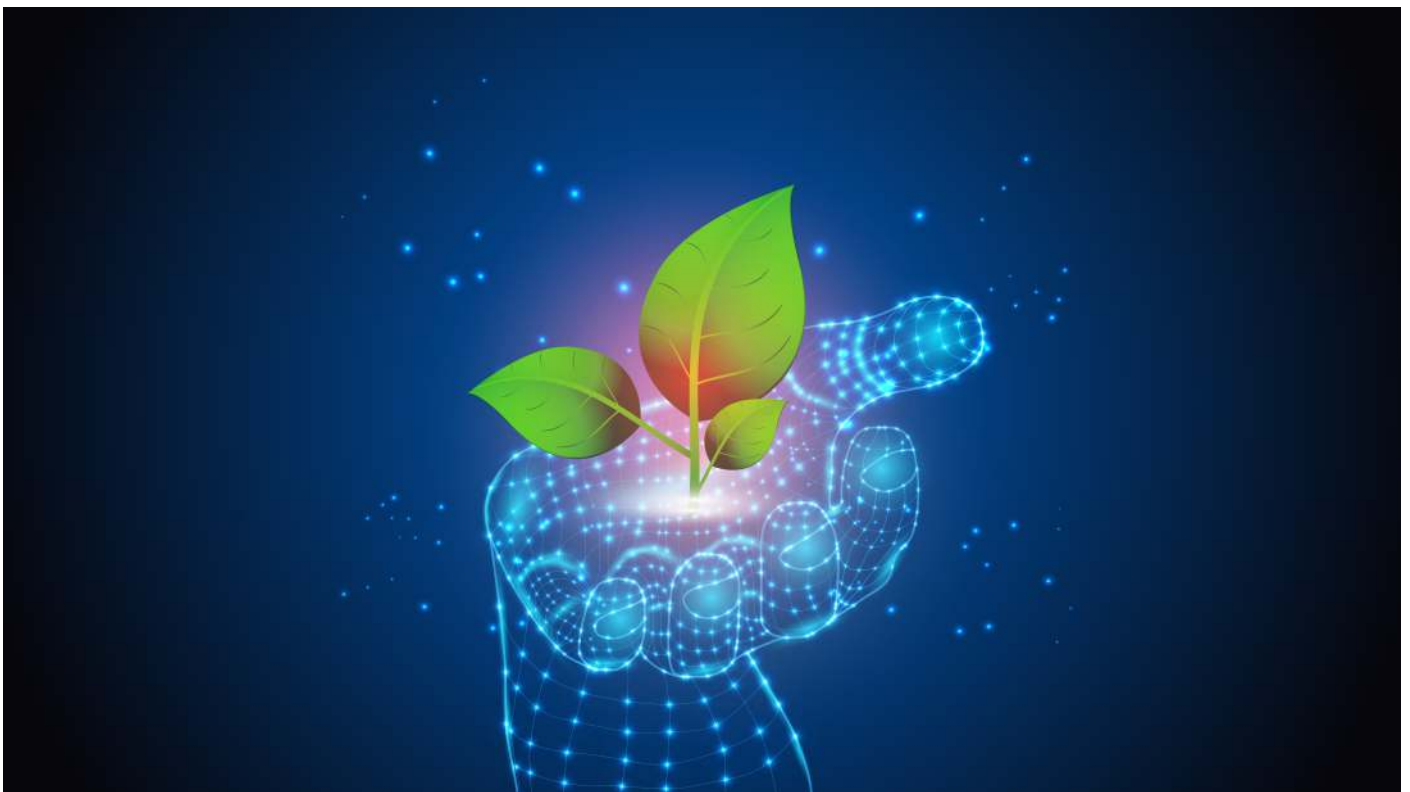


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Exploring Uncharted Creative Realms with Generative AI and ChatGPT

A communication and branding expert, **Anuradha**, founded Fulki Communications 14 years ago. She blends design thinking and creativity to craft versatile and high-quality internal and external communication solutions. These not only power organisational strategy to the next level but also play a pivotal role in achieving business objectives. Her innovative solutions that spark a magical emotional connect between the brand and the audience, have led to several unforgettable and award-winning campaigns for global market leaders.

My customers often ask me where one finds inspiration for creating engaging communication when faced with business challenges... it got me wondering, what gets people's creative juices going.

I believe that our daily life is a treasure chest of exciting ideas. I constantly draw inspiration from the things I love to do, whether its music, nature, or word games, then connect the dots to the real world.

One striking example is the solution we came up with for cascading the Mahindra RISE culture globally amongst a diverse workforce of over a lakh employees. The task was formidable, given the varying demographics, but the solution we came up with, was very simple.

My teenage love for Chacha Choudhry and Superman comics, inspired me to develop a unique creative approach. The Fulki Team ventured into uncharted territory when we started converting

Mahindra business cases into visually engaging graphic stories, depicting real people who devised unique solutions to tackle everyday business challenges.

Lo & behold... These became an instant hit, leaving a profound impact on employees! Over the years, we've created more than 3000 role models and heroes, across Mahindra businesses.

We soon embarked on an exciting collaboration with Vistara to create an in-flight magazine 'Airborne' for young adults - a series of 12-page graphic storybooks that serve as an unconventional method to build employer brand as well as raise awareness about career options in the aviation industry.



Anuradha Sharma

Vice President - DMA
Chairperson - Marketing and
Communication Committee - DMA
Founder & CEO
Fulki Communications Pvt Ltd



Recently my love for online word games helped us cascade a major change management project

When we were asked to produce “a thought-provoking, attention-grabbing, communication idea to cascade an organisation’s ethics policy, in just 2 days”, we decided to do a take-off on a popular board game, working late into the night deliberating and debating over the rules. The client, and more importantly her employees had an awesome time playing the floor game. As she told me later “both the winners and the losers learned a great deal.”

Being able to come up with unique compelling and engaging ideas is critical to creating that magic spark that connects with the audience. You never know where the idea for innovation will come from when the lines between work and pleasure become blurred.

I believe it’s the coming together of diverse minds, that helps teams leverage their individual skills, think laterally and conceive ideas that are out-of-the-box and impactful.

In the evolving landscape of creative collaboration, I have found a new ally – Generative AI and ChatGPT. These technologies, with their endless possibilities, have become creative companions, pushing the boundaries of what’s conceivable.

When I prompted ChatGPT to craft thought-provoking questions for another game on Prevention of Sexual Harassment, we received the data bank of questions with fitting answers, in a matter of a few seconds. These not only tested players’ knowledge of the code but also stimulated deeper discussions on decision-making, showcasing the AI’s ability to comprehend complex concepts and generate relevant content that caters to diverse creative needs.



Learning, sharing and retention about complex topics like Ethics and Prevention of Sexual Harassment is now, not just effective, but also simpler and faster.

Recently, my friend challenged ChatGPT to summarize the intricate proceedings of a conference into a poem. ChatGPT effortlessly transformed raw information, weaving together key insights and the spirit of discussions into a poem that resonated with the underlying themes of the conference, showcasing the versatility of generative AI. The results were nothing short of awe-inspiring!

The integration of generative AI has extended to the visual realm: Every image in this newsletter has been generated from the virtual canvas of artificial intelligence. AI has proven to be a versatile artist, bringing a unique aesthetic touch to the communication and storytelling process.

Whether it's communication and creative strategy, imaginative content, 3D mascots, or even movie scripts, generative AI and ChatGPT have seamlessly transformed from mere tools into creative avatars.

As the lines blur between creator and creation, generative AI and ChatGPT symbolise a new kind of collaboration in the digital age. The union of human imagination and machine intelligence is about co-creation, with AI acting as a sounding board for ideas, a catalyst for innovation, and a mirror reflecting the limitless possibilities of human-AI convergence.

Embracing cutting-edge technologies like Generative AI unlocks a dynamic, ever-evolving and infinite world of creativity. It's an invitation to step beyond the familiar, embrace the unknown, and redefine the very essence of what it means to create, in a world where the boundaries of innovation are blurred and continually expanding.

Leveraging AI in Your Organization

Vinod Unny has been running Enterprise InfoTech, a technology consulting firm, since 1999. He has also been a Microsoft Regional Director, an honorary title given by Microsoft to experts they identify around the world, since 2001. This article was written by him and not by a generative AI.

There is no doubt that AI is here to stay and organizations adopting this early would be the forerunners in their field.

The term “AI” has been well known and widely used for quite some time – whether it is in science fiction, product marketing or describing automated processing. Even within our own personal spheres of lives, we tend to use Alexa, Google or Siri as talking companions who can quickly look up information we need.

It’s near the end of 2022 though, when OpenAI’s ChatGPT3.5 and following that ChatGPT4 really took AI to the next level. We have all been amazed with what it can do in terms of conversational answering of queries, while also sniggering at reports of AI spewing incorrect, nonsensical, or completely made-up information.

However, there really is no doubt that AI is here to stay, and the next era of artificial intelligence is upon us. AI “Large Language Models” or LLMs, as they are called, are not just available from the large tech firms such as OpenAI/Microsoft or Google, but also available in smaller forms that you can customize and run within your own organization with your own data. Let’s look at 3 ways you can use next generation AIs in your organization.

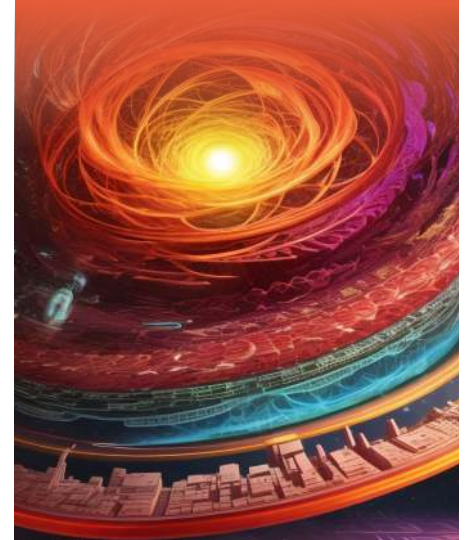
The first is to use the existing LLMs to help you and your data. This means utilizing prebuilt services of Generative AI provided to you by a large tech firm. At the time of this writing, Microsoft has the most comprehensive suite of AI “Copilots”, which can be used within an organization without compromising information security. These require very little effort from your end to setup for your organization. While there are other such integrations also announced or already available, here are a couple of them that you can use.

- **Bing Chat for Enterprise:** This is a free version of Bing Chat using ChatGPT-4. It can be used with data and documents within your organization to provide deep insights and decision-making capabilities. This does not share or send your internal information to Microsoft.
- **Microsoft Office Copilot:** This integrates ChatGPT right into Microsoft Word, Excel, and PowerPoint.



Vinod Unny

*Founder & CEO
Enterprise InfoTech*



Another way to use AI in your organization is to sign up for an AI API. This lets you develop your own custom solutions; however, you require technical knowledge for setup, development, and implementation. You can use OpenAI **ChatGPT**, Microsoft **Azure OpenAI Service** that provides a more secure and scalable version of GPT4 and other LLMs. There are similar services available from Google and AWS as well.

You can also use one of the free and open source LLMs such as **Llama 2, Falcon, LaMDA**, etc. You can then download and train these with your own organizational data to provide very deep insights and analysis. However, this is the most complicated option of the lot and requires very advanced technical knowledge, time, and effort to get right.

Irrespective of which path you take; your organization will need to adapt its processes and services to take advantage of AI-driven tools and processes to remain relevant in the coming years.



Image generated using AI

Using AI for Test Generation

Vipul Kocher is an ex-Adobe engineer and IIT alumnus with a 28+ year experience in Software Development and Testing industry.

He is co-founder and CEO of AIEnsured/testAlng – an Artificial Intelligence (AI) governance, compliance, and testing product company. Vipul co-founded and ran PureTesting, a hugely successful and recognized testing services company from 2004 to 2012 and sold it.

Vipul is also **President of the Indian Testing – ISTQB Board**, Convener of STeP-IN forum – a non-profit testers' community, and National Convener of Indic Academy.

He is national convener of Indic Academy – a not-for-profit trust for preserving, protecting, and promoting all things concerning Indic civilization. He also works actively for mentoring startups

AI, more specifically LLMs have been in news ever since ChatGPT burst on the scene a few months ago, in March 2023. I conducted an experiment where the objective was to look at the ability of a LLM that accepts GUI screens as input and is able to produce tests. Another objective of the experiment was to understand the impact of progressive interactions with the AI on the quality of tests produced.

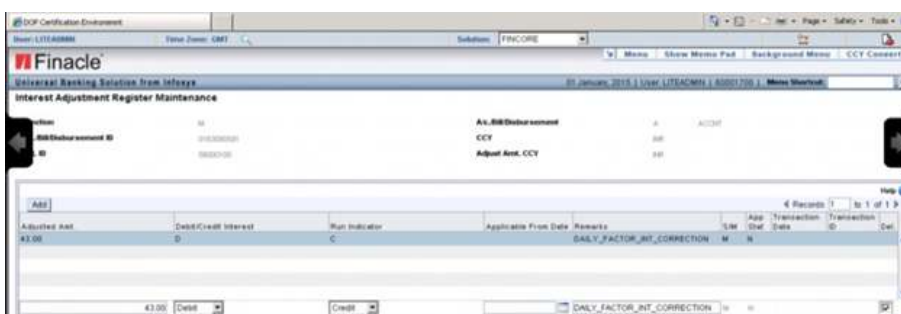
The objectives of the exercise are listed below -

- Can AI understand the GUI screen and design meaningful test cases?
- Can the test design be done quickly enough?
- Can the tests be improved iteratively?

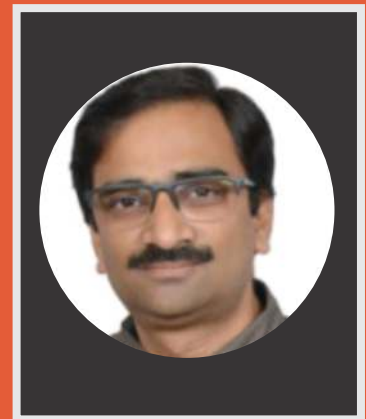
Some future experiments will have objectives like

- Compare the output produced by multiple LLMs to
 - o cross-check their respective results
 - o gain more insights and knowledge about the domain
- Quantitatively evaluate the ability of LLMs to provide good set of tests
- Formalize a process of arriving at good tests

I used Google bard and provided a screen, shown below, from Finacle from Infosys and asked it to generate tests.

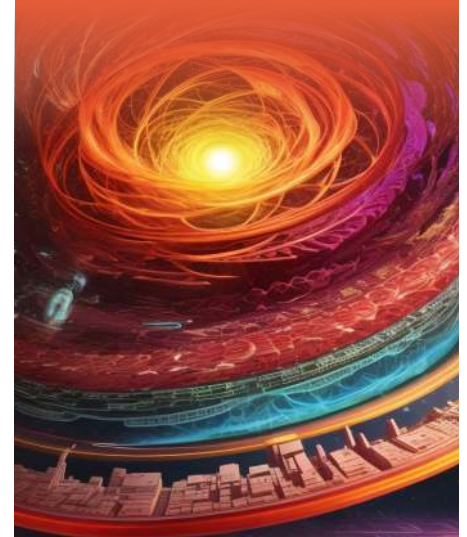


Finacle Screen presented to Bard



Vipul Kocher

Soul of AIEnsured.com



Prompt to Bard - Write test cases for this banking software screen. The software is Finacle from Infosys.

The generated tests are partly being produced here to help understand the type of tests generated without making the article too long.

Functional testing

- Verify that the user can successfully log in to the system.
- Verify that the user can access the Interest Adjustment Register Maintenance (IARM) screen.
- Verify that the user can create a new IARM entry with valid data.
- Verify that the user can update an existing IARM entry with valid data.
- Verify that the user can delete an existing IARM entry.
- Verify that the user cannot create or update an IARM entry with invalid data.
- Verify that the user cannot delete an IARM entry that is associated with other transactions.

Negative testing

- Try to log in to the system with invalid credentials.
- Try to access the IARM screen without logging in.
- Try to create a new IARM entry with invalid data.
- Try to update an existing IARM entry with invalid data.
- Try to delete an IARM entry that is associated with other transactions.

Additional test cases

- Verify that the user can view the history of IARM entries.
- Verify that the user can export IARM entries to a file.
- Verify that the user can search for IARM entries by various criteria.
- Verify that the system generates accurate error messages when the user makes mistakes.
- Verify that the system performs well under load conditions.

UI/UX testing

[I have removed these generic tests from here to save some space]



Image generated using AI

Observations

- Bard could figure out the main purpose of the screen
- It could provide me with some generic test cases and some specific test cases
- The tests were vague but that was expected because the requirements didn't specify anything
- Further interaction was required to check if it could produce more and more detailed tests

Based on this I decided to probe Bard further for detailed tests and more understanding of the domain with the below mentioned prompts -

Prompt to Bard - Give detailed test cases for Interest Adjustment Register Maintenance

Create a new IARM entry

- Verify that the user can access the IARM screen.
- Verify that the user can click the "New" button to create a new IARM entry.
- Verify that the user can enter all the required fields in the new IARM entry dialog box.
- Verify that the user can click the "Submit" button to save the new IARM entry.
- Verify that the system displays a confirmation message indicating that the new IARM entry was saved successfully.

Update an existing IARM entry

- Verify that the user can access the IARM screen.
- Verify that the user can double-click on an existing IARM entry to open it in edit mode.
- Verify that the user can update any of the fields in the IARM entry dialog box.
- Verify that the user can click the "Submit" button to save the updated IARM entry.
- Verify that the system displays a confirmation message indicating that the updated IARM entry was saved successfully.

and soon...

My bad! I should not have said "detailed test cases" as the model gave details of the test cases it had already given me. It impressed me nonetheless because Bard could figure out for creating a new IARM entry (from the screenshot) that New button has to be used for a new IARM entry (actually it is "Add" button but that's not really important here) and that submit needs to be pressed to save the new entry! It added on its own that a confirmation message for successfully adding a new entry also needs to be presented! Neat!

I also liked the additional tests generated which are core banking and I wasn't really going to be able to write some of them so quickly. These additional tests are reproduced below -

- Verify that the system calculates the interest adjustment amount correctly.
- Verify that the system can handle complex interest adjustments involving multiple accounts and currencies.
- Verify that the system can integrate with other banking systems, such as the core banking system and the general ledger system.
- Verify that the system can generate reports on IARM activity.

- Verify that the system can be audited to ensure that all IARM transactions are accurate and compliant.

Further prompts, such as given below, help us create more tests.

- Write some scenarios that you would like to test as a banking clerk who is doing user acceptance testing of the software produced some more interesting tests.
- what is Interest Adjustment Register Maintenance entry? Can you write more tests on the basis of the detailed provided by you?

Bard gave some details about IARM entries which can then be used for writing further test cases. Two examples of such details provided are -

- An IARM entry to correct an overcharge of interest on a customer's account
- An IARM entry to waive interest charges for a customer who is experiencing financial hardship

For the first entry, Bard was used to write further tests.

Prompt to Bard - Write test cases for An IARM entry to correct an overcharge of interest on a customer's account

This gave more test cases, some of which are reproduced below -

- Verify that the IARM system allows the user to create a new IARM entry with the following information: Customer ID, Account number, Interest amount to be adjusted, Reason for adjustment (in this case, to correct an overcharge of interest)
- Verify that the IARM system automatically calculates the correct interest adjustment amount.

These are just a few examples of test cases that can be written for an IARM entry to correct an overcharge of interest on a customer's account. The specific test cases that need to be executed will depend on the specific features and functionality of the IARM system.

I stopped at this point of time. I could have done the following

- Get some requirements specific to IARM overcharge, design some tests and compare the tests.
- Ask Bard about various rules specific to IARM and be able to create some EQ/BV based tests.
- Ask bard to give me test ideas based on tours such as user tour
- Ask for tests related to various types of testing - Localization, Internationalization, Database testing, Round tripping of data, Performance testing and so on...
- Ask same questions to ChatGPT, Bing etc. and compare the results
- Call up friends who are experts in this area and ask them about the quality of tests provided by the AI and how do these tests stack up against their own tests.

Conclusion – LLMs are very powerful tools which can help guide test design. Proper prompting, digging deeper into the answers and asking more questions can help design tests very quickly which can then be greatly augmented by human beings esp. for various domain-knowledge based tests and tests that become apparent when performing exploratory testing.

Artificial Intelligence

Driving the Digital Renaissance

Arvind is the Co-founder & CEO of Interlit Advisory Pvt Ltd, a company dedicated to the specialized realms of Leadership and Capability Development. He possesses an array of qualifications including PG in Technology Leadership and Innovation from MIT, Boston, MBA (systems), Dip. in T&D from ISTD and global technical certifications from Microsoft Technologies. With an extensive career of 20 years in Software Services and Consulting, he has held positions at Netprophets, Dell Services, and Hooklogic, Inc. USA, showcasing expertise in technical and management domains.

Artificial intelligence (AI) is rapidly transforming the world around us, steering in a new era of digital innovation and profound transformation. AI is poised to revolutionize industries, re-envision processes, and shape the future, serving as the linchpin of this emerging era. I am excited to share my perspectives on this exciting landscape, where the convergence of digital technology and AI is painting a new canvas of possibilities.

AI: The Driving Force Behind the Digital Renaissance

AI is the driving force behind the Digital Renaissance because it enables machines to perform tasks that were once thought to be the exclusive domain of humans. AI systems can learn from data, make predictions, and solve problems with remarkable accuracy and speed.

This capability is enabling AI to transform industries such as healthcare, manufacturing, finance, and retail. For example, AI is being used to develop new medical treatments, design more efficient manufacturing processes, automate financial transactions, and personalize customer experiences.

AI's Impact on Industries and Processes

AI is also re-envisioning processes; from the way we work to the way we live. For example, AI is being used to develop new tools and services that can help us to be more productive, efficient, and creative.

In the workplace, AI is being used to automate tasks, improve decision-making, and enhance collaboration. For example, AI-powered chatbots can handle customer service inquiries, and AI-powered analytics tools can help businesses to make better decisions.

In our personal lives, AI is being used to develop new products and services that can make our lives easier and more enjoyable. For example, AI-powered virtual assistants can help us to manage our schedules, and AI-powered recommendation systems can help us to discover new products and services that we might like.



Arvind Kumar

Co-founder & CEO
of Interlit Advisory Pvt Ltd



AI: Shaping the Future AI is still in its early stages of development, but it is already having a profound impact on the world. As AI continues to evolve, it is poised to shape the future in ways that we can only begin to imagine.

For example, AI is being used to develop new technologies that could help us to solve some of the world's most pressing problems, such as climate change and disease. AI is also being used to develop new forms of entertainment and social interaction.

A New Canvas of Possibilities

The convergence of digital technology and AI is painting a new canvas of possibilities for the future. AI enables us to create new products and services, solve complex problems, and improve our lives in ways that were never possible. We are entering an era where AI will play an increasingly important role in our lives. It is essential that we welcome this new reality and work to ensure that AI is used for the benefit of all.

AI is a powerful tool that has the potential to transform our world for the better. It is important that we use AI responsibly and ethically, and that we ensure that it is accessible to all. I am excited to see how AI will continue to shape the future. I believe that the Digital Renaissance is just beginning, and that AI will play a central role in creating a better world for all.

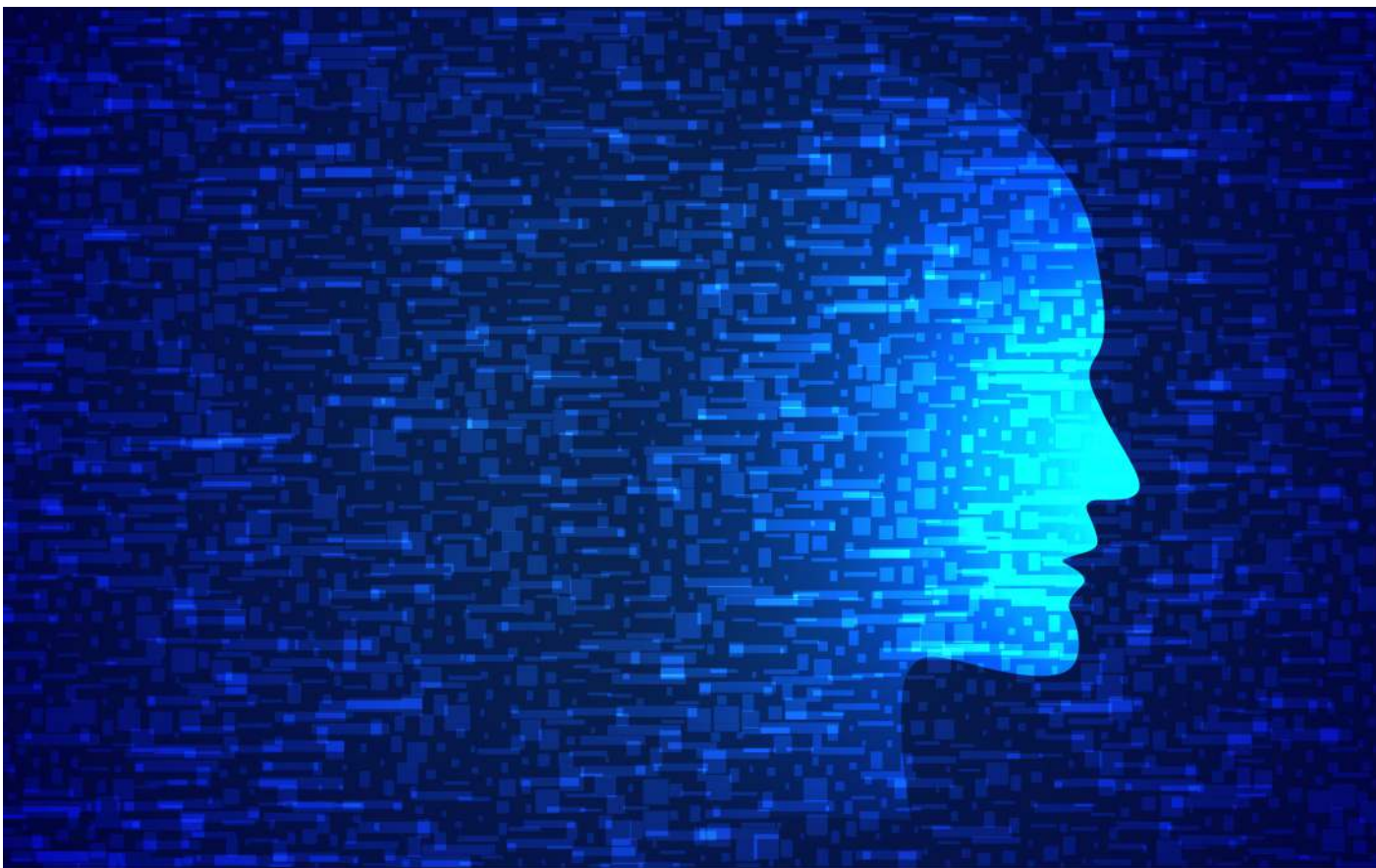


Image generated using AI

Revolutionizing Reproductive Healthcare

The Impact of Technology & AI in IVF

With over 16+ years of avid experience in healthcare marketing, administration and corporate communication, Ojaswini Kapoor is currently CEO, Bloom IVF Group and handling 14 fertility & IVF centres across India. She has earlier been associated with Moolchand Healthcare as HOD – Corporate Communications and Sopra Steria. After graduating from Miranda House, University of Delhi in Chemistry (Hons.), Ojaswini completed her PGD in Marketing & Sales and completed Accelerated General Management Program from IIM, Ahmedabad.

Ojaswini is also volunteering as Lead Strategist for FOGSI (Federation of Obstetric & Gynaecological Societies of India) and an active member of All India Foundation of Deaf Women and All India Sports Council of the Deaf and has been involved in generating funds and organizing events for the organizations. She is Member of Healthcare Special Interest Group of IIM, Ahmedabad and also, Member of AIMA (All India Management Association of India).

In the ever-evolving landscape of healthcare, technological advancements have played a pivotal role in transforming various sectors, and the field of ART (Assisted Reproductive Technology) is no exception. In recent years, the integration of technology and Artificial Intelligence (AI) in In Vitro Fertilization (IVF) has revolutionized the way doctors approach infertility treatment.

Enhanced Diagnosis and Personalized Treatment

Technology-driven innovations enable detailed analysis of reproductive health, allowing for precise diagnosis and personalized treatment plans. AI algorithms can assess vast amounts of patient data, aiding doctors in tailoring treatments according to individual needs, thus improving the chances of successful IVF outcomes.

Predictive Analytics and Outcome Improvement

AI algorithms, coupled with predictive analytics, analyse historical IVF data to predict potential outcomes. By identifying patterns and trends, IVF specialists & embryologists can make informed decisions, leading to higher success rates and reduced risks for patients undergoing fertility treatments. We, at Bloom IVF, have been one of the first IVF chains in India to start using the AI technology across their clinics, which analyses images of patient oocytes as well as embryos to assess their quality.

Improving Laboratory Processes

In IVF laboratories, sophisticated technology ensures the optimal growth and selection of embryos. Embryoscope is an advanced incubator with time lapse system which allows the embryos to be observed from the time of fertilization till transfer into the uterus. The photographs of the dividing embryos are taken every 15 minutes, using a time lapse system, right from the beginning, following fertilization by IVF/ICSI, till the formation of the Blastocyst.

Utilizing advanced tools like this allows for the selection of the most viable embryo, enabling us to achieve a high pregnancy rate through the transfer of either a single embryo or, at most, two embryos. This approach effectively reduces the occurrence of multiple pregnancies



Ojaswini Kapoor

CEO – Bloom IVF Group



without compromising the overall pregnancy rate. Electronic witnessing systems using barcodes for proper tracking of sperm, eggs and embryos is another milestone development in the protocols.

Remote Monitoring and Support

With the aid of mobile apps and telemedicine platforms, patients can now receive remote monitoring and support during their IVF journey. These technologies facilitate communication between patients and their doctors, ensuring timely guidance and emotional support, vital aspects of fertility treatments. Numerous online resources to provide information to couples and role of social media influencers in creating awareness & destigmatization is very crucial.

As we embrace these technological marvels, we have to be committed to providing ethical and empathetic care; and ensuring that the benefits of these innovations are accessible to all who seek to experience the joys of parenthood. As infertility is one of the most tabooed subjects, it stands to gain the most from technology.



Image generated using AI

The Emergence of Chat GPT and OpenAI in Indian Businesses

The Changing Role of HR

Has 33+ years' experience with Indian and multinational groups in Engineering, FMCG, Chemicals, Pharmaceuticals, Automotive. Worked in highly business driven, fast paced, progressive organizations aiming at profitability through sustainable growth. Acquired best-in-class experience through innovative HR practices and developed strong capability in cascading culture and execution of core HR processes/systems to improve footprint on HR service delivery. Has worked on skill development, affirmative action, labor reforms etc., with CII, PHD Chamber, FICCI etc. Certified practitioner on Management & Leadership Impact by Human Synergistic, London, UK. Worked with brands like Dabur, Otis, Maruti Suzuki, Jubilant, Eicher & Akums Pharmaceuticals etc.

Presently working with People Equations, a HR Solution and advisory company based in Delhi NCR which is aiming to provide comprehensive and tailor-made HR solutions to businesses across various sectors, with a particular focus on manufacturing, SME, and MSME industries.

As the landscape of Indian businesses evolves rapidly, technological advancements continue to shape the way organizations operate. One such disruptive force that has gained considerable attention is Chat GPT powered by OpenAI. It is important for HR professionals to explore the real and practical aspects of implementing AI technology in an Indian context, with a specific focus on the changing role of HR professionals. There is a need to critically examine the challenges and opportunities faced by HR practitioners and the transformative changes they need to bring about to thrive in this new era.

In last one year we have seen the Rise of Chat GPT and OpenAI in Indian Businesses. Chat GPT, an innovative language model developed by OpenAI, has revolutionized the way businesses interact with customers, streamline operations, and enhance decision-making processes. In the Indian context, where customer-centricity and efficient operations are crucial for success, organizations have quickly embraced Chat GPT to augment their customer service, marketing, and sales functions.

When we look at the practical applications and real benefits, businesses across various sectors, including e-commerce, banking, and hospitality, have adopted Chat GPT to provide instant and personalized customer support. This technology enables organizations to handle large volumes of customer queries efficiently, freeing up human resources for more complex tasks. By leveraging AI-powered chatbots, companies can enhance customer satisfaction, improve response times, and gain a competitive edge in a rapidly evolving market.

Additionally, Chat GPT can analyze vast amounts of data, assisting organizations in making data-driven decisions. It helps identify trends, predict consumer behavior, and optimize business processes, allowing Indian companies to innovate and stay ahead of the



Anil Gaur

Managing Partner
People Equations



competition. With its language translation capabilities, Chat GPT also aids in breaking language barriers, enabling businesses to reach a wider audience in a multilingual country like India.

The integration of Chat GPT and OpenAI in businesses has significantly transformed the HR landscape. While the technology brings immense benefits, it also poses new challenges for HR professionals. The role of HR is evolving from traditional administrative tasks to becoming strategic partners in implementing AI solutions effectively.

HR practitioners need to equip themselves with the necessary skills and knowledge to collaborate with data scientists, IT teams, and business leaders. They must understand the ethical implications of AI adoption, ensure compliance with data privacy regulations, and develop strategies to reskill or upskill the workforce in response to automation.

Moreover, HR professionals need to focus on nurturing a culture that embraces change and fosters continuous learning. They should spearhead initiatives to create a seamless collaboration between humans and AI technologies. By championing a growth mindset and encouraging employees to adapt to new technologies, HR can facilitate a smooth transition into an AI-driven future.

As Chat GPT and OpenAI continue to gain momentum in Indian businesses, HR professionals will find themselves at the forefront of change. They must recognize the potential of AI and leverage its capabilities to drive organizational growth and competitiveness. By embracing their evolving role as strategic partners, HR practitioners can navigate the challenges, seize opportunities, and ensure a successful integration of Chat GPT and OpenAI into the Indian business landscape. Together, with the power of human intelligence and AI technologies, India's businesses can truly unleash their potential and thrive in the digital world.



Image generated using AI

A Digital Renaissance

The Convergence of Technology and AI

Ridhima Varshney, a student pursuing a PGDM from EMPI B School in New Delhi, is a remarkable individual with a zest for life and a strong drive for personal and professional growth. Hailing from Aligarh, Uttar Pradesh, Ridhima has a deep love for travel and exploring new places, eagerly immersing herself in diverse cultures along the way. She possesses an adventurous spirit, seeking out thrilling activities and experiences. Ridhima also finds solace and inspiration through music, which holds a special place in her heart.

In addition to her passion for exploration and music, Ridhima is a dedicated athlete. Through her involvement in the NCC, she has acquired discipline and leadership skills, displaying her passion for physical challenges, particularly in swimming. Furthermore, Ridhima highly values connecting with people from different cultures and religions, embracing the opportunity to learn from their experiences and build bridges of understanding.

Forever seeking growth and improvement, Ridhima is dedicated to expanding her skills in the corporate world.

In today's ever-evolving digital world, the rapid advancement of technology has sparked a revolutionary wave of change that is redefining the way we live, work, and interact. At the forefront of this ground-breaking transformation stands artificial intelligence (AI), serving as the linchpin that is shaping the future and propelling us towards a digital renaissance.

AI has emerged as a powerful force, revolutionizing industries across the spectrum. From healthcare and finance to manufacturing and transportation, AI is reshaping the very fabric of these sectors. By harnessing the power of data and leveraging intelligent algorithms, AI is driving innovation, streamlining processes, and fuelling unprecedented growth.

The potential of AI goes beyond automation and improved efficiency. Its impact is far-reaching and transformative. By leveraging machine learning and deep neural networks, AI is unlocking untapped potential, enabling us to solve complex problems and make informed decisions with unparalleled precision.

The convergence of digital technology and AI has given birth to a new era, where the fusion of human and machine intelligence has become a reality. This integration empowers individuals and organizations to accomplish tasks that were once deemed impossible. From self-driving cars and personalized healthcare to intelligent virtual assistants and smart homes, our lives are becoming intertwined with AI in ways we could only have imagined a few years ago.

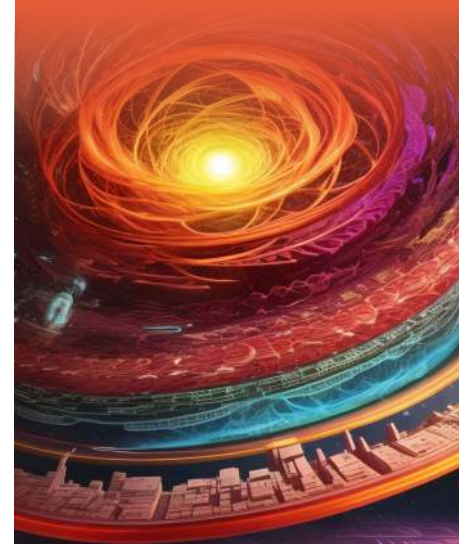
As we embrace this exciting landscape, it is crucial to navigate the ethical and social implications of AI. While the possibilities seem endless, we must consider the impact on employment, privacy, and bias. It is essential that we strive for a responsible and inclusive AI ecosystem that safeguards against unintended consequences, ensures transparency, and upholds the principles of fairness and equity.

Organizations must embrace AI as a strategic enabler, integrating it into their operations and leveraging its capabilities to drive



Ridhima Varshney

PGDM
EMPI Business School



innovation, enhance customer experiences, and gain a competitive edge. The digital cosmos unveils a vast array of opportunities for businesses willing to embrace this transformation.

At the heart of this digital revolution lies the need for continuous learning and adaptability. As AI continues to evolve, individuals and organizations must cultivate a growth mind set, proactively up skilling and reskilling to remain relevant in an AI-driven world.

As we stand on the threshold of a digital renaissance, the possibilities that lie ahead are truly awe-inspiring. The digital canvas that technology and AI are painting is one filled with immense potential, where limits are shattered, and new frontiers are explored.

In conclusion, the convergence of digital technology and AI is undeniably propelling us towards a future filled with endless possibilities. Embracing this landscape with open minds and responsible practices can usher in a digital renaissance that encompasses all aspects of our lives. Let us seize the opportunity to innovate, collaborate, and shape a future where technology and AI serve as catalysts for positive change and human advancement.



Image generated using AI

The Digital Transformation

AI's Journey Towards Shaping Tomorrow

Anushthi Singh is a dynamic individual currently pursuing her PGDM at EMPI Business School. She is a graduate of IGNOU University with a B.Com degree and has demonstrated her commitment to academic excellence by successfully clearing the CA Intermediate Group 1 examination. Beyond her academic achievements, Anushthi is a multifaceted talent, holding certificates in both poetry and photography.

Anushthi's creative spirit extends beyond certificates. She passionately shares her thoughts, ideas, and artistic expressions through her writings, encompassing blogs, articles, and poetry, all readily available on her website.

Anushthi is not just an academic and artist; she is an avid explorer of the world, always eager to embrace new experiences and learn new things. Her insatiable curiosity and zest for life are the driving forces behind her continuous quest for knowledge.

In an age where technology transcends mere tools, becoming a powerful catalyst for transformative change, the world finds itself at the threshold of an extraordinary era. The linchpin of this paradigm shift is Artificial Intelligence (AI), which is not only redefining industries but also reshaping the very fabric of our future. It's fascinating to explore how technology is evolving and becoming a driving force for change, and at the heart of this evolution is Artificial Intelligence (AI).

Artificial Intelligence - A Driving Force for Transformation

AI is not just a buzzword; it's a disruptive force that has taken center stage. From healthcare and finance to manufacturing and education, AI is revolutionizing industries by making processes smarter, more efficient, and more data driven.

Consider healthcare, where AI assists in diagnostics, predicting disease outbreaks, and even drug discovery. In the financial world, it enhances risk assessment, fraud detection, and personalizes investment strategies. The impact is palpable across various sectors.

AI: The Game-Changer

Imagine a world where AI is not just a fancy term but a force that's reshaping everything around us. Well, that's the Digital Renaissance we're talking about. AI is at the center stage, and it's not just changing industries; it's redefining them.

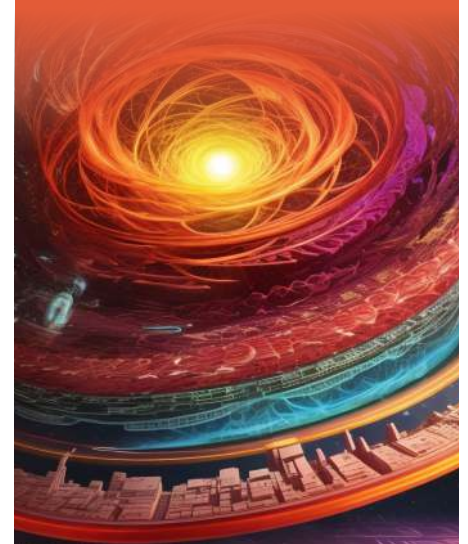
AI's Footprint across Industries

In healthcare, AI is making a big impact. It's helping doctors diagnose diseases more accurately, predicting disease outbreaks, and even assisting in drug discovery. Over in the financial world, it's revolutionizing how banks work. AI is improving risk assessment, detecting fraud, and giving us personalized investment advice. It's incredible how it touches so many different fields.



Anushthi Singh

PGDM
EMPI Business School



Reimagining Work with AI

But here's the exciting part – AI isn't just a tool to make things better. It's about changing how we do things. Companies are using AI to automate tasks that were once repetitive and boring, freeing up time for their employees to focus on more creative and strategic work.

AI in Education

As a student, I'm particularly interested in how AI is changing education. It's making learning more personal. AI can adapt to the way each student learns, which means we get a tailored learning experience. This doesn't just make learning more effective; it encourages us to keep learning throughout our lives.

The Responsible AI Journey

Of course, with great power comes great responsibility. We can't just let AI run wild. We need to think about ethics, data privacy, and how we develop AI. It's a responsibility we all share – individuals and organizations alike.

This Digital Renaissance is an exciting time when our world is changing right before our eyes. The Delhi Management Association invites everyone who's passionate about AI and its potential to join us on this journey. Technology is no longer just a tool; it's shaping our future. Together, we'll Innovate Tomorrow and explore all the possibilities this AI-driven world holds. The future is bright, and AI is the paintbrush that's helping us create a whole new canvas of opportunities.



Image generated using AI

Innovating Tomorrow

Shaping of Digital Cosmos

Pranav Aggarwal I am a student pursuing Bachelor's of Technology from Maharaja Agrasen Institute of Technology, from the Department of Artificial Intelligence and Machine Learning. I have always been inclined towards the field of Computer Science. I am passionate about harnessing the power of AI to develop innovative solutions that can improve various aspects of our lives. I am currently exploring the field of Artificial Intelligence at a beginner level and look forward to be an active participant of the upcoming project in my field.

Shreeyansh Mittal I am a second-year B.Tech student pursuing a degree in Artificial Intelligence and Machine Learning (AI&ML). My primary areas of interest lie in deep learning, neural networks, and data analytics. I enjoy participating in AI and ML-related competitions, attending workshops, and staying updated with the latest trends in the field. My goal is to contribute to the field of AI&ML by developing applications that have a positive impact on society and push the boundaries of what this technology can achieve.

Neeraj Garg As a Professor, AIML, Teaching Artificial Intelligence, Teaching in ML and Deep Learning Area domains, my passion lies in the realms of computer vision and AI automations. Eager to explore the cutting-edge intersections of technology and human intelligence, I am driven to unravel the potential of artificial intelligence in transforming the way we perceive, analyze, and interact with the world. My academic journey is fueled by a deep curiosity and commitment to contributing innovative solutions in these dynamic fields.

The saying "Innovating Tomorrow: Shaping of a Digital Cosmos" is all about mixing cool new ideas with smart computer stuff (AI) to make our future digital world even more exciting. The convergence of digital technology and artificial intelligence (AI) is ushering in a Digital Renaissance, a period marked by unparalleled innovation and boundless possibilities. Imagine a big digital space where everything is connected—like the internet and smart gadgets. We call it a "Digital Cosmos." It's like a huge playground where we can do amazing things and share ideas. From voice assistants that understand and respond to our commands to recommendation algorithms that curate our online experiences, AI has become omnipresent.

Learning about these cool tech things is super important. We need to learn how to use them in a good way and understand them better. This landscape is both thrilling and challenging. AI has transformed the way we approach problem-solving. This shift in paradigm forces us to think differently, emphasizing data-driven solutions, neural networks, and the development of algorithms that can process vast amounts of information.

AI has also opened up new career paths. In the Digital Renaissance, the role of a software engineer extends far beyond writing code. We are data scientists, machine learning engineers, and AI ethics experts. Moving ahead in sync along with the new emerging trends in technologies and learning about them is as essential as learning core programming skills.

The convergence of AI and digital technology is not without its challenges. Privacy concerns, ethical dilemmas, and the potential for bias in AI algorithms are real issues. It reminds us to use our brains and AI wisely and to make sure everyone can be a part of this amazing journey.

In conclusion, the convergence of digital technology and AI is not just a technological shift; it's a profound shift in our culture, society, and



Shreeyansh Mittal



Pranav Aggarwal



Neeraj Garg

economy. However, it is essential that we approach this transformation with responsibility, ensuring that the technology we create reflects our shared values and ethics.

The Digital Renaissance is upon us, the future of our generation depends upon how ethically we use the emerging trends to benefit the human race keeping in mind the sustainability of the other resources as well. This journey is not without its challenges, but it holds the promise of a brighter, more connected, and more intelligent future for all.

“Technology is a useful servant, but a dangerous master.”



Image generated using AI

The Future of Technology AI

Artificial Intelligence

Manshu, a native of Delhi, has a well-rounded educational and professional background. He completed his 10th and 12th from CBSE, followed by his graduation in BCA (Bachelor of Computer Application) from IGNOU. Currently, he is pursuing his PGDM at EMPI Business School, eager to delve into the world of management.

His professional journey has been equally impressive. He began his career as a Sales Representative at Eureka Outsourcing Pvt. Ltd. Following that, he joined Chhabra Medical Agencies Pvt. Ltd., where he rose to the position of Inventory Manager after initially serving as a Sales Development Representative (SDR).

Manshu's decision to pursue a PGDM reflects his desire to explore new horizons and further his career in the business world. His rich academic and professional experiences position him well for future success in the corporate sector.

Artificial intelligence (AI) is a wide-ranging tool that enables people to rethink how we integrate information, analyze data, and use the resulting insights to improve decision making—and already it is transforming every walk of life. In this report, Darrell West and John Allen discuss AI's application across a variety of sectors, address issues in its development, and offer recommendations for getting the most out of AI while still protecting important human values.

Most people are not very familiar with the concept of artificial intelligence (AI).

Despite its widespread lack of familiarity, AI is a technology that is transforming every walk of life. It is a wide-ranging tool that enables people to rethink how we integrate information, analyze data, and use the resulting insights to improve decisionmaking. Our hope through this comprehensive overview is to explain AI to an audience of policymakers, opinion leaders, and interested observers, and demonstrate how AI already is altering the world and raising important questions for society, the economy, and governance.

Intelligence

AI generally is undertaken in conjunction with machine learning and data analytics. Machine learning takes data and looks for underlying trends. If it spots something that is relevant for a practical problem, software designers can take that knowledge and use it to analyze specific issues. All that is required are data that are sufficiently robust that algorithms can discern useful patterns. Data can come in the form of digital information, satellite imagery, visual information, text, or unstructured data.

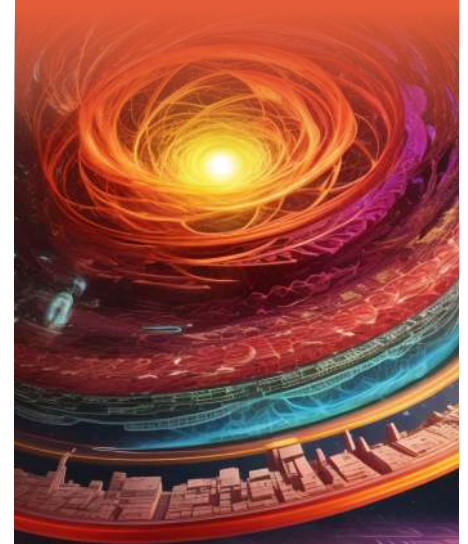
Adaptability

AI systems have the ability to learn and adapt as they make decisions. In the transportation area, for example, semi-autonomous vehicles have tools that let drivers and vehicles know about upcoming congestion, potholes, highway construction, or other possible traffic impediments. Vehicles can take advantage of the experience of other vehicles on the road, without human involvement, and the entire corpus of their achieved "experience" is immediately and fully



Manshu

PGDM
EMPI Business School



transferable to other similarly configured vehicles. Their advanced algorithms, sensors, and cameras incorporate experience in current operations, and use dashboards and visual displays to present information in real time so human drivers are able to make sense of ongoing traffic and vehicular conditions. And in the case of fully autonomous vehicles, advanced systems can completely control the car or truck, and make all the navigational. AI is a technology that is transforming every walk of life. It is a wide-ranging tool that enables people to rethink how we integrate information, analyze data, and use the resulting insights to improve decisionmaking. Our hope through this comprehensive overview is to explain AI to an audience of policymakers, opinion leaders, and interested observers, and demonstrate how AI already is altering the world and raising important questions for society, the economy, and governance.

Intentionality

Artificial intelligence algorithms are designed to make decisions, often using real-time data. They are unlike passive machines that are capable only of mechanical or predetermined responses. Using sensors, digital data, or remote inputs, they combine information from a variety of different sources, analyze the material instantly, and act on the insights derived from those data. With massive improvements in storage systems, processing speeds, and analytic techniques, they are capable of tremendous sophistication in analysis and decisionmaking.

Artificial intelligence is already altering the world and raising important questions for society, the economy, and governance.

Intelligence

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AI is not a futuristic vision, but rather something that is here today and being integrated with and deployed into a variety of sectors. This includes fields such as finance, national security, health care, criminal justice, transportation, and smart cities. There are numerous examples where AI already is making an impact on the world and augmenting human capabilities in significant ways.

One of the reasons for the growing role of AI is the tremendous opportunities for economic development that it presents. A project undertaken by PriceWaterhouseCoopers estimated that “artificial intelligence technologies could increase global GDP by \$15.7 trillion, a full 14%, by 2030.”⁷ That includes advances of \$7 trillion in China, \$3.7 trillion in North America, \$1.8 trillion in Northern Europe, \$1.2 trillion for Africa and Oceania, \$0.9 trillion in the rest of Asia outside of China, \$0.7 trillion in Southern Europe, and \$0.5 trillion in Latin America. China is making rapid strides because it has set a national goal of investing \$150 billion in AI and becoming the global leader in this area by 2030.

Meanwhile, a McKinsey Global Institute study of China found that “AI-led automation can give the Chinese economy a productivity injection that would add 0.8 to 1.4 percentage points to GDP growth annually, depending on the speed of adoption.”⁸ Although its authors found that China currently lags the United States and the United Kingdom in AI deployment, the sheer size of its AI market gives that country tremendous opportunities for pilot testing and future development.

Finance

Investments in financial AI in the United States tripled between 2013 and 2014 to a total of \$12.2 billion.⁹ According to observers in that sector, “Decisions about loans are now being made by software that can take into account a variety of finely parsed data about a borrower, rather than just a credit score and a background check.”¹⁰ In addition, there are so-called robo-advisers that “create personalized investment portfolios, obviating the need for stockbrokers and financial advisers.”¹¹ These advances are designed to take the emotion out of investing and undertake decisions based on analytical considerations, and make these choices in a matter of minutes.

A prominent example of this is taking place in stock exchanges, where high-frequency trading by machines has replaced much of human decisionmaking. People submit buy and sell orders, and computers match them in the blink of an eye without human intervention. Machines can spot trading inefficiencies or market differentials on a very small scale and execute trades that make money according to investor instructions.¹² Powered in some places by advanced computing, these tools have much greater capacities for storing information because of their emphasis not on a zero or a one, but on “quantum bits” that can store multiple values in each location.¹³ That dramatically increases storage capacity and decreases processing times.

Fraud detection represents another way AI is helpful in financial systems. It sometimes is difficult to discern fraudulent activities in large organizations, but AI can identify abnormalities, outliers, or deviant cases requiring additional investigation. That helps managers find problems early in the cycle, before they reach dangerous levels.¹⁴

National security

AI plays a substantial role in national defense. Through its Project Maven, the American military is deploying AI “to sift through the massive troves of data and video captured by surveillance and then alert human analysts of patterns or when there is abnormal or suspicious activity.”¹⁵ According to Deputy Secretary of Defense Patrick Shanahan, the goal of emerging technologies in this area is “to meet our warfighters’ needs and to increase [the] speed and agility [of] technology development and procurement.

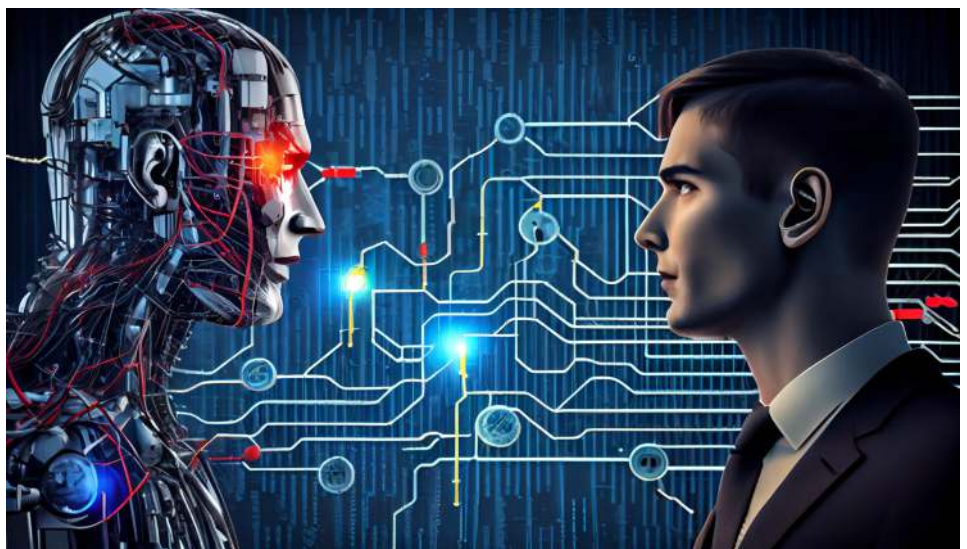


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Shaping the Digital Cosmos

Naman Kapoor is an aspiring software developer with a strong foundation in computer science and a passion for coding. Eager to contribute my skills in C++, JavaScript, Python, Full Stack Web Development and Machine Learning. Currently pursuing B.Tech. in Artificial Intelligence and Machine Learning at Maharaja Agrasen Institute of Technology.

Ansh Mangla is pursuing computer science B.Tech. in Artificial Intelligence and Machine Learning with a strong foundation in programming and a passion for problem-solving from Maharaja Agrasen Institute of Technology, I am dedicated to continuous learning and eager to apply my skills in cutting-edge technology to drive innovation and solve complex challenges.

The term "cosmos" is often used interchangeably with the word "universe," though it typically conveys the idea of an organized or orderly universe. As we witness the rapid progression of Artificial Intelligence (AI) in the form of tools such as OpenAI's ChatGPT and Google's Bard, a question looms large in our minds: Will AI assume control of our world in the foreseeable future? AI is often seen as a pivotal force in shaping a digital cosmos. It has given rise to two distinct groups within society: those who view it as a blessing, actively contributing to its advancement, and those who perceive it as a potential threat to humanity. While AI serves as a linchpin in this emerging era, transforming industries, redefining processes, and influencing our future, it also presents numerous concerns and inherent imperfections.

With the relentless progress of AI, there is a growing apprehension that AI might eventually replace human jobs across various sectors. AI has branched into every conceivable field, from self-driving cars to tumor detection in healthcare, military applications, and educational services. The incorporation of AI into workplaces has led to workforce reductions in companies globally, including giants like Google, Microsoft, and Amazon. Tasks once requiring the efforts of 4-5 individuals can now be efficiently performed using AI. AI tools, such as ChatGPT, have also encouraged students to rely on them for homework and assignments, potentially stifling their creativity and cognitive development. AI has reached a level of proficiency where it can achieve above-average or passing grades in challenging examinations across diverse fields, such as law, business, science, mathematics, and more. Despite these valid concerns, the benefits offered by AI overwhelmingly outweigh the drawbacks.

On the other hand, AI has played a pivotal role in the medical industry by effectively detecting tumors and cancers and simplifying the process of researching medications, vaccines, and treatments for various ailments. Today, AI can diagnose common illnesses by analyzing the symptoms presented by patients, providing both a diagnosis and recommended treatment options. The significance of AI extends to the space and aeronautics industries, where it is integral to radar systems. For students engaged in research, AI tools



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offer invaluable assistance. While AI is not without its drawbacks, the advantages it presents significantly enhance the quality of life and make work more manageable. Like all innovations, AI has its negatives, but when harnessed for its potential, it stands as one of the most valuable tools of the century.



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Submitted By:

Naman Kapoor and Ansh Mangla
B.Tech(AI & ML)- 3rd Semester

POV on Digital Intelligence at NIMA Foods

I am also pursuing MBA from Rukmini Devi Institute of Advanced Studies, Indraprastha University. I belong to Rajasthan. My hobbies include art and craft, writing and dancing, each providing a unique form of expression and joy.

I am also pursuing my MBA from RDIAS. I am characterized by my swift learning curve, unwavering positive attitude. I am enthusiastic about the potential opportunities that lie ahead.

The digital revolution, which began several decades ago, has fundamentally changed the way we communicate, consume information, and conduct business. It gave birth to the internet, smartphones, social media, and countless other innovations that have become integral parts of our lives. So integral that it started dictating our habits, daily life, the type of food we eat.

The true potential of this revolution has begun to surface with the convergence of digital technology and AI. We are witnessing a paradigm shift, where data, connectivity, and intelligence converge to create a digital cosmos that is expanding our horizons in unimaginable ways. This transformation is not limited to the realms of high-tech gadgets or futuristic industries. Even age-old traditions, such as the production and consumption of dry fruits, are experiencing a revolution brought about by the digital age.

The Versatility of Dry Fruits

Dry fruits have long held a special place in our lives. They are not only delicious but also packed with essential nutrients. Cashews, Almonds, Walnuts, Dates, Raisins, these tiny, nutrient-dense powerhouses have been synonymous with health and vitality.

In the digital realm, this diversity resonates with the multitude of tools and technologies at our disposal. Just as each type of dry fruit brings unique flavors and benefits to our diet, various digital innovations cater to different needs and preferences.

Impact of Digital Cosmos in the World of Dry Fruits

The dry fruits industry, which has a history spanning centuries, is embracing the power of digital technology and AI to innovate and meet the evolving needs of consumers.

Here are a few ways in which the digital cosmos is impacting the industry:

- Smart Farming and Harvesting

Digital technology is being employed in agriculture to optimize the cultivation and harvesting of nuts and fruits. Smart sensors, data analytics, and AI-driven algorithms are helping farmers monitor soil conditions, water usage, and pest control in real-time, ensuring a more efficient and sustainable production process.



Kritika Saraf

Marketing Executive
Nima Foods



Dishika Kush

Marketing Executive
Nima Foods

- E-commerce and Global Trade

The digital revolution has significantly expanded the market for dry fruits. E-commerce platforms and digital marketing have enabled producers and distributors to reach a global audience. Online marketplaces facilitate the purchase of exotic and rare varieties of dry fruits from anywhere in the world.

- Quality Assurance

AI-powered quality control systems are being implemented in the processing and packaging of dry fruits. These systems can identify defects, sort products based on quality, and ensure that consumers receive the highest quality dry fruits.

- Nutritional Insights

Apps and digital platforms are providing consumers with nutritional information about different types of dry fruits. This empowers individuals to make informed choices about their diets and helps them to explore the various health benefits associated with consuming dry fruits.

- Marketing

With AI driven marketing, industry players are creating right advertisements for right medium and right audience. With the Marketing use case companies are driving and optimizing their budgets with maximum reach. AI identifies right audience and right advertisement to show.

Above are few of the unimaginably many use cases. Right from choosing brand name, packing, choosing pack sizes, nutritional value, competition analysis, driving sales, tracking ROI, Reporting, there are endless AI applications. You just need to be creative.

Final Thoughts

The innovation brought about by the digital cosmos is not only reshaping the dry fruits industry but also enhancing the overall experience of consumers. The convergence of traditional knowledge with modern technology is allowing us to savor the rich flavors and health benefits of dry fruits in ways that were previously unimaginable.

As we embark on this digital journey, let us remember that the blending of tradition with innovation is a powerful force, and it is transforming every aspect of our lives, even our most cherished culinary traditions like enjoying a handful of delicious, nutritious dry fruits. Just as a handful of dry fruits can elevate a dish, the right innovations can transform the way we live and work in our digital world.

Nima Foods is embracing these changes in technology and leveraging AI for all the above areas and we are proud to call ourselves food technology company with AI being a key differentiator for us.



Image generated using AI

A Digital Cosmos in Schools

Dr. Dheeraj Mehrotra is an Academic Evangelist, a former School Principal, with over 30 years of experience as an academican with expertise in implementing TQM, Quality Circles, Six Sigma, 5S, Kaizen, Experiential Learning and NLP (Neuro Linguistic Programming) in Academics. As a National Teacher Awardee, year 2005, honored by the President of India, he has published over 45 books, including a computer science series for classes I – XII for CBSE/ CISCE curriculum and has trained over 8000 Teachers Globally on Classroom Management, NLP, Quality Management and Six Sigma In Academics. He has been recently recognized by the LIMCA Book of Records and INDIA book of Records for developing maximum number of Educational Applications for the Google Play Store in India. He is a premium UDEMY Instructor with over 200 Courses with an enrollment of over 4 Lacs covering 180 countries. He is also a TEDx speaker and a CBSE Master Trainer representing Centre of Excellence, CBSE for varied teacher training programmes.

A digital cosmos in schools involves integrating digital tools, platforms, and pedagogies to create a complete learning environment that meets 21st-century demands. Comment on this evolution:

Digital technology has transformed schooling. Schools providing information and skills are transforming to incorporate the digital world. This digital transformation creates an environment where technology improves pedagogy, democratises learning, and prepares students for a digital future.

Personalised Learning: Digital technologies allow personalisation. Students learn differently, and adaptive learning systems may accommodate their strengths, limitations, preferences, and speeds.

Global Classrooms: Digital connection extends classroom barriers. Global collaboration, international expert lectures, and a more inclusive outlook are possible for students.

Coding, digital literacy, data analytics, and more are taught at digital schools.

Interactive Learning: Gamification, simulations, and virtual laboratories make learning fun and effective on digital platforms.

Continuous Assessment: Digital technologies give instructors real-time input to assess student progress and alter teaching approaches.

Online libraries, MOOCs, educational applications, and platforms provide 24/7 resources, levelling the playing field for all students.

Future preparation: Digital world. Technology-integrated instruction prepares students for careers and problems that need digital proficiency.

Digital materials minimise paper use, helping the environment.

The benefits are many, yet obstacles remain. Digital distraction, internet safety, data privacy, and the digital gap (where not all kids can access technology) are real problems. Schools must reconcile constructing a digital universe with maintaining the human touch essential to education.



Dr Dheeraj Mehrotra

*Author,
Academician &
Udemy Premium Instructor*



Creating a digital universe in classrooms is essential. However, this shift must be intentional, inclusive, and beneficial to kids' development.



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Responsible AI Governance

Healthcare Perspective

Ms. Janvee Garg is currently a Research Scholar - Strategy at the FORE School of Management in New Delhi, India. With over eight years of industry experience, primarily in the realm of digital transformation, she has begun contributing to national and international journals while pursuing her doctorate. Recently, she won at the prestigious ASEAN Green Research Hackathon, which the Singapore College of Insurance and the ASEAN Insurance Council organized. Additionally, she is recognized as a certified and qualified woman independent director by the prestigious Indian Institute of Corporate Affairs under the aegis of Ministry of Corporate Affairs. Her research interests encompass various domains, including open innovation, user innovation, digital transformation, and the ever-evolving healthcare industry.

In recent years, the healthcare industry has witnessed a transformative wave powered by Artificial Intelligence (AI). This technology promises to revolutionize patient care, streamline processes, and enhance efficiency across the board. However, as we embark on this AI-driven transformation in healthcare, it's imperative to emphasize responsible AI governance, ethics, and the preservation of the irreplaceable human touch that defines the industry. AI-driven transformation in healthcare involves a multitude of stakeholders, including pharmaceutical companies, policymakers, researchers, and technology developers. Collaborative efforts are crucial to creating ethical guidelines, regulatory frameworks, and standards for AI adoption. Responsible AI governance requires that all stakeholders prioritize ethical AI practices, ensuring that innovation aligns with patient safety and ethical considerations.

Patients are at the heart of healthcare, and their trust and well-being must remain paramount. AI in healthcare can empower patients by providing access to personalized treatment plans, early disease detection, and continuous monitoring. Patients must actively engage with AI-driven tools, understand their benefits and limitations, and provide informed consent for data sharing and utilization. Responsible AI governance involves transparent algorithms and data privacy safeguards to build and maintain patient trust. Physicians play a pivotal role in healthcare AI adoption. AI can assist doctors in diagnosing diseases, analyzing medical images, and predicting patient outcomes, allowing them to make more informed decisions. However, doctors must remain vigilant and exercise their expertise in validating AI-generated insights. Responsible AI governance includes continuous medical education on AI applications and ethical considerations to help doctors effectively harness AI while ensuring

patient safety. Nurses are the backbone of patient care, providing critical support and attention. AI can help nurses streamline administrative tasks, optimize patient scheduling, and monitor patient conditions in real-time. Nurses need to embrace AI tools while maintaining their role as caregivers and advocates for patients. The human touch and empathy that nurses provide cannot be replaced by technology, and it remains indispensable to patient recovery and well-being.



Janvee Garg

*Research Scholar - Strategy
The FORE School of Management
New Delhi*



While AI offers numerous benefits, it is essential to remember that nothing can replace the human touch in healthcare. Empathy, compassion, and the ability to connect with patients on a personal level are qualities that define this industry. These qualities are particularly evident in palliative care, mental health support, and end-of-life care, where human interaction is irreplaceable. AI should be seen as a complement to human capabilities rather than a substitute.

Further, AI has the potential to make a significant impact on hospital waste management. One intriguing application is the tracking and handling of medical waste, particularly placentas, using AI and blockchain technology. Hospitals generate a substantial amount of waste, including medical waste, that requires careful handling and disposal to prevent environmental contamination and health hazards. AI-powered systems can be employed to track the movement and disposal of medical waste within hospitals. Machine learning algorithms can monitor waste bins, ensuring that hazardous materials, such as placentas, are disposed of properly. As we navigate this transformative journey at the intersection of healthcare and AI, let us embrace innovation while safeguarding the core values that define our industry. Responsible AI governance is the compass that will guide us toward a future where technology elevates patient care, all while preserving the warmth and compassion of the human touch.



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Innovating Tomorrow

Shaping of a Digital Cosmos & Unleashing the Digital Renaissance

Dedicated resourceful and innovative academician and researcher, offering many years of well-honed teaching and research experience. Having knowledge across the domain of Human Resource, Marketing and general management. Also, pursuing Ph.D. in the area of workplace happiness in academic industry.

An MBA graduate with a core interest in Human Resources. Having past experience as HR executive.

Simra, an MBA student, embodies a unique blend of marketing prowess and IT acumen. With an unwavering dedication and formidable willpower, she is poised to revolutionize the business landscape.

The idea of a digital universe is no longer only a science fiction fantasy in a world that is fast evolving due to technology and digitalization. As we keep innovating and reshaping the future, it is starting to become a reality. The connected, data-driven, and intelligent environment of the "digital cosmos" is altering businesses, societies, and individual lives. In the vast expanse of human history, certain epochs stand out as pivotal moments of transformation. The Renaissance, with its explosion of creativity, marked such a period in the annals of human achievement. Today, we find ourselves on the cusp of another monumental shift - a Digital Renaissance, where technology, particularly Artificial Intelligence (AI), is not just a tool, but the driving force behind profound change.

The canvas of our world is no longer bound by the limits of physicality; it's woven with lines of code and algorithms. This convergence of digital technology and AI is revolutionizing industries, redefining processes, and painting a future that was once the realm of science fiction. Here, we examine the major developments and trends bringing us closer to this digital nirvana.

The **The Internet of Things (IoT)** has completely changed how we communicate with the physical world. IoT devices are producing a vast quantity of data that may be used to increase productivity, sustainability, and convenience, from smart homes and cities to industrial automation. The digital universe increases as we link more gadgets and sensors, opening up new opportunities for innovation.

Digital art, once confined to screens and pixels, has evolved into a vibrant medium that challenges our very understanding of creativity. Artists now wield tablets, software, and virtual reality as extensions of their imagination. They craft immersive, interactive works that blur the lines between the virtual and the real. It's not just art; it's an experience that transcends physical constraints.

Beyond the realms of data and analytics, AI is inspiring a wave of creative expression. Musicians collaborate with algorithms to compose melodies that stir the soul. Authors find companionship in **AI-powered writing tools**, enhancing their storytelling prowess. The result is a symphony of creativity where human ingenuity and artificial intelligence harmonize.



Shilpa Bhandari

*Assistant Professor, Department
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Sukirti Nigam

*MBA, Rukmini Devi Institute of
Advanced Studies, GGSIPU*



Simra Khan

*MBA, Rukmini Devi Institute of
Advanced Studies, GGSIPU*

As we stand on the threshold of this **Digital Renaissance**, we're not just witnesses; we're active participants in a revolution of creativity. The canvas of tomorrow is painted with pixels and algorithms, forging a future where the convergence of digital technology and AI knows no bounds. Together, we're architects of a world where art and technology dance in perfect harmony, leaving an indelible mark on the tapestry of human history. In 2023, startups building technology to advance industrial digitalization raised a record US\$17 billion.

The digital universe is being shaped at the forefront by **Artificial Intelligence (AI) and Machine Learning**. These innovations give robots the ability to independently learn, adapt, and decide. AI is altering businesses and improving our capacity to comprehend and analyze the world around us in a variety of fields, including autonomous vehicles and healthcare diagnostics. The market for blockchain technology and services is projected to grow from trillion **US\$4.9 billion in 2019 to US\$67.4 billion by 2026**.

AI technologies could unlock **US\$9.5 trillion to US\$15.4** in annual business value across sectors.

The introduction of **5G networks** is hastening the expansion of the digital universe by delivering quicker, more dependable connectivity. Real-time communication between devices will be made possible by this technology, opening the door to innovations like remote surgery, augmented reality, and seamless smart city operations.

Blockchain technology is revolutionizing how we store, secure, and exchange data. Its decentralized nature ensures trust and transparency, making it a crucial building block of the digital cosmos. From cryptocurrencies to supply chain management, block chain is reshaping various sectors.

Imagine a stage where reality and fantasy coalesce. **Augmented Reality (AR)** is turning live performances into mesmerizing spectacles. Dancers pirouette alongside holographic wonders, while musicians conjure symphonies that resonate in the hearts of the audience. It's a fusion of the tangible and the digital, creating experiences that linger long after the applause.

Quantum computing is poised to transform the digital cosmos by solving complex problems that were previously unsolvable. It has the potential to revolutionize fields like cryptography, drug discovery, and climate modeling, pushing the boundaries of what's possible in the digital realm.

Edge computing brings processing power closer to where data is generated, reducing latency and enabling real-time decision-making. This innovation is crucial for applications like autonomous vehicles, smart grids, and the Internet of Things, further expanding the digital cosmos's reach.

As the digital cosmos grows, the need for robust **data privacy and security** measures becomes paramount. Innovations in encryption, biometrics, and cyber security are essential to safeguarding our digital world and ensuring trust in the ecosystem.

The digital cosmos must be built with sustainability in mind. Innovations in renewable energy, **energy-efficient technologies**, and circular economy practices are essential to minimize the environmental impact of our digital advancements.

In conclusion, the shaping of a digital cosmos is an ongoing journey fueled by innovation and technological advancement. As we connect more devices, harness the power of AI, and leverage cutting-edge technologies, we are pushing the boundaries of what is possible in the digital realm. However, with this great power comes great responsibility, and it is crucial to prioritize ethical considerations, sustainability, and data privacy as we continue to innovate. The digital cosmos is not just a vision of the future; it is a canvas on which we are painting the possibilities of tomorrow.

On average, we have estimated a proposed monthly savings of around 112000 KM of transportation, through the above process, for each of our catchment areas. This amounts to around a yearly savings of 336000 Lts of fossil fuel. Extrapolating this to our overall business projections, we will make a saving of 336 Lakh Lts per year. This translates into Carbon footprint reduction of the tune of 90 K Million Tons.

Going beyond, we plan to make delivery to end customers directly from manufacturing units; thus, resulting in further reduction in carbon footprint within the Home Building Material value chain. We are also planning to introduce EVs in our transportation; starting with bikes and rickshaws and further moving to bigger transport vehicles as the EV ecosystem matures.

As a founder of an organization in the cement sector, I understand my responsibilities towards the Planet and through all our earnest efforts, we are trying to do our bit towards the much needed climate action.

Source: Bloomberg.com, medium.com



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The Symbiotic Evolution

A Discourse on the Interplay of Digital Technology and Artificial Intelligence in Shaping the Cognitive Landscape

Prof.(Dr.) Madhu Arora, - Received 1000 women of ASIA awards from wommanovator, presently working as Dean- Research and Development Cell and Professor at New Delhi Institute of Management Studies, Delhi (Affiliated to GGSIP University) as well as PhD Supervisor at Amity University, Lingayas University Faridabad and APJ Abdul Kalam University. ICSSR Awarded grant as Project Director in 2023 for Major Research Project Title Proposed: " Women Empowerment and Employability: An insight since independence to Azadi ka Amrit Mahotsav and prophesies 2047". Invited as panel of examiners to examine the Ph.D. thesis by KR Mangalam University Sohna Road, Gurugram. Published many research papers in UGC listed Journals and Scopus indexed and patent on Investors Rationality for IPOs Using Meta-Analysis and Forest Plots in Neyeloff et al. Framework: An Investigation, under THE PATENTS ACT 1970 in the OFFICIAL JOURNAL OF THE PATENT OFFICE. Dr. Arora is Editor-in-chief of NDIM Journal Anusandhan. She signed MoU with AVU, Romania 3 years in a row for educational activities and Research as well as implemented. Organized FDPs, MDPs and International Conference sponsored by ICSSR as convener. She was awarded as best researcher by NDIM in 2023.

Mr. Shrey Malhotra is student at NDIM, keen learner and awarded as student researcher by NDIM. Got internship in Deloitte and doing well in academics too.

In the modern age, the convergence of digital technology and artificial intelligence (AI) has ignited a profound transformation across industries and societies. This union of advanced technologies is akin to a Digital Renaissance, where innovation and creativity are flourishing, and the boundaries of what is possible are constantly expanding. The heart of this Digital Renaissance lies in the synergy between digital technology and AI. Digital technology encompasses a broad spectrum of innovations, from smartphones and high-speed internet to cloud computing and IoT devices. Simultaneously, AI has made remarkable strides, enabling machines to learn, reason, and perform tasks that were once exclusive to human intelligence.

One of the most notable outcomes of this convergence is the development of smart cities. AI-driven solutions are optimizing urban planning, traffic management, and energy consumption. Sensors and data analytics provide real-time insights, enhancing the quality of life for city dwellers. This harmonious blend of digital technology and AI is transforming cities into more efficient, sustainable, and livable environments. The healthcare sector is another domain benefiting immensely from this Digital Renaissance. AI-powered diagnostic tools and predictive analytics are revolutionizing patient care. Machine learning algorithms can detect diseases earlier, while telemedicine is providing access to healthcare in remote areas. The result is improved health outcomes and increased accessibility for patients worldwide. The convergence of digital technology and AI has also had a profound impact on education. Personalized learning platforms harness the power of AI to adapt to individual students' needs and preferences, making education more effective and engaging. Virtual reality and augmented reality are redefining the classroom experience, enabling immersive and interactive learning. Furthermore, businesses are leveraging this transformative partnership to enhance their operations. AI-driven chat bots and virtual assistants improve customer service, while predictive analytics refine supply chain



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Shrey Malhotra

Student, NDIM Delhi, India

management. Companies are using AI to gain insights from vast datasets, enabling data-driven decision-making that drives innovation and competitive advantage. In the world of art and entertainment, the Digital Renaissance has unleashed unprecedented creativity. AI-generated music, art, and literature are pushing the boundaries of what is possible in artistic expression. Algorithms can compose symphonies, generate intricate paintings, and even craft compelling novels, demonstrating that machines can be powerful creative collaborators. The fusion of digital technology and AI is also instrumental in addressing global challenges. Climate change, for instance, can benefit from AI's data analysis capabilities to model and predict environmental patterns. Renewable energy sources are becoming more efficient and accessible, thanks to AI-powered advancements. However, the Digital Renaissance does not come without challenges and concerns. Issues related to privacy, data security, and ethical AI development requires careful consideration. It is crucial to strike a balance between innovation and safeguarding individual rights and values. In conclusion, the convergence of digital technology and AI is reshaping our world in profound ways. This Digital Renaissance is ushering in an era of unparalleled possibilities, transforming industries, healthcare, education, and the arts. As we embrace these technological advances, it is essential to navigate the associated challenges responsibly, ensuring that this era of innovation is marked by progress, inclusivity, and ethical considerations. The canvas of possibilities continues to expand, and the future is limited only by our collective imagination.



Image generated using AI



Round-up of Learning & Networking Programs

Evening Talk Session

Learn Management from your Wife

19th August 2023 | DMA Conference Hall

Dr. Yogesh Misra welcomed and appreciated Mr. SP Singh for conducting this knowledgeable and wonderful session.

Session Overview: The evening talk session titled "Learn Management from Your Wife" was an engaging and insightful exploration of the parallels between effective management skills and the everyday practices exhibited by our spouses. The session delved into how the management principles employed in our personal lives can translate into successful professional management strategies.

In conclusion, the "Learn Management from Your Wife" session was an eye-opening exploration of how principles practiced at home can be seamlessly integrated into our management approaches. It underlined the interconnectedness of personal and professional growth, leaving me inspired to infuse more human-centric leadership into our professional endeavors.

Dr. Arvind Virmani, in his keynote address, emphasized the importance of ESG in India's sustainable development. Other notable speakers included Dr. Yogesh Misra, Anuradha Sharma, CS Deepak Jain, Praveen Karn, Anurag Pratap, Chhavi Prabhakar, Mr. Sameet Gambhir, Mr. Sanjay Gupta, and VM Bansal, CA Raj Chawla, CMA Navneet Kumar Jain, Dipanwita Chakraborty, Rajiv Williams, Meher Sidhwa, Deepa Gupta, Vinod Pandey & many more. These experts shared insights into ESG practices, policies, and their impact on businesses and society



DMA Human Capital committee organised an evening Talk series on 'Learn Management from your wife'

The ESG Conference

The Way Forward

22nd September 2023 | Gulmohar Hall, India Habitat Centre

The ESG Conference: "The Way Forward," held on September 22nd, featured a distinguished lineup of speakers and attendees, including chief guest Dr. Arvind Virmani from NITI Aayog. The conference provided a platform for in-depth discussions on Environmental, Social, and Governance (ESG) topics.



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Representatives from organizations like ICSI, New Delhi Institute of Management, and ICMA were present, making the event a convergence point for professionals and academics interested in ESG. The conference aimed to chart a path forward for ESG integration, aligning it with sustainable growth and responsible corporate practices. Approx 200 people attended the event.



67th Annual General Body Meeting

23rd September 2023 | DMA Conference Hall

Delhi Management Association Successfully Conducted its 67th Annual General Body Meeting . Dr. Yogesh Misra, the President of DMA Chaired the meeting and Welcomed all DMA Members.



Delhi Management Association 67th Annual General Body Meeting, 23rd SEPTEMBER ,2023.

In 67th Annual General Body Meeting important discussion and decision taken. All were appreciated for the wonderful work by the current MC members.

Diwali Celebrations

4th November 2023 | DMA Conference Hall

Diwali, the festival of lights, arrived at the Delhi Management Association (DMA) in a resplendent display of culture, tradition, and camaraderie. The air buzzed with excitement as the DMA family geared up to celebrate this auspicious occasion on a grand scale, embracing the spirit of unity and festivity.

The day commenced with an infectious enthusiasm as employees arrived dressed in an array of traditional attire, showcasing the rich tapestry of India's cultural diversity. The essence of Diwali filled the air, fostering a sense of unity amidst diversity as colleagues from varied backgrounds came together to revel in the festivities.

The Diwali celebration at Delhi Management association wasn't merely an event it was a reflection of the organisation's ethos- embracing diversity, celebrating traditions and fostering a harmonious work environment.

The highlight of the celebration was the lots of fun games, best traditional dress award followed with lunch. As the lights dimmed on this joyous occasion, the spirit of Diwali continued to shine brightly. In the spirit of the festival, may the glow of joy, prosperity and togetherness illuminate our lives throughout the year.



Become a DMA Member

Exchange Ideas, Discuss Issues & Collaborate with Management Professionals

Members gain access to knowledge-enhancing seminars, workshops, and conferences at discounted rates, facilitating professional growth and staying up-to-date with management trends. Networking opportunities with industry experts, entrepreneurs, and leaders enable valuable connections and potential collaborations.

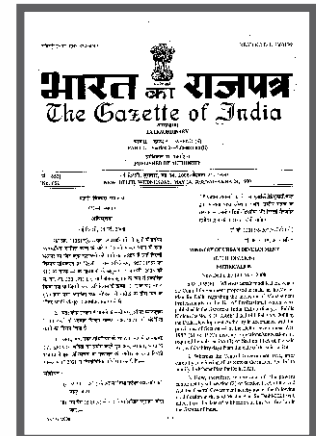
DMA membership enhances professional credibility, showcasing commitment to continuous learning and ethical standards. Access to resources, publications, and a vast management library facilitates research and staying informed. Leadership and volunteer roles within DMA foster leadership skills and contribute to the management community.

Gain access to knowledge sharing conferences, seminars, workshops and flagship events at discounted rates.

A reservoir of management expertise and best practices, DMA implements multiple activities with the support of its Functional Committees. These include industry-relevant seminars and brain-storming sessions on contemporary management issues, round table conferences, monthly professional talks, study projects, management journals, e-newsletters, awards, conclaves conferences, and customized activities for different sectors of the corporate fraternity.



Scan for Membership Details



DMA All India Women Entrepreneurs Awards & Conference 2022



Winners with DMA Managing Committee Members & Speakers



Guest of Honor
Mr. Devesh Sachdev
Founder, MD & CEO
Fusion Micro Finance

Key Note Speakers Addressing the Audience



Sonu Basin
Family Business Historian
Independent Director,
Business Author Founder and
Editor-in-Chief Families & Business



Latika Thukral
Founder
Iamgurgaon



Anjali Raina
Executive Director
Harvard Business School
India Research Centre
Independent Board Director

Atmanirbhar Bharat National Entrepreneurship Summit



Dr. Yogesh Misra (President) and Dr. Navneet Kumar Sharma (Vice President) along with Rajesh Aggarwal (Secretary, Ministry of Skill Development and Entrepreneurship) facilitating all the entrepreneur for their achievements.

HR Conclave 2022



DMA Management Committee with award winners of 5th DMA-Thomas International Awards for Excellence in Talent Management

Chat & Chai Series



From L to R Rashmi Soni-VP & Head Corporate Communications Tata SIA Airlines, Capt Manisha Puri Author of 'From Sarees to Stripes', Sunil Arora Ex CEC, Anuradha Sharma VP of Delhi Management Association

Women Empowerment



The audience gained powerful lessons from the address by Kamna Gaur on Transcendental Meditation, Mediation, Consciousness & Self Realisation, while the dialogue and discussion with Dr. Anubha Walia Founder Director, Prism Philosophy & Chairperson, ISTD - Delhi Chapter

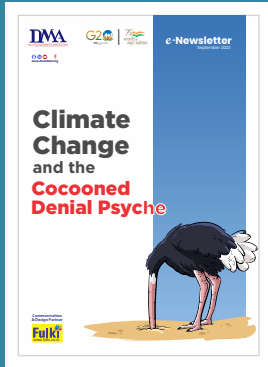
Corporate Governance



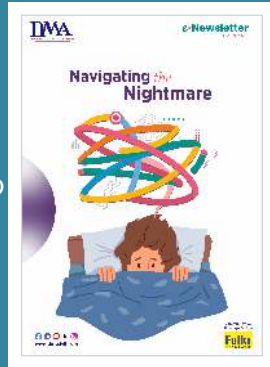
L to R S P Singh Chairman of Ethics and Governance of DMA, Shyamal Ray, ex- GM (Finance), NTPC, Dr. Yogesh Misra, President of DMA and Arvind Kumar

Past Issues of our Newsletters

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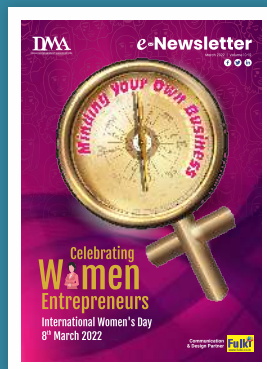
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Delhi Management Association



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