# INDIA FUTURE FOUNDATION

## Freedom of Expression, Trust and Safety on the Internet

## GOOGLE COLLABORATES WITH TAMIL NADU ON AI ECOSYSTEM DEVELOPMENT

Google has signed a Memorandum of Understanding (MoU) with the State Government of Tamil Nadu to accelerate the state's artificial intelligence (AI) ecosystem, focusing on innovation, skill development, and industrial advancement, particularly for micro, small, and medium enterprises (MSMEs). This partnership aims to position Tamil Nadu as an AI and advanced electronics manufacturing leader, in the country.

The MoU was signed at Google's Mountain View office with the Tamil Nadu Chief Minister Shri MK Stalin, Industries Minister Shri T.R.B. Rajaa and senior Google executives Amit Zaveri, VP/GM and Head of Platform, Google Cloud, Google and Nanda Ramachandran, Vice President, Google Mobile Business, Google.
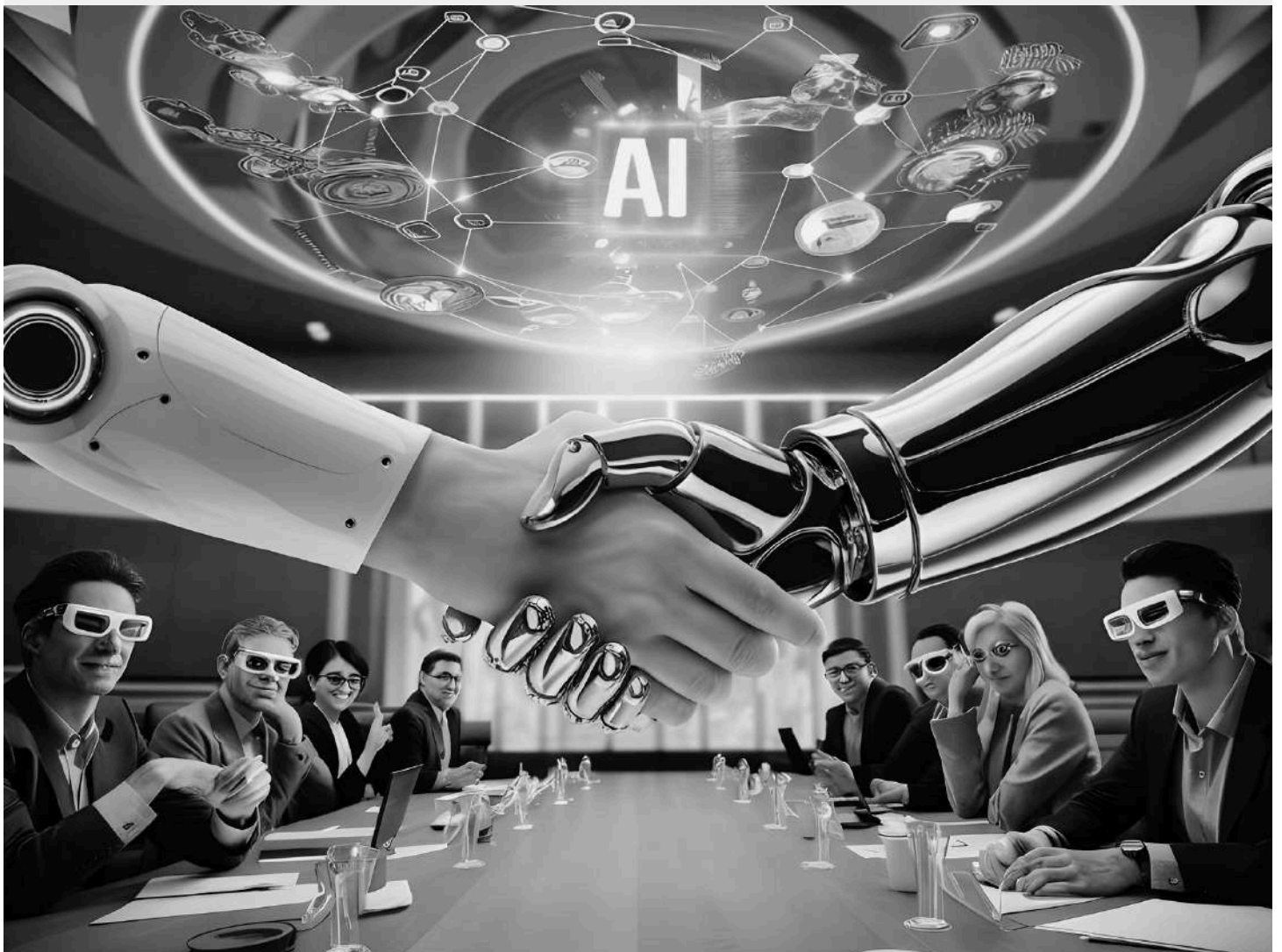
This collaboration highlights the state government's commitment to leveraging cutting-edge technology for economic and technological growth.

Under this partnership, Google will collaborate with Guidance, the state's investment promotion agency, to build a strong AI ecosystem. This initiative will focus on providing access to advanced AI technologies and resources, empowering individuals, businesses and government bodies to adopt AI solutions for inclusive progress.

Key areas of focus under this collaboration includes the following:

- Continued manufacturing of Pixel 8 phones in Tamil Nadu.
- Skill development through AI initiatives under the 'Naan Mudhalvan' platform.
- Support AI-focused start-ups through mentorship, networking, and Google's Startups programme.
- Integrating Google Cloud's AI capabilities for MSMEs to enhance their decision-making, streamline processes and facilitate technology adoption.

This collaboration between Google and the Tamil Nadu Government marks a significant milestone in fostering AI-driven innovation, economic growth and digital empowerment in the state

## UN ADVISORY BODY PROPOSES SEVEN AI GOVERNANCE RECOMMENDATIONS

The United Nations artificial intelligence advisory body has released its final report, outlining seven recommendations to address risks and gaps in AI governance.

Established in 2023 with 39 members, the advisory body aims to provide impartial scientific knowledge about AI and tackle information disparities between AI labs and the global community.

The rapid spread of AI since the introduction of ChatGPT in 2022 has raised concerns about misinformation, fake news and copyright infringement. Only a few countries, such as the European Union, have enacted laws to regulate AI, while others, like the United States of America, have adopted voluntary compliance. China focuses on maintaining social stability and state control.

The U.N.'s recommendations include the following:

- Establishing a panel to provide reliable AI knowledge.
- Creating a policy dialogue on AI governance.
- Launching an AI standards exchange.
- Forming a global AI capacity development network.
- Establishing a global AI fund to address capacity and collaboration gaps.
- Proposing a global AI data framework to ensure transparency and accountability.
- Setting up a small AI office to coordinate these efforts.

With the majority of AI development in the hands of a few multinational organisations, the U.N. stresses on the importance of ensuring that people have a say in how the technology is used.

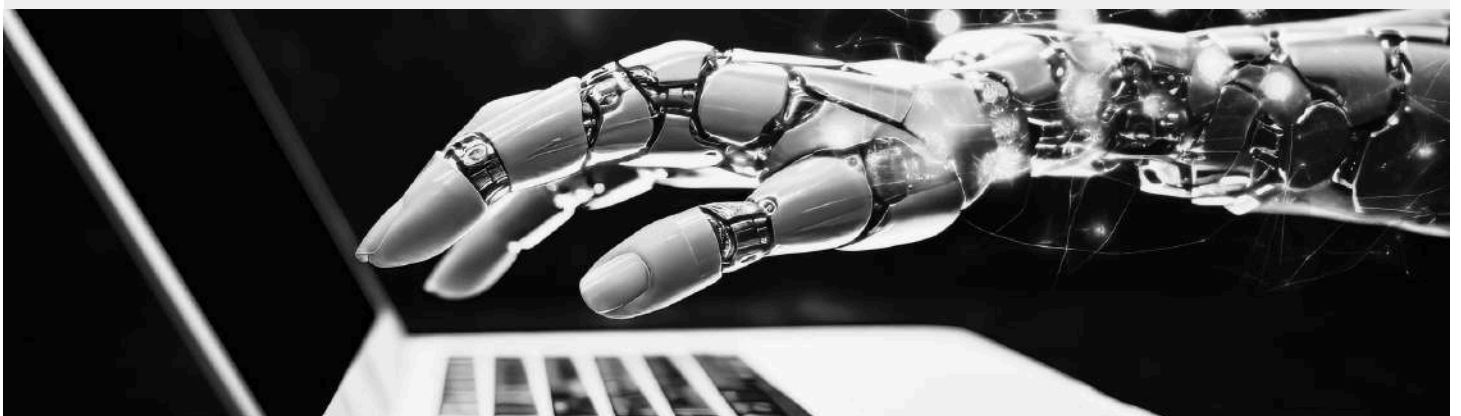## MICROSOFT: AI ASSISTANTS WITH LONG-TERM MEMORY TO TRANSFORM LIVES

Microsoft's head of AI, Mustafa Suleyman, has revealed that AI assistants with advanced long-term memory are expected to be available within a year. These assistants will recall conversations, projects, and user problems, encouraging deeper integration into everyday life. In an interview with the BBC, Suleyman described these AI tools as "ever-present, persistent, and competent co-pilot companions."

While some critics express concerns over privacy, security and the potential for biased or incorrect advise, AI advocates believe that these tools must be deeply embedded into users' lives to be truly effective. For instance, an AI diary manager would require continuous access to personal schedules to function optimally.

Suleyman pointed out that people's privacy expectations have shifted over time, citing examples like the iPhone's Live View feature, which simultaneously records video and audio when a photo is taken. He noted that accepting such technology depends on the perceived benefits, control over its use, and trust in the provider.

Despite concerns about AI's adoption, Microsoft remains a leader in AI development, with significant investments in OpenAI. However, research indicates that while 29 per cent of UK users have tried AI tools like ChatGPT, only 2 per cent use them daily. Suleyman acknowledged that AI might not reach the consumer in the same manner as smartphones did, but he emphasised that AI's rapid growth, is the fastest-growing technology in history.

Microsoft has unveiled several new features for its AI assistant range, CoPilot. These include a voice function, a daily news digest, and Think Deeper, a slower chatbot for complex queries. Additionally, the firm introduced CoPilot Vision, an AI tool integrated into the Edge browser, that is designed to assist users with web activities. Microsoft assures users that Vision will not record or store data.The company recently held back the release of an AI tool called Recall, which takes periodic screenshots to help users retrieve previously viewed content. This decision followed privacy concerns raised by campaigners and enquiries from the UK's data watchdog.

## UN EXPERTS STRESS NEED FOR GLOBAL AI REGULATION

On 19 September 2024, a new report from a United Nations expert group emphasised on the urgent need for global regulation of artificial intelligence (AI). According to the report, given its international reach and impact, AI technologies' rapid development and widespread use cannot be solely left to market forces. The expert panel, appointed by the António Guterres, UN Secretary-General, concluded that AI's transboundary nature requires a unified international regulatory approach.

AI has brought transformative advancements across various sectors, from scientific research and energy optimisation to public health and agriculture. It also plays a vital role in achieving the UN's 17 Sustainable Development Goals (SDGs). However, the report warns that without proper governance, the benefits of AI could remain concentrated among a few pioneering countries, companies and individuals, thereby increasing the digital divide and inequality worldwide.

The report raised significant human rights concerns about AI's unchecked use, especially regarding the global competition for critical minerals needed for AI technologies. Additionally, autonomous weapons systems that make decisions without human oversight pose severe ethical and legal challenges, while the potential for AI-driven arms races threatens global security.

The report also addressed the risks of AI bias and surveillance, particularly the spread of disinformation, which could harm civilians. Furthermore, the unequal participation in AI governance conversations is already creating gaps, with seven prominent countries (Canada, France, Germany, Italy, Japan, the UK, and the US) dominating AI initiatives. In comparison, 118 other countries, mainly in the Global South, are uninvolved.

To bridge this divide, the UN expert group proposed several recommendations, including the following:

- Establishing an independent international scientific panel on AI.
- Organizing biannual intergovernmental and multi-stakeholder policy dialogues on AI governance to share best practices.
- Creating a global AI fund to bridge the digital divide.

The report also stressed that deployment of AI in military settings must adhere to international humanitarian law and human rights standards. It called for countries to implement robust legal frameworks and oversight mechanisms to ensure responsible AI use.

These recommendations aim to lay the groundwork for a globally inclusive AI governance framework, promoting international cooperation and transparency in managing AI's development and impact.

## SAP UPDATES AI ETHICS POLICY TO ALIGN WITH UNESCO RECOMMENDATIONS

SAP, a German multinational software company, has significantly revised its Global AI Ethics policy to reflect the evolving demands of AI, particularly generative AI. Previously focused on a niche group of employees developing AI, the policy now encompasses all SAP employees, partners, and third-party systems due to the widespread integration of business AI across operations.

The updated SAP AI Ethics policy aligns with the UNESCO Recommendation on the Ethics of AI, a globally adopted framework by all 193 UN Member States. This framework outlines ten principles focused on safeguarding human rights, dignity and the environment and promoting transparency, accountability and legal compliance. The alignment ensures SAP's AI development and deployment adhere to the highest ethical standards.

SAP's AI ethics policy includes ten guiding principles derived from the UNESCO framework:

1. **Proportionality and Do No Harm**
2. **Safety and Security**
3. **Fairness and Non-Discrimination**
4. **Sustainability**
5. **Right to Privacy and Data Protection**
6. **Human Oversight and Determination**
7. **Transparency and Explainability**
8. **Responsibility and Accountability**
9. **Awareness and Literacy**
10. **Multi-stakeholder and Adaptive Governance and Collaboration**

These principles are embedded in SAP's operations through an AI Ethics Handbook, translating the policy into actionable guidelines. The policy ensures human oversight in AI systems, safeguards privacy and promotes fairness, sustainability, and responsibility across the organisation.

SAP's decision to follow the recommendations of UNESCO strengthens, the company's its commitment to human rights and increases trust among stakeholders, employees and customers. It also enhances SAP's reputation as a socially responsible entity and helps mitigate risks by aligning with global regulatory standards. The company's AI Ethics Advisory Panel and steering committee provide internal and external guidance to ensure responsible AI practices.

The UNESCO principles, such as **Sustainability** and **Proportionality and Do No Harm**, particularly resonate with SAP's leadership, reflecting the company's efforts to assess AI's impacts holistically and protect individual rights across all operations.

## NEPAL'S JUDICIARY AIDS IN DEVELOPING UNESCO'S AI GUIDELINES FOR COURTS

On 06 September 2024, it was reported that a consultation to discuss the UNESCO Draft Guidelines for the Use of AI in Judicial Systems was held in Kathmandu. This event brought together over forty key stakeholders, including judges, government attorneys, senior advocates, judicial officials, lawyers and representatives from the National Judicial Academy (NJA), Nepal Bar Association, Office of the Attorney General and the Supreme Court of Nepal.

During the event, Hon. Nahakul Subedi, a Justice of the Supreme Court, remarked that it was a significant milestone, as it was the first instance where judicial actors in Nepal convened to deliberate on the application of AI within the judiciary. He emphasised on the importance of exploring AI's potential and noted that the collaboration had fostered ownership among Nepal's judicial actors regarding UNESCO's Guidelines.

The participants engaged in extensive discussions to refine the Draft Guidelines and formulate national recommendations to be submitted to the UNESCO for global guidance. Hon. Baidya Nath Upadhyay, Executive Director of the National Judicial Academy, commented that AI could serve as a bench assistant but cautioned against fully trusting its outputs without thorough review and verification. He stressed that the process of regulating AI and developing guidelines should not cease and that collaboration must continue.

Through various group discussions, including a plenary session, the participants developed national recommendations and feedback intended to enhance the draft guidelines. The recommendations aimed to ensure that the final version would be globally relevant while reflecting the specific perspectives of countries like Nepal.

This consultation continued previous trainings conducted by the UNESCO in November and December 2023, which focused on freedom of expression, journalists' safety and AI for the judiciary. The collaboration sought to leverage AI to improve access to justice and enhance judicial efficiency.

Michael Croft, UNESCO's Representative to Nepal, remarked on the necessity of inputs from all Member States, noting that inputs from Nepal held particular relevance due to its formulation in the context of an open, democratic and pluralistic society. He stated that this context reflected many of the organisation's underlying values, which would undoubtedly be reflected in the Guidelines.

**Why the Guidelines?**

In a survey conducted by UNESCO in 2023, it was found that 93 per cent of judicial operators were familiar with AI technologies, with 44 per cent actively using AI tools like ChatGPT for work-related tasks.

# NEWS FROM AROUND THE WORLD

However, only 9 per cent reported that their organisations had established guidelines or provided AI-related training, underscoring the urgent need for comprehensive guidance on AI systems in courts and tribunals.

As part of UNESCO's AI and the Rule of Law Programme, draft Guidelines for the Use of AI Systems in Courts and Tribunals were developed under the Global Judges Initiative. These guidelines aimed to ensure that the deployment of AI technologies aligned with the fundamental principles of justice, human rights, and the rule of law.

## FUELLING INDIA'S TECH GROWTH: THE RISE OF INDIAN AI

India's artificial intelligence (AI) market is projected to experience remarkable growth, with an expected compound annual growth rate (CAGR) of 25-35 per cent by 2027, aligning with global trends in technology expansion. Currently valued at $7-10 billion, the market is anticipated to soar to approximately $22 billion in the coming years, according to a report by Nasscom and EY.

The growing emphasis on digital and emerging technologies is evident, with 70 per cent of surveyed companies allocating more than 20 per cent of their IT budgets to these areas. The report, which included responses from 500 companies across various sectors, highlights the significant investments in AI and related technologies.

This continuous rise in the Indian AI sector reflects the country's commitment to harnessing technological advancements to drive economic growth and innovation. As organisations increasingly adopt AI solutions, India is poised to strengthen its position as a critical player in the global technology landscape.

## TAMIL NADU BECOMES INDIA'S AI HUB WITH GLOBAL TECH INVESTMENTS

Tamil Nadu is rapidly positioning itself as a central hub for artificial intelligence (AI) in India, attracting significant investments and projects from global technology leaders such as Google, Amazon Web Services (AWS), PayPal and Applied Materials. The state's forward-thinking approach to AI policy, coupled with a rich talent pool, fosters an environment ripe for innovation.

Google has committed significantly to the state's AI ecosystem by creating Tamil Nadu AI Labs. As part of the "Naan Mudhalvan" initiative, Google aims to train 2 million young individuals in AI, collaborate with local startups, and leverage technology to support micro, small, and medium enterprises (MSMEs) and the rural economy. Industry experts suggest this could further attract investments from Google and other global tech firms.

Additionally, tech companies are exploring the possibility of transforming Chennai's transportation system by developing an AI-powered platform that integrates suburban rail, buses and taxi services. This project underscores the potential of AI in solving real-world urban infrastructure challenges.

# NEWS FROM INDIA

Several factors contribute to Tamil Nadu's rise as a significant AI destination:

- **Skilled Workforce:** The state produces approximately 17 per cent of India's 1.5 million engineering graduates annually, creating a robust talent pool for AI-driven initiatives.
- **Proactive Government Policy:** Tamil Nadu is the first state in India to implement a comprehensive AI policy focusing on ethical and responsible AI development.
- **Vibrant Ecosystem:** With strong support from both government and private sectors, the state has cultivated a thriving technological environment.

Tamil Nadu leads in AI policy, contrasting it with Bengaluru, where the private sector spearheads most AI initiatives. Recent investments and projects in Tamil Nadu's AI landscape include the following:

- **Amazon Web Services (AWS):** Launching a generative AI startup hub programme in collaboration with Tamil Nadu's Technology (TNT) Hub.
- **PayPal:** Setting up an advanced development centre in Chennai, specialising in AI and machine learning (ML), that is expected to generate over 1,000 jobs.
- Applied Materials: Establishing an AI-enabled technology development centre focused on semi-conductor manufacturing in Taramani, Chennai, creating 500 jobs.

Google has also partnered with IIT Madras's Wadhwani School of Data Science and AI to explore ethical AI development, further reinforcing Tamil Nadu's role as a leader in responsible AI growth.

## REVANTH REDDY AFFIRMS TELANGANA'S COMMITMENT TO AI

Telangana Chief Minister Revanth Reddy reaffirmed the state's commitment to harnessing the power of artificial intelligence (AI) during the inauguration of the two-day Global AI Summit in Hyderabad. The event highlighted the state's aspirations to lead the AI revolution and position Hyderabad as a future-ready city.

At the summit, Chief Minister Reddy emphasised that Hyderabad is uniquely prepared to embrace and create the future. He outlined a roadmap for leveraging AI to enhance service delivery to over one crore citizens by 2027. Reddy acknowledged that while technology brings hope for improved living standards, it raises concerns about job disruption and societal changes.

IT and Industries Minister D. Sridhar Babu stated that Telangana intends to participate in the AI revolution and take a leadership role. He highlighted the state's economic growth, projecting a Gross State Domestic Product (GSDP) of $176 billion and India's highest per capita income at $4,160. The ultimate goal is to transform Telangana into a trillion-dollar economy shortly and achieve a $3 trillion economy within the next decade.

Central to Telangana's AI strategy is the proposed AI City, which will span 200 acres near Hyderabad, focusing on AI research, development, and application. This initiative aims to establish the city as a technological powerhouse, with plans for an AI school to foster talent.

The state government has partnered with the World Trade Centre in Shamshabad to provide 200,000 square feet of office space for AI-driven companies, facilitating their swift operational launch. At the same time, the AI City is being developed.

Minister Babu stressed the importance of a collaborative approach to create an AI framework and ensure ethical technology use. He announced plans to invite global AI experts to help shape policies and gather ideas from academia, industry, and the public. The state is committed to implementing stringent regulations to prevent AI misuse, such as deepfakes and misinformation, ensuring the protection of individuals and democratic processes.

IT industry leader and former chairman of Nasscom, B.V.R. Mohan Reddy, underscored the necessity of incorporating AI concepts into the education system, establishing more incubation centres and setting up translational research offices focused on AI.

## THOMAS COOK PARTNERS WITH ATIRATH TECHNOLOGIES FOR AI TRAVEL SOLUTIONS

On 30 September 2024, Travel services company Thomas Cook India announced a joint venture (JV) with Atirath Technologies aimed at co-developing artificial intelligence (AI) solutions tailored for India's travel sector.

The JV will hold an equal stake in Indian Horizon Marketing Services, a wholly-owned subsidiary of Thomas Cook India. The statement from the company highlighted that the new venture will focus on creating a suite of proprietary intellectual property for the travel domain, leveraging AI to enhance the services offered by the Thomas Cook Group. The authorised capital for the JV is set at Rs 3 crore.

India is among the top two sources of students pursuing education abroad, contributing 40 per cent of the global expenditure on international higher education. Furthermore, data from Uber indicates that Indians are travelling extensively, with the number of overseas travellers ranking second only to Americans. This collaboration aims to capitalise on these trends by integrating AI technologies into the travel experience.

# NEW DEVELOPMENTS

**Govt Explores AI for News Monitoring**

In recent developments, the Union Ministry of Information and Broadcasting (MIB) is actively exploring the potential of using artificial intelligence (AI) for news monitoring. The ministry aims to implement AI-driven solutions to enhance its oversight of news reports and ensure the dissemination of accurate information. To achieve this goal, MIB has expressed interest in collaborating with technology companies to develop an AI-integrated dashboard to streamline news analysis and reporting.
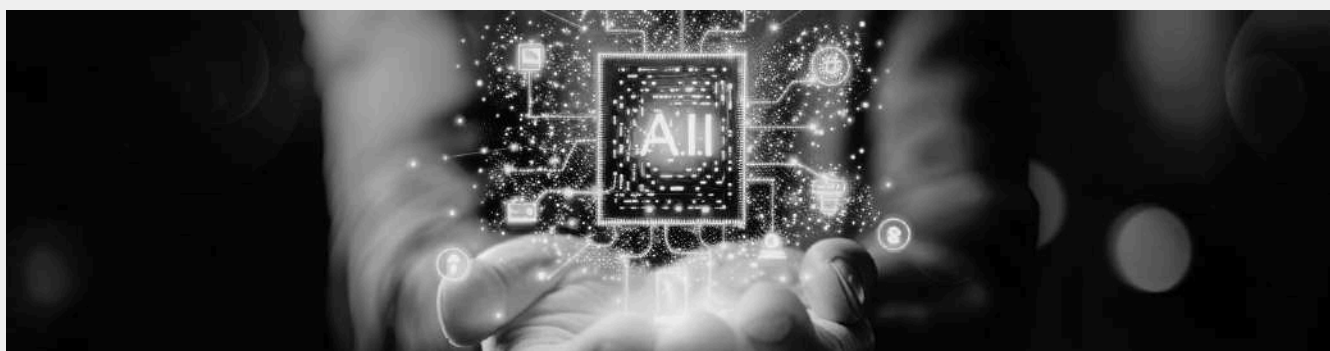
This proposed dashboard will incorporate several advanced AI features, including sentiment analysis, which will assess the emotional tone of news content. Additionally, the system will employ AI-powered summary generation, allowing for quick and efficient summarisation of lengthy articles and reports. Decision support systems will also be integrated, enabling MIB to make informed decisions based on the analysis provided by the AI tools. The ministry's initiative reflects a growing recognition of AI's potential to enhance governance and media oversight, ensuring that the public receives reliable and accurate news.

**Startups Excel in the AI Sector**

Amidst the burgeoning interest in artificial intelligence, innovative startups are making significant strides in leveraging AI technology. One notable entrant is SocialAI, a new social media platform that facilitates user interactions and AI bots. In this unique setup, the primary user engages with the AI, while the bots handle most of the conversational tasks, allowing for a dynamic and engaging user experience. This innovative approach highlights the increasing integration of AI into everyday communication, providing users with a novel way to connect and interact online.

**Google Introduces Content Credentials to Combat AI-Generated Misinformation**

In a significant move to enhance online content integrity, Google has announced plans to introduce a new feature called Content Credentials by 2025. This feature aims to help users verify the authenticity of images and videos in search results, particularly in the context of AI-generated alterations. By providing users with tools to ascertain whether content has been manipulated, Google is taking significant steps toward promoting transparency and trust in digital media. This initiative underscores AI's growing importance in creating content and ensuring its reliability, thus contributing to a more informed and discerning online community.

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