**Press Release**

**Wrong to infer GenAI will lead to job loss: tech expert**

**Kozhikode, June 21**: Generative Artificial Intelligence (GenAI) will not lead to job loss, as emerging technologies have historically proven their capacity to groom new sectors, an expert said today.

GenAI has opened up opportunities for new areas in technology and the industry must make good use of it, pointed out Shri Srinivasan Muthuswami, Senior Technical Staff Member (Automation Division) of IBM India Software Labs, in a lecture organised in the city by IBM and Kerala State Industrial Development Corporation.

UPI transaction, for instance, is a key Indian contribution to money transfers that went on to gain global acceptance, Shri Muthuswami noted at the hour-long Tech Talk at Cyberpark, Kozhikode. “It proved to be an excellent case of the progenitors of a technology also becoming its users. In India, social participation in technology is greater than with commercial productions. That would itself ensure enormous possibilities for GenAI in our country”, the speaker noted at his talk held in run-up to next month’s International GenAI Conclave in Kochi.

Shri Muthuswami stressed upon the need for GenAI to go for open approach to data and models for select domains. “We must have models that carry credibility and cater to social empowerment,” he noted. Currently, the business community struggles to explain GenAI-backed decisions, and faces challenges in measuring Artificial Intelligence.

Noting that the business community is anxious about the security, credibility and morality around GenAI, Muthuswami listed AI governance, data complexity, high price, limited expertise and absence of AI-model development tools as hurdles for institutions to employ AI.

To be held at Grand Hyatt,Bolgatty Island, the July 11 -12 International GenAI Conclave will deliberate on the impact of generative artificial intelligence, challenges, latest developments and opportunities to leverage it for the country’s economic advancement and career growth for the youth.

With its agenda set to provide valuable insights and an immersive experience, the event will feature panel discussions, interactive sessions and product demos on ways to deploy GenAI with trust and confidence.Registrations to the Conclave can be made at <https://www.ibm.com/in-en/events/gen-ai-conclave>.

Hosting a line-up of eminent international and Indian technology experts, innovators, policymakers, industry leaders and distinguished senior academia from the AI, defence and software domains, the conclave will showcase Kerala's talent, innovation prowess and government policies that hold the potential for developing and scaling GenAI applications for businesses and society.

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