

# INDIA FUTURE FOUNDATION

Freedom of Expression, Trust and Safety on the Internet



## IN THE SPOTLIGHT

### INDIA HARNESSING AI FOR GOVERNANCE AND PUBLIC SERVICES

India is leading the charge in harnessing the potential of Artificial Intelligence (AI) to reshape governance and public services, thereby marking a new era in citizen-centric administration. The Government of India has taken major steps to integrate cutting-edge technology into various sectors showcasing the benefits of initiatives like Digital India.

**IndiaAI Initiative:** The government, under the leadership of Mr Rajeev Chandrasekhar, Minister of State for Electronics and Information Technology has launched the IndiaAI initiative. This effort aims to foster a robust startup ecosystem that produces advanced AI solutions to address both local and global challenges. The recent FY24 Union Budget outlines plans to establish three AI centers of excellence within prestigious educational institutions, reinforcing the commitment of making "AI in India" and "AI for India."

### IN THIS NEWSLETTER

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**AI-Powered Grievance Management in Defence:** In a pioneering move, Rajnath Singh, Union Defence Minister introduced an AI-powered grievance management application in collaboration with the Indian Institute of Technology (IIT), Kanpur. This innovation focuses on enhancing grievance resolution processes by utilizing AI's capacity to identify recurring issues and efficiently categorize complaints. The application promises expedited decision-making and streamlined file disposal.

**AI for Public Welfare:** Gujarat is at the forefront of incorporating AI into its public service framework. With Senior Minister Rushikesh Patel leading the charge, the state aims to leverage AI to optimize administrative operations, further enhancing governance.

**AI in the Judiciary:** AI's transformative potential extends to the legal domain as well. Applications range from automating document processes and contract reviews to legal analytics and predicting litigation outcomes. These endeavours offer the prospect of increased efficiency, reduced costs and improved decision-making in the legal domain. As India continues to embrace AI, it demonstrates its commitment to utilizing technology for the betterment of society, enhancing governance and driving progress across various sectors.



## NETFLIX FACES BACKLASH OVER AI EXPERT JOB AD AMID HOLLYWOOD STRIKES

Netflix has sparked outrage from Hollywood actors and writers with its recent job advertisement for an artificial intelligence (AI) expert. The job position, which offers a salary of up to \$900,000 per year, is part of Netflix's Machine Learning (ML) Platform team, responsible for driving the algorithm that assists viewers in selecting new content to watch. Hollywood unions went on strike due to concerns about AI's impact on the entertainment industry.

The job listing has raised questions about whether the AI expert's role will influence content decisions, such as which TV programmes and films to invest in. The job description for another open position on the ML Platform team suggests that AI could be used to assess funding requirements for different programmes.

Hollywood unions, such as Sag-Aftra (representing actors) and WGA (representing writers), are worried about the increasing influence of algorithms in shaping entertainment content and distribution. They fear that AI could lead to reduced creativity, shorter seasons, and fewer episodes per season, ultimately affecting livelihoods across the industry.

While Netflix has not commented specifically on the job listings, the company has previously emphasized that AI will not replace the creative process, stating that the best stories stem from originality and human experiences.

The announcement of the AI job vacancy comes amidst the launch of a new Netflix app called "My Netflix," designed to offer tailored content recommendations to users. As the entertainment landscape continues to evolve with the integration of AI, tensions between industry stakeholders and technology advancements are likely to persist.



## UN SECURITY COUNCIL ADDRESSES THE GLOBAL IMPACT OF AI

The United Nations Security Council convened its inaugural meeting on the topic of AI, marking a significant step in addressing the global implications of AI. During the meeting, China expressed concerns about AI's uncontrolled development, cautioning against it turning into a "runaway horse." In contrast, the United States emphasized the importance of using AI responsibly and not allowing it to be employed for censorship or repression. Britain's Foreign Secretary, James Cleverly, who presided over the session during the UK's presidency, acknowledged that AI has the potential to profoundly transform human life. He stressed on the urgency of establishing global governance for AI, emphasizing its borderless nature and its potential to address climate change while warning about its role in fuelling disinformation and potential weaponization.

The meeting featured briefings from prominent figures, including U.N. Secretary-General Antonio Guterres, Jack Clark from the AI startup Anthropic, and Professor Zeng Yi from the China-UK Research Centre for AI Ethics and Governance. Guterres endorsed the idea of creating a new U.N. body, akin to existing organizations like the International Atomic Energy Agency or the Inter-governmental Panel on Climate Change, to collectively manage AI's extraordinary impact. China's Ambassador to the U.N., Zhang Jun, called AI a "double-edged sword" and advocated for international cooperation under the U.N.'s guidance to establish ethical principles for use of AI. The U.S. Deputy Ambassador to the U.N., Jeffrey DeLaurentis, highlighted the need for global collaboration in addressing human rights risks associated with AI, emphasizing that AI should not be misused to suppress or disempower people.

However, Russia questioned the Security Council's role in discussing AI and suggested that AI discussions should be grounded in professional and scientific expertise, a process already underway in specialized platforms. The meeting showcased the increasing recognition of AI's significance on the global stage and the need for coordinated international efforts to harness its potential while mitigating potential risks.



## GLOBAL EFFORTS TO REGULATE AI AMID RAPID ADVANCEMENTS

The rapid progress of AI technology has raised concerns and prompted calls for government regulations. Here's how various countries are approaching AI regulation:

**European Union (EU):** The EU has taken a significant step towards AI regulation with the proposed Artificial Intelligence Act, which is one of the first serious attempts globally to regulate AI. The Act covers a broad range of AI technologies, including deepfakes, chatbots, drones and facial recognition. It categorizes applications based on risk levels and aims to have the law passed by the end of the year. The EU's approach involves a tiered risk-based system, banning applications posing an "unacceptable risk," requiring risk assessments for high-risk AI tools and demanding transparency in generative AI applications' use of copyrighted works.

**United States of America:** Although federal regulations are not finalized, the U.S. government is increasingly prioritizing AI. The White House released a Blueprint for an AI Bill of Rights, outlining principles to guide AI tech design and use while protecting civil liberties. However, there are challenges due to Congress lacking a dedicated technology committee, which complicates the regulatory process.

**China:** China has moved to the forefront of AI regulation by issuing "world's earliest and most detailed regulations on generative artificial intelligence models" on July 13. These "provisional regulations," effective from August 15, were published by a group of seven Chinese regulators led by the Cyberspace Administration of China. The regulations cover all generative AI content presented to the public, including text, pictures, audio and video. Compared to an earlier draft, the new regulations take a more supportive tone toward the technology, emphasizing innovation while discouraging the generation of false or harmful information.

These global efforts demonstrate the increasing recognition of the need for AI regulations as technology continues to advance rapidly. Each approach reflects the unique challenges and priorities of these regions in harnessing AI's potential while mitigating its risks.



## AI-POWERED HEART MONITORS COULD SAVE FIREFIGHTER LIVES

Firefighters, who regularly face life-threatening situations, often fall victim to sudden cardiac death, responsible for around 40% of on-duty firefighter fatalities. Researchers from the National Institute of Standards and Technology (NIST) (Maryland, United State of America) , University of Rochester (United States of America) and Google have collaborated to utilize machine learning (ML), to accurately identify abnormal cardiac rhythms in firefighters. Their goal is to develop a portable heart monitor that firefighters can wear to detect early warning signs of heart issues, potentially preventing fatalities.

In a study published in the Fire Safety Journal, the team addressed the alarming rate of sudden cardiac death among firefighters, which claimed the lives of 36 firefighters in 2022 alone. Sudden cardiac death occurs due to irregular heart rhythms, often triggered by heart attacks. Firefighters experience such events at twice the rate of police officers and four times the rate of other emergency responders.

The strenuous nature of firefighting, involving heavy lifting, stair climbing and exposure to extreme temperatures, places immense physical stress on firefighters. Surprisingly, many tend to overlook the risks associated with sudden cardiac death, often pushing through challenging situations.

To tackle this issue, researchers at NIST collaborated with the University of Rochester School of Nursing, which had previously collected 24 hours of electrocardiogram (ECG) data from 112 firefighters a decade ago. This comprehensive dataset included data from both on-duty and off-duty hours, offering a unique insight into the cardiac health of firefighters.

The researchers employed ML and the dataset created by the University of Rochester to develop the Heart Health Monitoring (H2M) model. H2M was trained using 12-second segments of ECG data, classifying heartbeats as normal or abnormal, indicative of irregular heart rhythms.

When tested, H2M accurately identified approximately 6,000 abnormal ECG samples with a 97% accuracy rate, potentially providing real-time warnings of cardiac irregularities for firefighters. The researchers envision incorporating this technology into portable heart monitors worn by firefighters on duty, effectively acting as an AI assistant capable of detecting cardiac issues in real time.

NIST researcher Wai Cheong Tam emphasized that this technology has the potential to save lives not only among firefighters but also among other first responders and the broader public if AI is trained with suitable ECG datasets. This innovation could revolutionize cardiac health monitoring, offering critical support in high-stress environments.

## AT G-20 MEET, INDIA PRESSES FOR RESPONSIBLE USE OF AI TECHNOLOGY

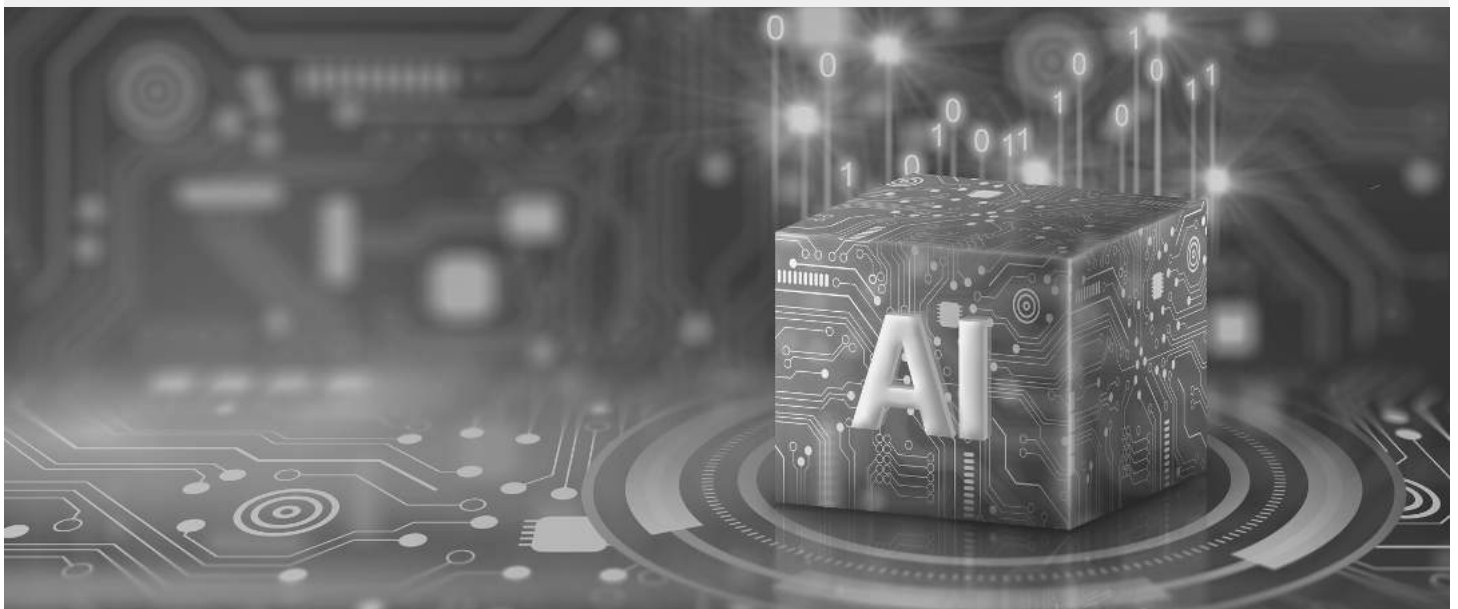
The Ministry of Home Affairs (MHA) organized the G20 Conference on 'Crime and Security in the Age of NFTs (Non-Fungible Tokens) AI and Metaverse' on July 13-14 in Gurugram, Delhi NCR. The conference focused on the challenges posed by emerging technologies and their potential for misuse, particularly in the realm of cyber security.

India highlighted concerns about the use of Artificial Intelligence (AI) for cyber-attacks, malware attacks, information manipulation and scams that can be carried out on a large scale. At the conference India, emphasized the importance of analyzing AI capabilities used by malicious actors and the need for transparent and accountable AI governance frameworks to ensure responsible AI use.

The conference also addressed the challenges posed by the misuse of Non-Fungible Tokens (NFTs) and explored strategies to tackle illicit activities associated with Metaverse technologies. The promotion of an open, secure and accountable ICT environment was emphasized, along with the need for comprehensive approaches to ICT development and security.

Concerns were raised about online sexual exploitation, particularly of women and children and the need to strengthen cooperation to ensure their safety on the Internet. The conference stressed on the importance of international collaboration to counter malicious cyber activities and highlighted the need for a comprehensive international convention on countering the criminal use of Information Communication Technologies (ICTs).

Overall, the conference emphasized on the responsible and ethical use of emerging technologies, including AI, while addressing the challenges and risks they present in the digital age.



## NEWSFIRST KANNADA INTRODUCES SOUTH INDIA'S FIRST META-HUMAN NEWS ANCHOR

NewsFirst Kannada, a regional news channel in South India, made history by launching AI Maya, south India's first AI-based Meta-Human News anchor. This innovative initiative represents a significant leap forward in the integration of AI into the field of news media. AI Maya is a state-of-the-art news anchor designed with attributes and capabilities resembling those of a human news anchor. She can engage in discussions, pose questions and deliver news professionally.

The development of AI Maya took three months, during which NewsFirst utilized machine learning algorithms to create this one-of-a-kind news anchor. AI Maya is conversant in multiple languages, and she is initially set to deliver news in Kannada on NewsFirst's television and digital platforms. Plans are underway to expand her language capabilities to include English news delivery in the future.

AI Maya's debut on NewsFirst Kannada marks a significant milestone in the evolution of news media. Her introduction reflects the channel's commitment to innovation and its vision of providing viewers with an enriched and interactive news consumption experience.

In addition to her daily news anchoring duties, AI Maya is also set to host "ASK MAYA," an interactive show that will allow viewers to submit questions to her through dedicated communication channels. Maya will then address the top five questions in real time during scheduled segments.

AI Maya's launch is a testament to the rapidly evolving landscape of news media. It is clear that AI is poised to play an increasingly important role in the way news is delivered and consumed in the future.

## SOUTH INDIA WELCOMES ITS FIRST AI NEWS PRESENTER, SOUNDARYA

The Indian TV news industry has embraced the rise of AI news presenters, and Power TV, a Kannada news channel, has introduced south India's first AI news presenter named Soundarya. In a recent launch, Soundarya made her debut by introducing herself as the first robotic anchor for Power TV. She highlighted the increasing influence of AI across various industries, including TV news and mentioned that AI news presenters are already gaining traction in other parts of India.

Power TV plans to experiment with various news shows featuring Soundarya as the new AI powered news presenter. This development comes after other Indian channels have also introduced their own AI-powered news presenters. The emergence of AI news presenters, such as Soundarya, Lisa and Sana, is an intriguing advancement in Indian TV journalism, although human news presenters remain prominent for now. The integration of AI into news presentation is seen as a notable and an evolving development in the field.



## INDIA INTRODUCES ITS FIRST REGIONAL AI NEWS ANCHOR, 'LISA'

A significant milestone was achieved in the field of AI as Odisha TV (OTV), an Odisha-based news station, proudly introduced 'Lisa' – India's inaugural regional AI news anchor. This groundbreaking development holds the potential to reshape the landscape of TV broadcasting and journalism, pushing the boundaries of AI in media to new heights. Lisa's emergence as the nation's first regional AI news anchor paves the way for innovative news presentations in various languages and regional contexts, offering a fresh approach to engaging news delivery.

Lisa, showcased in a video shared by OTV on Twitter, confidently introduces herself and expresses her enthusiasm for this historic event. The news station has announced that Lisa will soon be hosting news updates, showcasing her diverse capabilities as an AI news anchor. Notably, Lisa has the remarkable ability to communicate in multiple languages, including in Odia and English.

OTV acknowledges the challenges in training Lisa to be proficient in the Odia language and has revealed ongoing efforts to further enhance her language skills and overall performance. This step marks a significant stride in the fusion of AI and news presentation, underscoring the evolving nature of the media landscape.

## KERALA MAN FALLS VICTIM TO AI-BASED DEEPFAKE SCAM, LOSES ₹40,000

A resident of Kozhikode, Kerala, became a victim of an AI-based scam, losing ₹40,000 in the process. This incident sheds light on the increasing use of deepfake technology by scammers to deceive unsuspecting individuals.

In this particular case, the victim, Radhakrishnan, received a video call on WhatsApp from an unknown number. The caller appeared to be one of Radhakrishnan's former colleagues from Andhra Pradesh. Claiming that a relative was in need of urgent medical assistance, the caller requested ₹40,000 through Google Pay. Suspicion arose when a subsequent demand for an additional ₹30,000 was made. This prompted Radhakrishnan to take action, and he reported the incident to the Cyber Police.

The essence of a deepfake scam lies in leveraging artificial intelligence to convincingly impersonate someone, blurring the line between authenticity and deception. Utilizing AI's capabilities to manipulate facial images and voice recordings, scammers create highly realistic deepfake videos that replicate an individual's appearance and voice.

The incident in China earlier this year serves as another stark reminder of the potential harm caused by such scams. A fraudster employed AI-powered face-swapping technology to mimic a victim's friend during a video call, leading to a substantial transfer of funds.

To guard against such scams, experts offer valuable advice. Individuals are urged to assess video quality, as deepfake videos often exhibit low resolution. Furthermore, keen observation may reveal that deepfake videos loop or suddenly halt, indicating their falsity. It is also advisable to independently verify a caller's identity before engaging in any financial transactions.

The incident in Kerala underscores the urgency of educating the public about the existence and potential risks of deepfake scams, enabling individuals to exercise caution and stay protected against such fraudulent activities.

## **INDIAN CEO FACES BACKLASH FOR REPLACING 90% OF SUPPORT STAFF WITH AI CHATBOT**

Suomit Shah, the CEO of Dukaan, an Indian firm, has come under criticism following his announcement that his company had replaced 90% of its support staff with an (AI) chatbot. Shah's tweet explaining the transition sparked outrage online and fuelled the ongoing debate about the impact of AI on employment.

In a series of tweets, Shah justified the decision by highlighting how the AI chatbot significantly improved customer query response and resolution times. He acknowledged that laying off staff had been a challenging choice but deemed it necessary for the company's financial stability, especially amidst the prevailing economic conditions. The move to prioritize profitability over becoming a "unicorn" (a startup valued at over \$1 billion) reflects a trend seen in the startup ecosystem.

Shah detailed the rapid development of the AI platform that empowered Dukaan's customers with their own AI assistant, capable of promptly and accurately addressing a wide range of queries. He underlined the potential for individuals to realize entrepreneurial dreams in the modern era of instant gratification.

Despite Shah's rationale, many Twitter users criticized him for what they deemed a "heartless" decision that negatively impacted the lives of the laid-off staff. Some users questioned the lack of mention regarding assistance provided to the affected employees. Others called out Shah for transforming the situation into a celebratory marketing thread.

The incident reflects a broader concern as generative AI tools, such as ChatGPT, gain prominence, raising apprehensions about potential job losses. Reports indicate that businesses are increasingly adopting AI to enhance productivity while cutting costs. Such trends have fuelled fears among workers about the replacement of traditional roles by technology.

In a report by Goldman Sachs, it was suggested that AI could potentially replace the equivalent of 300 million full-time jobs, further intensifying the debate on AI's impact on employment. As AI continues to evolve and transform industries, the balance between technological advancement and workforce sustainability remains a critical challenge, prompting discussions on regulation and ethics surrounding deployment of AI.

## CODERS IN INDIA PREDICTED TO LOSE JOBS IN 2 YEARS DUE TO AI

Emad Mostaque, CEO of Stability AI, an AI development company has predicted that a significant portion of India's outsourced coders will lose their jobs within the next year or two due to the impact of AI. The advancement in AI has made it possible to develop software with fewer human resources, leading to a transformation in the job landscape for programmers.

Mostaque explained that the effects of AI on technical jobs will vary from country to country, depending on the regulatory framework. Countries with stronger labour laws, such as France, are less likely to experience a massive impact on job losses. In contrast, in India, outsourced coders up to level three programmers are expected to lose their jobs in the near future.

He emphasized that AI will reshape different types of jobs in various ways based on location, industry, and sector. Mostaque mentioned that while AI can automate programming tasks and enhance efficiency, it won't eliminate the need for human involvement entirely. Instead, it will create a shift in the roles and responsibilities of programmers.

India, being home to over 5 million software programmers, is particularly vulnerable to the impact of AI on outsourced coding jobs. The country is known for outsourcing back-office and IT services to various industries, including tech giants, banks, airlines and retailers.

Indian IT services and consulting firms like Tata Consultancy Services (TCS), Infosys and Wipro are prominent outsourcing providers. TCS, for instance, has invested significantly in generative AI and plans to train thousands of engineers on this technology to accelerate its adoption.

Despite predicting significant job changes in the programming field, Mostaque clarified that AI won't eliminate programmers entirely. Instead, he envisions a future where AI serves as a "co-pilot" to programmers, automating certain tasks while leaving room for human input and creativity.

Overall, the impact of AI on outsourced coders in India and beyond underscores the transformative nature of technology in reshaping employment and industry dynamics.



# NEW DEVELOPMENTS

## WIPRO INVESTS \$1 BILLION TO UPSKILL ENTIRE WORKFORCE IN AI

Wipro, a prominent software services provider, headquartered in Bengaluru, India, has unveiled its ambitious plans to invest \$1 billion in enhancing its AI capabilities over the next three years. This strategic move aims to not only bolster Wipro's proficiency in AI but also ensure that all 250,000 employees across 66 countries are well-versed in this technology.

The company's initiative includes comprehensive training programmes that will cover the fundamentals of AI and emphasize responsible AI practices. These workshops are set to be conducted over the next 12 months, with a particular focus on employees in AI-specialized roles. Wipro's objective is to seamlessly integrate AI expertise across all levels of its workforce.

Wipro is a prominent player in the IT and consulting services sector and stands as one of India's major outsourcing firms. This decision to invest significantly in AI training underscores the growing significance of generative AI, a revolutionary technology that underpins platforms like ChatGPT.

Additionally, Wipro is unveiling an interconnected software system designed to seamlessly incorporate AI across its internal tools and platforms. This move capitalizes on the company's decade-long efforts in the AI space, positioning them to harness AI's potential for innovation.

The adoption of AI by businesses continues to accelerate, either by enhancing existing tasks or by automating processes that were once dependent on humans. This announcement from Wipro comes in the wake of other notable instances where AI-powered chatbots have replaced significant portions of support staff, showcasing AI's rapid growth in various sectors.

As Wipro embarks on this journey to empower its workforce with AI proficiency, it demonstrates the company's commitment to staying at the forefront of technological advancements and meeting the demands of the evolving industry landscape.



# NEW DEVELOPMENTS

## ELON MUSK LAUNCHES NEW AI STARTUP "XAI" TO UNDERSTAND REALITY

Renowned entrepreneur and Tesla CEO Elon Musk has unveiled his latest venture, a startup named "xAI" working in the area of AI. Comprising a team of engineers with prior experience at entities like OpenAI and Google, the new company's primary focus is to comprehend reality itself.

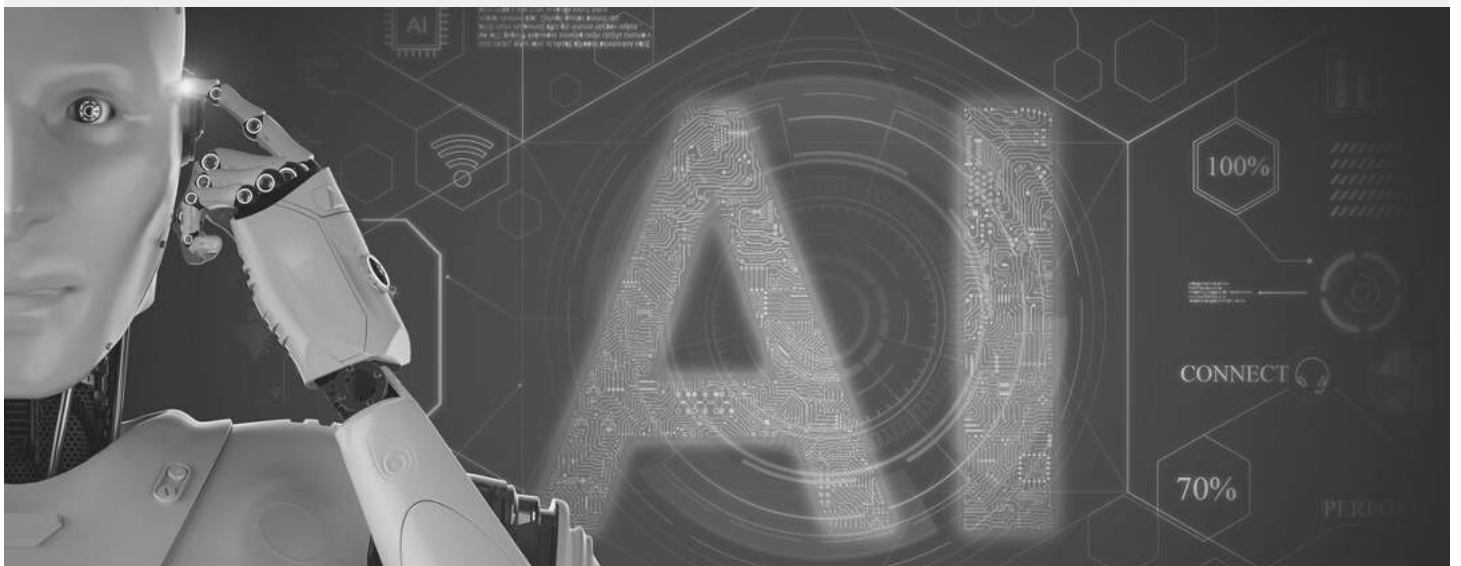
Elon Musk, who has previously emphasized the need for regulating AI advancements, indicated that xAI aims to delve into understanding the fundamental nature of the universe. While specific funding details remain undisclosed, the startup's intention to explore reality sets a unique trajectory in the AI landscape.

The objectives and specific AI domains that xAI will specialize in have not been explicitly outlined. However, the company's website highlights its mission to unravel the true essence of the universe.

Musk's connection with AI is notably linked to his involvement with OpenAI, the organization responsible for the development of ChatGPT, a prominent language model. Despite this, Musk has voiced concerns about AI biases and the potential dangers they pose. He has even expressed his dissent regarding the trajectory of certain AI projects, particularly their evolution into closed-source, for-profit entities.

Having been vocal about the necessity of AI regulation, Musk's recent endeavors in the AI sector underscore his commitment to shaping the technology's trajectory. As xAI sets out to explore the essence of reality, the startup aligns with Musk's broader vision of fostering responsible AI development and understanding.

Musk's journey in the AI domain has been marked by both advocacy and critique, and xAI appears poised to add another layer of complexity to the unfolding narrative of AI's evolution.



# NEW DEVELOPMENTS

## AI SYSTEM DEVELOPED TO AID CANCER DETECTION

A team of researchers from Cardiff University, UK has developed an artificial intelligence (AI) system that could assist doctors in detecting cancer, particularly breast cancer, at an earlier stage. The system is designed to support radiologists in their decision-making process, improving the accuracy of medical diagnostics. By analyzing the eye movement of radiologists while they review medical images, the AI system learns their patterns of focus. This training enables the system to identify regions of interest on medical scans where radiologists are more likely to focus when diagnosing. The AI technology has the potential to help radiologists become more responsive and efficient in identifying concerning scans and prioritizing patients who may need further examination. While AI in medicine has faced skepticism, this research demonstrates the potential benefits of AI in supporting medical professionals and enhancing cancer diagnosis accuracy.

## "AI FOR INDIA 2.0" TRAINING PROGRAMME

To celebrate World Youth Skills Day, the Ministry of Skill Development & Entrepreneurship has introduced a free online training programme called "AI for India 2.0" on Artificial Intelligence. In collaboration with Skill India and GUVI, the programme aims to equip Indian youth with essential skills in the field of AI and ML. The programme, accredited by National Council for Vocational Education and Training (NCVET) and IIT Madras, offers a Python course available in nine languages, including Hindi, Kannada and Telugu.

The launch was addressed by Union Minister for Education and Skill Development & Entrepreneurship, Shri Dharmendra Pradhan, who emphasized on the importance of making emerging technologies like AI accessible to everyone, regardless of language barriers. He announced that technology courses will be made available in Indian languages to eliminate such barriers and promote education in rural areas. He praised GUVI's initiative for extending cutting-edge technology education to all segments of society, ensuring that the benefits of AI education reach every corner of the country. The programme targets college students, fresh graduates and early professionals, aiming to foster a stronger tech workforce for India's future.





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