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THE PINE CHRONICLE

News, Views and Creative Expressions

Volume VI, Issue no. 62, August 2023

FACULTY DESK

Rise of Generative AI and Business process Re-engineering - Dr. Varsha Mamidi

Generative Artificial Intelligence, Gen AI in short, belongs to the broader category of AI models. Gen AI generates new content based on its learnings from the existing content. This process is called training. It has an immense potential in generating content, problem solving and creative areas such as writing articles, stories, creating images, music, videos and more, that require human like creativity. With its capability of doing many tasks that were previously done by humans, Gen AI can increase efficiency and productivity of businesses by opening new opportunities.

The journey into Gen AI started with the evolution of AI in the mid-20th Century. At the start, AI was predominantly rule-based where input was processed on a set of predefined rules, to produce output. While rule based systems were effective for simple tasks, they struggled with complex and dynamic situations. The rigidity in these systems gave rise to machine learning models that learn patterns from training data and apply those patterns to make predictions or decisions. Building on the machine learning models, Gen AI models generate new data based on the patterns in the training data. This ability to create new data allows generative AI to excel in a wide range of applications, including natural language processing, image synthesis, and more.

AI encompasses a variety of models. Three most prominent models are GANs (Generative Adversarial Networks), VAEs (Variational Autoencoders), and large-scale transformers. GPT, a Generative pre-trained transformer large language model is an example of generating content from text and DALL-E is an example of generating digital images from text using deep learning methodologies.

As part of my research work, to understand how businesses are leveraging on this new technology, I am interviewing several companies that are embarking into Generative AI practice. During one such interview, the head of automation at a consumer-packaged goods (CPG) organisation, discussed the pain points in their Pay to Procure (P2P) process flow that has six steps from procurement to payment. Research suggests that P2P processes have around 50% value leakage due to lack of compliance. Also, there is poor data visibility and poor collaboration.

This particular CPG Organization undertook a conversational AI

based Chatbot Development project, aimed at developing a chatbot that will provide support to the suppliers of products or services. The chatbot will assist the suppliers as well as employees with their queries and concerns related to the company's services, and operations. The chatbot will be developed as an AI-powered conversational interface that will be integrated into the company's website (supplier web page) and internal application. For instance, Generative AI tools such as ChatGPT can analyze vast amounts of data and provide insights on market fluctuations and searching for new suppliers, products and capabilities to help secure better deals. They can also help bridge communication gaps between procurement teams and suppliers. By using AI to draft emails, facilitate negotiations and clarify requirements, procurement professionals can improve efficiency and foster better relationships with suppliers. In comparison to the existing chatbot models, conversational AI bots that specialised on human-computer dialogue, improved the data flexibility and conversational efficiency, thereby increasing business efficiency manifold.

While the benefits of integrating Gen AI tools with business are many, the risks and challenges associated with implementing these tools demand careful consideration. Uploading privileged information into a generative AI platform may potentially lead to confidentiality and data privacy issues. Using AI tools could raise copyright liabilities, as the models use source data in ways that arguably infringe on IP. There is also a risk of false information as an LLM tool like ChatGPT, may get information from disreputable sources due to which the AI may confidently suggest a false or nonsensical answer, a phenomenon which some experts have labeled "hallucination."

ABOUT NUKSA

Nuksa The Pine Chronicle is the monthly news magazine of IIM Shillong.

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business partnerships between Indian and South African firms, examining aspects related to investment, trade, human resources, and policy implications in the context of cross-cultural dynamics.



This collaboration holds great promise for generating valuable insights and fostering academic and research exchange between the University of Johannesburg and IIM Shillong. It highlights the commitment of both institutions to contribute to the understanding of international business dynamics and cross-cultural implications in the ever-evolving global economy. We look forward to the outcomes and contributions that will emerge from this significant research endeavour.

TIMELINE

Exploring Community-Based Tourism in North East India

A 2-day Symposium on Community Based Tourism in Northeast India commenced with an inaugural ceremony graced by **Shri Temjen Imna Alongi, Hon'ble Minister of Higher Education and Tourism for the Government of Nagaland, who attended as the Chief Guest.** The event was also attended by notable figures including **Shri. Atul Kulkarni, Member of the Board of Governors (BoG), Prof. D P Goyal, Director of IIM Shillong, Shri. Gaigongdin Panmei, Financial Adviser of NEC,** government officials, symposium delegates, and representatives from the tourism industry of the North Eastern Region (NER). This symposium was organized by the Dr. APJ Abdul Kalam Centre for Policy Research and Analysis and supported by the North Eastern Council (NEC).

During the Inaugural Ceremony **Shri Temjen Imna Alongi, the Hon'ble Minister of Tourism for the Government of Nagaland,** ignited a profound perspective on tourism. He emphasized that tourism should evolve into an immersive journey, one that weaves together the rich tapestry of North East India's diverse culture and breathtaking natural beauty.



Shri Along acknowledged that the evolving connectivity landscape has reshaped the tourism industry, opening doors to new opportunities. He encouraged collaboration in uncovering the unexplored gems of this region, fostering a spirit of experiential tourism that goes beyond mere sightseeing.

His visionary words set the tone for a symposium dedicated to exploring innovative ways to showcase the unique charm and heritage of North East India through community-based tourism, promising a brighter future for this remarkable region's tourism sector.

Shri. Atul Kulkarni, a Member of the Board of Governors, while

emphasizing on the transformative impact passionately highlighted the profound potential of Community-Based Tourism (CBT) during his address. He emphasized that CBT is more than just a travel style; it's a powerful bond that fosters meaningful interactions between travellers and local communities.

Mr. Kulkarni outlined the multi-faceted impact of CBT:

- 🌉 **Bridging Cultures:** CBT acts as a bridge, facilitating cultural exchange and understanding between travellers and local communities.
- 🌱 **Cultivating Traditions:** It plays a pivotal role in preserving and cultivating traditional practices, ensuring that rich cultural heritages endure.
- 🌱 **Nurturing Resilient Economies:** CBT contributes to the development of resilient local economies at the grassroots level, providing sustainable livelihoods for communities.



He stressed that education and empowerment are key factors in the success of this alternative tourism model. By educating both travellers and local communities and empowering them to actively participate in and benefit from CBT initiatives, we can unlock its full potential for positive change and mutual enrichment.

In his inaugural address Prof. D. P. Goyal advocated on the importance of synergy among tourism stakeholders to promote seamless experiences and elevate Destination Northeast. As an Institution of National Importance, IIM Shillong is committed to the region's growth, exemplified by the newly designed *Community Immersion Program*. This program aims to foster sustainable ideas and business models from rural communities, harnessing the potential of around 390 exceptional students to understand geographical and psychographic dynamics, ultimately contributing to rural communities with sustainable business models and ideas.



Shri. G. Panmei, IRS, Finance Adviser of NEC called for a Common Tourism Policy to reshape North-East's tourism. His

