Challenges Faced By Artificial Intelligence in **Indian Scenario**

Dr. Meenakshi Tripathi*

Assistant Professor, Krishna Devi Girls Degree College, Lucknow

Abstract – Artificial Intelligence (AI) is probably going to change the way we live and work. Because of its high potential, its selection is being treated as the fourth mechanical transformation. Similarly, as with any significant headway in innovation, it carries with it a range of chances just as difficulties. On one hand, a few applications have been created or being worked on with potential to improve the personal satisfaction essentially. According to an investigation, it is relied upon to twofold the yearly financial development pace of 12 created nations by 2035. Then again, there is a chance of loss of occupations. According to the accessible reports, the deficiency of occupations during the following 10-20 years is assessed to be 47% in the US, 35% in the UK, 49% in Japan, 40% in Australia, and 54% in the EU. In the period of globalization, no nation can disengage itself from the effect of the advances in innovation. Be that as it may, the advantages can be amplified and misfortunes can be limited by setting up fundamental framework and policy. Despite the fact that few nations have chosen their technique for Al, India has not yet figured its methodology. This article surveys the global just as public situation and proposes way forward for India.

Keywords – Artificial Intelligence, India, Way Forward, Applications, Policy

INTRODUCTION

Artificial Intelligence (AI) is a generally utilized epithet to elude to the field of science pointed toward furnishing machines with the limit of performing capacities, for example, rationale, thinking, arranging, learning, and insight. In spite of the reference to "machines" in this definition, the last could be applied to "a living intelligence". In like manner, the importance of intelligence, as it is found in primates and other excellent creatures for instance, it very well may be reached out to incorporate an interleaved set limits, including inventiveness, passionate of information, and mindfulness.

The term AI was firmly connected with the field of "representative AI", which was mainstream until the finish of the 1980s. To conquer a portion of the limits of representative AI, sub symbolic strategies, for example, neural organizations, fluffy frameworks, transformative calculation and other computational models began acquiring prevalence, prompting the expression "computational intelligence" arising as a subfield of AI.

These days, the term AI incorporates the entire conceptualisation of a machine that is intelligent as far as both operational and social results. A viable definition utilized is one proposed by Russell and Norvig: "Artificial Intelligence is the investigation of human intelligence and activities duplicated

artificially, with the end goal that the resultant bears to its plan a healthy degree of sanity". This definition can be additionally refined by specifying that the degree of reasonableness may even override people, for explicit and very much characterized assignments.

Current AI advancements are utilized in web-based publicizing, driving, flight, medication and individual acknowledgment. help picture The new accomplishment of AI has caught the creative mind of both established researchers and people in general. An illustration of this is vehicles outfitted with a programmed guiding framework, otherwise called self-governing vehicles. Every vehicle is outfitted with a progression of lidar sensors and cameras which empower acknowledgment of its three-dimensional climate and gives the capacity to settle on intelligent choices on moves in factor, genuine traffic street conditions. Another model is the Alpha-Go, created by Google Deep mind, to play the tabletop game Go. A year ago, Alpha-Go vanquished the Korean grandmaster Lee Sedol, turning into the main machine to beat an expert player and as of late it proceeded to win against the current world number one, Ke Jie, in China. The quantity of potential games in Go is assessed to be 10761 and given the outrageous intricacy of the game, most AI specialists trusted it would be a long time before this could occur. This has prompted both the energy and dread in numerous that AI will outperform people altogether the fields it walks into.

Be that as it may, current AI innovations are restricted to quite certain applications. One impediment of AI, for instance, is the absence of "presence of mind"; the capacity to pass judgment on data past its obtained information. A new model is that of the AI robot Tay created by Microsoft and intended for making discussions on informal communities. It must be separated soon after its dispatch since it couldn't recognize positive and negative human cooperation. Computer based intelligence is additionally restricted as far as enthusiastic intelligence. Computer based intelligence can just distinguish fundamental human passionate states, for example, outrage, bliss, misery, dread, torment, stress and impartiality. Enthusiastic intelligence is one of the following outskirts of more elevated levels of personalisation.

Valid and complete AI doesn't yet exist. At this level, AI will mirror human comprehension to a point that it will empower the capacity to dream, think, feel feelings and have own objectives. Despite the fact that there is no proof yet this sort of evident AI could exist before 2050, in any case the computer science standards driving AI forward, are quickly progressing and it is critical to survey its effect, from an innovative angle, yet additionally from a social, moral and lawful point of view.

The Indian government is forcefully attempting to build human resources on a public scale, with a particular accentuation on its more youthful populace through the Skill India activity, while trying to pull in worldwide assembling to India by means of its Make in India program. The other piece of this modernizing set of three is the Digital India activity: a decided push to grow advanced admittance across the country. Man-made intelligence will straightforwardly affect every one of these leader activities of Prime Minister Narendra Modi in the short term, making it even more critical for policymakers in India to pay attention to Al's potential for public techniques and to be on the bleeding edge in creating Al innovation.

For India to maximally profit by the AI unrest, it should embrace a purposeful policy to drive AI development, variation, and expansion in areas past just purchaser products and data innovation (IT) administrations. Man-made intelligence's quick dissemination sires' exceptional freedoms and difficulties for India: building up arrangements explicitly intended for the present moment and fitting the Modi approaches to consolidate and accentuate AI, just as for the medium and long terms, will permit India to value the innovation's maximum capacity. While India has without a doubt been an advocate of AI's quick rising, Al presently can't seem to catch the creative mind of the nation's policymakers. In prior the chance to introduce public systems concerning AI, India risks falling behind the United States and China. Manmade intelligence innovation can possibly shape India's monetary and public security future; without a

particular policy system, be that as it may, India will think that it's hard to understand the full force of AI while conceivably falling prey to the impeding impacts of AI expansion.

THE CHALLENGES FACING INDIA'S AI DEVELOPMENT

- Al-based applications to date have been driven to a great extent by the private area and have been centred principally in shopper products. The rising scale and ramifications of the innovation make it basic for policymakers in government to pay heed.
- Early exercises of AI accomplishment in the United States, China, South Korea, and somewhere else offer public and private subsidizing models for AI research that India ought to consider.
- The successive arrangement of instruction and work is obsolete in the present monetary climate as the idea of occupations moves quickly and abilities become significant and outdated surprisingly fast.

INDIAN SCENARIO

A few new businesses have arisen in India in the new past (Jain, 2017). As indicated by a report by Zinnov, there are around 170 AI related new companies in India and these have gotten a speculation of \$36 million altogether. 64 out of these are situated in Bengaluru. These are working in the spaces of medical services, internet business, money, and so forth Tuple jump, a startup assists the customers with envisioning the information while taking a choice. It has been gained by Apple. Clear Tax is building up e-fillina utilizina an answer for records straightforwardly. Researcher is creating gadgets with computer vision capacity for the applications like facial acknowledgment, discovery of cervical disease. and so forth A rundown of model new businesses in India is given in Table No. 1.

Edge Networks has built up an answer for coordinate the work profiles with the work searchers. It assists the organizations with lessening the time and cash spent on employing. Liquid AI has built up an answer for function as signal-controlled partner. At the point when a client moves toward any item, the framework assists with the data simply like a human does. It is intended for use in shops to lessen the operational expense. Futural has built up an answer called Cerebra which gathers information on the states of the machines and examines to prompt on the maintenance plans, and so forth This is required to diminish the personal time of the machine and increment its life. Hackly gathers data on a few issues to help individuals in stock exchanging. It is intended for financial backers, store supervisors, financier

firms, and so on Distraught Street Den upholds use in looking for items utilizing caught photographs.

ShopR360 has built up a video investigation arrangement which can be utilized to examine CCTV recordings. It can recognize staff from the clients and helps in the essential arrangements of the items in the stores. Niki.ai has built up an answer which can be utilized for creating conversational associates for setting orders like booking taxis, installment of service bills. The customer rundown of Niki.ai incorporates HDFC Bank, Oxigen Wallet, Ticket goose. Sig-Tuple is focusing on the moderate answers for clinical determination utilizing AI a magnifying lens and a PDA. Social cops create answers for aid dynamic. It helps by representation of the gathered information. PHRAZOR from V-phrase changes over organized information, for example, charts into normal language sentences. This is utilized for robotized age of reports on different subjects.

Table 1. Indian Start-ups in Artificial Intelligence

Startep	URL.	Tavi
Edge Networks	www.edgeschoorks.in	Matthes the job seekers with jobs available
Finid AI	www.flaid.at	Provides customer information on the preducts in an interactive way
Theses	www.flatata.com	Monitors health of machines to advise on maintenance
Bockyl	www.hockylaum	Analyzes stock related information to advises on stock trading
Mad Street Des	www.vaz.ai	Helps customers locate products using captured photos
ShipR360	www.shope360.com	Video analytics solution which can distinguish wall and outcomers
SigTaple	www.sigtuple.com	Affordable diagnosis solution using a microscope, cell phone and close
Social Cops	www.iecialcops.com	Interpretation of data
VPhrase	www.sphrase.com	Converts structured data such as graphs; etc into words
Foreman	www.asploythealth.com	Analyzes genetic material to find dismost signature at an early stage

IT majors like TCS, Infosys, and so on are additionally creating AI-based answers for their necessities. TCS has built up a Virtual Assistant which can collaborate with the clients in regards to protection items (Tata Consultancy Services, 2012). It can collaborate in communicated in normal language. Infosys has computerized a few IT uphold measures utilizing AI-based arrangements. IBM has sent Watson for Oncology item in a portion of the clinics for use in the therapy of malignancy patients. As of late, Cyril Amarchand Mangaldas, a presumed law office has declared that it has gone into cooperation with Kira, a Canadian firm contribution AI-based answers for law offices.

Government has been spending on R&D in Al for a long while. MeitY (recent DOE) began informationbased computer Systems Project in 1986 with monetary help from UNDP. A few advancement exercises were done under the undertaking. The task made essential foundation in a few scholastic organizations/R&D focuses like C-DAC, and so on Later on, a program called National Program on Perception Engineering was started by the Ministry. Some model frameworks, for example, automated arms, and so forth have been created under the program. A few undertakings were likewise taken up under Technology Development for Indian dialects Program of the Ministry. A huge level of assets has been spent on machine interpretation, text-todiscourse, and discourse to-message frameworks.

DRDO has been subsidizing AI projects at Center for Artificial Intelligence and Robotics (CAIR) for protection just as common applications. Subsidizing of R&D by industry has been restricted to not many organizations as it were. In any case, the circumstance is evolving now. As of late, Infosys has given Rs. 50 million to Indraprastha Institute of Information Technology (IIIT) Delhi for research in AI.

The effect hands on a promising circumstance would be more genuine in India because of the high-level individuals utilized in low-ability occupations. An enormous number of individuals are utilized in the BPO kind of administrations which are well on the way to be influenced. Likewise, the interest of IT experts, particularly those doing routine middle-class occupations, will undoubtedly fall because of robotization of different undertakings. As these territories have been giving positions to a great many the alumni during the most recent twenty years, the circumstance is disturbing and need prompt consideration from the partners.

As of late, a few organizations have declared that they are delivering the specialists or employing a smaller number of laborers. As referenced before, Infosys has declared that it had delivered 9000 IT professionals6. Comparative declarations have been made by some different organizations. The authority explanation behind the cutbacks being given by these organizations is lackluster showing of the workers yet this has been denied at different discussions. In spite of the fact that deficiency of occupations may occur because of computerization, a decent number of occupations are probably going to be added as the economy in India is developing at a high rate.

WAY FORWARD

India has a novel chance right now. Utilizing the ability accessible inside the country, it can rehash the example of overcoming adversity of IT industry. Simultaneously, if fundamental advances are not taken as expected, it will lose the chance. Computer based intelligence can help in the significant projects of the Government viz. Advanced India, Make in India, and Skill India. To quicken advancement of AI innovation and its applications, it is important to make strides for Applications and Infrastructure Development, Policy and Regulations, Research and Development and Human Resource Development as represented in the Figure No. 1. These are talked about in the accompanying areas.



Figure 1. Way forward for India

Applications and Infrastructure Development

As in different nations, India can acquire essentially by the reception of AI innovation. The vast majority of the applications grew somewhere else on the planet can be created in India also. Notwithstanding, the applications must be altered for the neighborhood needs. Scarcely any model applications are talked about underneath.

A virtual attendant can be created to share the remaining burdens of the human medical caretakers. Because of absence of human asset in the public medical care offices in India, an attendant is regularly over-burden. As she needs to go to a few people, there is always plausibility of the slips. For instance, after the treatment has been finished and the patient is being released, a medical attendant should direct the patient and the guardians on the insurances to be taken subsequent to leaving the clinic and between the subsequent interviews. Countless individuals experience the ill effects of the confusions after the treatment as they are not educated appropriately on the safety measures which must be taken. This kind of data can be given to the patients utilizing an AIbased framework.

Likewise, a chatbot can be created to exhort the patients on a few wellbeing related issue in common language. The patients don't care to examine around a few sorts of sicknesses like HIV, STDs, tuberculosis, and so on as the patients experiencing such illnesses are treated as unapproachable in the general public. Such applications can help for this situation. Notwithstanding, they would be glad to counsel a virtual clinical advocate. In India, dysfunctional behavior is frequently not treated because of absence of mindfulness. Luckily, the nation has an undeniable degree of versatile entrance. Such applications can be effortlessly made accessible on cell phones.

Applications like Do-Not-Pay can be utilized to help individuals by giving important legitimate data. Such applications are very pertinent for Indian culture where an enormous level of the populace is uninformed about the laws and techniques worried about everyday exercises.

A portion of the zones where such applications can be created incorporate endowment matters, aggressive behavior at home, purchaser rights security, savagery against kids, tax collection, and so forth First and foremost, frameworks with common language interface in English can be created. Later on, it very well may be reached out to different dialects, lastly to discourse based frameworks.

Computer based intelligence-based training frameworks or intelligent mentoring frameworks will be helpful in improving the nature of instruction by the current instructors, particularly in expert schooling. Deficiency of commendable instructors is a typical issue on the whole sorts and levels of schooling in the nation because of a few reasons. Utilization of regular language handling makes it feasible for the understudy to collaborate with the application in normal language. Artificial intelligence-based framework isn't relied upon to supplant human however utilized educator can be to aive strengthening data.

The public authority should make framework to help advancement of AI applications. One basic foundation is cloud which is required for the improvement of applications. Simulated intelligence applications require high computational force, huge memory and extra room which are accessible on the cloud. A few frameworks which were conceivable yet couldn't be worked because of the inaccessibility of cloud foundation prior have been executed on the cloud. Google interpretation framework has gotten conceivable simply because of the accessibility of cloud. A few AI applications utilize public information which should be put away or prepared external the country. On the off chance that one uses cloud space from any merchant like Amazon, Microsoft, and so forth, the information might be facilitated abroad, which isn't alluring because of a few reasons.

Artificial intelligence applications for public merchandise can be grown just on the off chance that we have sufficient foundation for making it accessible to the engineers. Frequently open information isn't made accessible for protection reasons. Be that as it may, such information can be anonymized prior to making it accessible. High velocity network is another prerequisite important for advancement of AI applications. This is vital for gather and offer huge measure of information. In spite of the fact that availability has opened up in metropolitan territories, it stays an issue for provincial and far-off zones.

AI'S IMPACT ON INDIAN JOBS

One unintended result of AlphaGo's triumph over Lee Sedol is the dread flourishing inside the famous talk over occupation misfortunes to technology.30 Reported numbers in mid-2016 from the Indian data innovation industry hint regarding what AI-meant for

International Journal of Physical Education and Sports Sciences Vol. 14, Issue No. 3, June-2019, ISSN 2231-3745

computerization is starting to have an effect on Indian positions: a new meeting with Tata Consultancy Services' CEO on the extended decrease in recruiting by significant Indian IT organizations ascribes a lot of this foreseen slump to robotization, with programming supplanting workers even as endeavours see more prominent utilization of bots and robots.31 The IT administrations area isn't the first to see a pernicious effect from AI on positions. Assembling was ostensibly the first to bear the results of what has been named the subsequent machine age or fourth mechanical insurgency. While India longs for its own assembling unrest through Modi's Make in India program, it is significant for policymakers to intently inspect how the coming of mechanical robots and their effect on assembling changed organizations in other non-industrial countries. The instance of Foxconn, one of the world's biggest agreement producers for gadgets, is consequently informative.

The ascent of Foxconn is an impression of China's abrupt rising as the assembling locus for a large part of the world's shopper hardware, as the organization has twelve industrial facilities in nine Chinese urban areas. In 2015, Foxconn made news when its CEO anticipated that 70% of all assembling in Foxconn's construction sequential systems would be computerized with robots uprooting humans.32 Some retreating later, his gauge was downsized to 30 The numbers, nonetheless, were percent.33 immaterial: this extreme change in assembling, mechanization using modern robots, flagged an epochal unrest.

Foxconn is among the top proprietors of mechanical technology licenses documented with the United States Patent and Trademark Office and produces a large number of modern robots a year that in total are equipped for performing in excess of ten sorts of assembling errands. This is required to essentially affect the labor force: as numerous as 60,000 specialists have been uprooted by robots in one Foxconn industrial facility alone in the Kunshan locale of China. China is projected to have more introduced modern robots before the finish of 2016 than some other country, with in excess of 30 robots for each 10,000 mechanical laborers. If China somehow happened to build that thickness, business would be additionally harmed.

China likely could be the last significant world economy where mass occupation creation from assembling was conceivable, with robots for assembling computerization getting progressively universal. While the critical forecasts of a robot takeover of assembling have not happened, the truth of computerization is that assembling is probably not going to make occupations at the scale that it did previously. Citing the U.S. Department of Labour Statistics in 2013 on future work projections, Darrell M. West of the Brookings Centre for Technology Innovation features how occupations will decay throughout the following decade in assembling and data innovation among different areas. "One business pioneer I know had 500 specialists for his \$100 million business and now has a similar size labour force despite the fact that the organization has developed to \$250 million in incomes," West composed. "He did this via computerizing certain capacities and utilizing robots and progressed fabricating procedures to work the firm."

RESEARCH AND DEVELOPMENT

Government has a significant task to carry out in subsidizing R&D and advancement projects. The vast majority of the created and a few non-industrial nations are putting vigorously in R&D and development nearby artificial intelligence. India needs to start a Program to help R&D and advancement here.

Inclusion of industry is important while financing R&D projects. A significant issue looked in India is that the R&D results don't prompt business items. The principle reason of the present circumstance is the shortfall of connection between the R&D focuses/scholarly organizations and industry. To get the contribution from the business, it is important to have conversations with them through ordinary workshops/gatherings. Industry affiliations can assume a part in this matter. They can give a merged perspective on the organizations on the issues.

The organizations should be convinced to shape a consortium thus that a typical asset could be made accessible to help the tasks at the R&D focuses/scholastic foundations for doing innovative work on the subjects of regular interest. Government organizations may offer correlative monetary help to these R&D focuses/scholastic establishments in the high danger projects.

Possibility contemplates should be directed prior to starting R&D or application improvement projects. The achievement of AI projects relies upon the undertakings and spaces. Prior to subsidizing R&D or application advancement projects, it is important to direct some possibility examines. When the practicality study has been finished, pilot level or exhibition ventures ought to be started before huge scope arrangement projects.

Focuses of Excellence ought to be made in the scholarly foundations and R&D focuses. Industry ought to be welcome to team up with these focuses to chip away at the innovation and applications of their advantage. Aside from R&D of long-haul benefits, these focuses should deal with the thoughts which can prompt new businesses.

A few AI applications have been created for public security. Up until now, the vast majority of the financing in R&D here has come from guard. In the US, DARPA has been the primary backer of R&D around there. In India, Center for Artificial Intelligence and Robotics (CAIR) has been dealing with the tasks applicable to public security. This should be fortified further.

In spite of the multitude of accomplishments in IT, a significant piece of the populace in the nation has not had the option to get the advantages because of the language issue. The majority of the applications are in English which keeps them at inconvenience. There is a need of creating innovation to give comparable data web index to Indian dialects. A model can be found in China. It has been accomplished for Chinese language by Baidu, a new business.

Worldwide participation in R&D around there is significant for India as it can give a preferred position to the country which is falling behind the created in high innovation. Worldwide coordinated effort here is very normal among the created nations too. It isn't hard to track down the nations willing for collaboration here. Aside from the innovatively progressed nations like USA, UK, and so forth, India ought to likewise investigate probability of cooperation with more modest economies like Brazil, Portugal, and so on These nations regularly deal with the issues like India and hence, the coordinated effort would be very valuable. Scholastic foundations such IITs, IIITs, and so forth ought to be engaged with the R&D coordinated effort.

ARTIFICAL INTELLIGENCE VS ROBOTICS

Artificial intelligence (AI) is a part of computer science. It includes creating computer projects to finish assignments which would somehow or another require human intelligence. Man-made intelligence calculations can handle learning, discernment, critical thinking, language-understanding or potentially consistent thinking.

Artificial intelligence is utilized from multiple points of view inside the advanced world, from individual partners to self-driving vehicle. Artificial intelligence (AI) is developing quickly. While sci-fi sometimes representations AI as robots intently as conceivable to people.

Nonetheless, Robotics is a part of innovation which manages robots. Robots are programmable machines which are normally ready to do a progression of activities self-sufficiently, or semi-selfautonomously.

There are three principle significant elements which comprise a robot:

- 1. Robots cooperate with the actual world through sensors and actuators.
- 2. Robots are programmable.
- 3. Robots are normally self-ruling or semi-selfgoverning.

Robots are "normally" self-ruling since certain robots aren't. Telerobots, for instance, are altogether constrained by a human administrator however telerobotic is as yet classed as a part of mechanical technology.

At last, artificially intelligent robots are the extension among advanced mechanics and AI. These are robots which are constrained by AI programs.

Numerous robots are not artificially intelligent. Up until as of late, all modern robots must be customized to do a dreary arrangement of developments. As we have talked about, monotonous developments don't need artificial intelligence. Non-intelligent robots are very restricted in their usefulness. Man-made intelligence calculations are regularly important to permit the robot to perform more mind-boggling errands.



Figure 2 Artificial Intelligence

CONCLUSIONS

India has an extraordinary chance to apply the innovation to take care of a portion of its most serious issues, for example, lack of medical services office, inferior quality of instruction, and so on It is preposterous to expect to meet the objective of giving great medical services or quality schooling utilizing traditional strategies. For example, the quantity of specialists expected to give great quality medical services is enormous to such an extent that it can't be accomplished in quite a long while. Man-made intelligence innovation gives a choice to accomplish the equivalent.

The report has assessed global just as public status of reception of artificial intelligence innovation. While the innovation can possibly expand the monetary development rate extensively, it is probably going to affect the open position antagonistically. The test before any nation is to utilize opportunity while managing the work misfortune issue, at the same time. The report has analyzed the improvements in some different nations to discover the means taken by them.

In light of these, it has proposed a way forward for India, which includes foundation improvement, policy and guidelines, research and advancement, and human asset improvement. All the partners require to meet up to examine on these issues. Government

International Journal of Physical Education and Sports Sciences Vol. 14, Issue No. 3, June-2019, ISSN 2231-3745

has a significant task to carry out in framework improvement, applications in open area, policy and guidelines, innovation advancement and HRD. Be that as it may, these can be effectively finished with the help from industry.

In spite of the fact that the report has drawn out the significant issues, it is important to establish a few investigations to gather the exact data for choosing the means on foundation advancement, policy and guidelines, and innovation improvement, and so on It is additionally important to direct an overview on the normal loss of occupations in different areas so that proper policy could be outlined. Such investigations can give the premise to policy reactions from the public authority. In spite of the fact that it could be ahead of schedule to define new guidelines, the current guidelines should be explored and adjusted, if fundamental.

There is a distinction among AI and Robotics and there is additionally a typical zone which is artificially intelligent robots. There is are a ton of ways of accomplishing AI which is the reason a few rules ought to be put. Moral requirements to conform to all the guidelines. Norms are additionally put to administer the fate of AI.

REFERENCES

- 1. Domingos, Pedro (2015). The Master Algorithm: How the Quest for Ultimate Learning Machine will Remake Our World. Basic Books.
- 2. Government of South Korea, Ministry of Science, ICT and Future Planning. Mid-to Long-Term Master Plan Preparation for the Intelligent Information Society: Managing the Fourth Industrial Revolution. Policy Document. 2016
- 3. Benner, Tom. Singapore: A Smart Living Laboratory. Scientific American. 2017
- 4. Mills, Michael (2016). Artificial Intelligence in Law: The State of Play 2016. Thomson Reuters Legal executive Institute.
- 5. Desai, Falguni (2018). The Age of Artificial Intelligence in Fintech. https://www.forbes.com/sites/falgunidesai/20 16/06/30/the-age-of-artificial-intelligence-infintech/#269da1a15028 [Accessed February 20, 2018]
- Yacoub, Husein Nuseibeh (2018). Artificial Intelligence: Opportunities and challenges in finance industry. Gulf News. http://gulfnews.com/business/sectors/banking /artificial-intelligence-opportunities-andchallengesin-finance-industry-1.1976801 [Accessed February 20, 2018]

- 7. Tata Consultancy Services. Application of Artificial Intelligence in Insurance Customer Interactions. White Paper. 2012
- 8. Brynjolfsson, E. & McAfee, A. (2017). The business of artificial intelligence. Harvard Business Review. Retrieved from https://hbr.org/coverstory/2017/07/thebusiness-of-artificial-intelligence
- PwC. (2017). Sizing the prize what's the real value of AI for your business and how can you capitalize? Retrieved from: http://www.pwc.com/gx/ en/issues/analytics/assets/pwc-ai-analysissizing-the-prize-report.pdf
- 10. PwC. (2017). Bot.Me: A revolutionary partnership. Retrieved from https:// www.pwc.com/us/en/industry/entertainment-media/publications/consumer-intelligence-series/assets/pwc-botme-booklet.pdf References 4. PwC. (2017). 20th CEO Survey. Being fit for growth.

Corresponding Author

Dr. Meenakshi Tripathi*

Assistant Professor, Krishna Devi Girls Degree College, Lucknow