



## **A STUDY ON THE CORRELATION BETWEEN ARTIFICIAL INTELLIGENCE AND GEN Z EMPLOYMENT IN INDIA**

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### **ABSTRACT**

The National Strategy for AI in India is termed #AIForAll as it is focused on leveraging AI for inclusive growth in line with the Government policy of Sabka Saath Sabka Vikas. Role of the Government has been clearly delineated to develop the research ecosystem, promote adoption and address skilling challenges. The strategy also flags important issues like ethics, bias and privacy issues relating to AI and envisions Government promoting research in technology to address these concerns. The focus is on sectors like agriculture, health and education where public investment and lead would be necessary.

Most estimates about the job landscape in the next few years involve automation, artificial intelligence (AI) and increasingly-redundant humans. Layoffs are inevitable but there will be employment creation as well. Take the recent 'Future of Jobs in India' study, commissioned jointly by FICCI and Nasscom with EY. The report looks at the impact of advanced technologies on 5 key manufacturing and services sectors in India-IT/ITeS, retail, financial services, textile & apparel and auto-that create the bulk of jobs.

The challenges that AI places before the Indian policy-makers is epistemological, technical, and ethical. It asks us to do away with traditional, linear, and non-disruptive thinking. AI

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urges us to think about technology as well as social relations in a new light. Above all, the future encourages us to have shared understanding of the problem and a context-specific response to the challenge.

Key words: #AIForAll, inclusive growth, skilling challenges

## **INTRODUCTION**

The term ‘Artificial Intelligence’ is first coined by American scientist John Macarthy ‘Father of Artificial Intelligence’ in 1956. It is defined as “The science and engineering of making intelligent machines”. AI transformed various fields like data analytics, industry automation, national security, automobile, transportation and healthcare. The major tools are scikit-learn, tensor flow, Google ML kit, CNTK and openNN. Thus most predictions about the job landscape in the next few years involve automation, artificial intelligence (AI). The future of work will be based on how well companies blend and extend the abilities of humans and machines by making them collaborative. In the near future it involves combining the strengths of robots/AI software (accuracy, endurance, computation, speed, etc.) with the strengths of humans (cognition, judgment, empathy, versatility, etc.) to create augmented hybrid teams that generate better business outcomes.

## **OBJECTIVES**

To know the scope of artificial intelligence.

To understand the relation between AI and employment of gen Z.

To suggest measures to get positive influence of AI on gen Z employment in India

## **DATA AND METHODOLOGY**

The proposed study mainly is descriptive in nature. It solemnly based on secondary data and information which is collected from the concerned sources as per need of the research. The relevant books, documents of various ministries/departments and organizations, articles, papers and web-sites are used in this study.

## **LITERATURE REVIEW**

➤ 2017 Georgios Petropoulos ‘The impact of artificial intelligence on employment’

Technological innovations can affect employment in two main ways:

- 1) by directly displacing workers from tasks they were previously performing (displacement effect)
- 2) by increasing the demand for labour in industries or jobs that arise or develop due to technological progress (productivity effect).

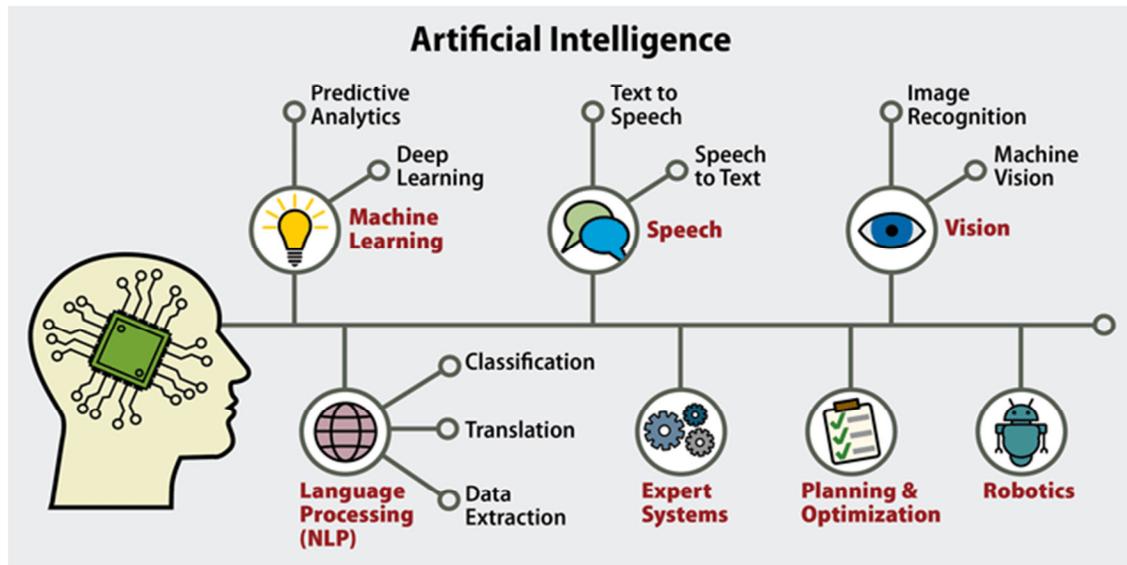
➤ Autor, Levy and Murnane (2003) stress that technology can replace human labour in routine tasks, whether manual or cognitive, but (as yet) cannot replace human labour in non-routine tasks.

➤ Maarten Goos and Manning (2007) argue that the impact of technology leads to rising relative demand in well-paid skilled jobs, which typically require non-routine cognitive skills, and rising relative demand in low-paid, least-skilled jobs, which typically require non-routine manual skills.

➤ AIMA –PWC report Professionals would prefer to have systems or digital assistants for filling time sheets, updating calendars, tracking financials, managing emails as well as other routine paperwork. The proportion of employees who would prefer digital assistants for their routine tasks takes a significant dip when it comes to activities such as writing proposals, responding to emails and working with other employees. These undertakings, to a certain extent, are still dependent on human cognition and contextual awareness. Nevertheless, a majority indicated their preference for automation in their daily work routines. Also, 70% of the respondents were positive that human-AI collaboration would allow them to focus their attention on meaningful work while also sparing time for pursuing creative interests. This in turn provides enhanced value to both the employee and the company.

### **SCOPE OF AI in India**

Its scope is wide due to exclusive benefits like low error probability and its functions beyond human limitations. The scope of AI in India is significant in the area like computer vision, game development, speech recognition, language detections and robotics. It also covers cyber security, face recognition, transport, marketing, advertising, data analysis, emotion bots virtual assistants siri, cortana, alexa,



Source: Datamation

AI is tested and researched to be used in tour travel & navigation, banking, healthcare, medical assistance, hospitality, AI powered chat boats, social networking platforms and smart devices.

## **CORRELATION OF AI WITH GEN Z EMPLOYMENT**

### **Young India:**

In India nearly two-thirds of Indians are under the age of 35 and almost half are under 25. The average age of India is 29 years. In such young India there are many engineers, mathematicians and software developers. According to NITI Aayog there is a need for extensive application of AI. The industrial sector, educational institutions and professionals are keenly interested in AI. Thus it is bringing huge change in nature of employment for young India. Indian government has to frame certain policies where skills and talent are required as a strong support for implementation of AI.

### **Challenge of change/transformation:**

Indians will observe a change in the nature of jobs and quality of life. Though India is the largest fastest growing economy, it has to meet the challenges that arise due to dynamic work environment. It has to manage challenges of automation like changes in skill demand, gender disparity in redeployment of workforce and firm re-organization.

### **Start up culture:**

AI will boost start up culture in India which will result into entrepreneurship giving wide access for employment generation. There is a need for tech-enabled future of work with AI

interfaces, machine learning and increased automation. Further online training programmes, inclusion of AI and automation in existing education curriculum and corporate training programs for new hires are to be introduced.

**Innovative & creative approach:**

According to UNCTAD reports India is 8<sup>th</sup> largest exporter of creative goods. With proactive government-backed initiative to promote arts, India has great potential to gain competitive advantage in the rising global markets for creative goods that consists of food, jewellery, handicraft, movies, interior design, gaming, animation and entertainment.

**Base for AI ecosystem:**

A number of policy measures have been taken by NITI Aayog of Government of India in collaboration with the Department of science and technology, Department of Entrepreneurship and skill development, Ministry of Micro, small and medium enterprises, department of industrial policy and promotion and department of human resource development to build world class start up ecosystem in India. These collaborations will help gen z to cope up with the challenges of AI influenced workplace.

**AI projects:**

NITI Aayog has adopted a three-pronged approach – undertaking exploratory proof-of-concept AI projects in various areas, crafting a national strategy for building a vibrant AI ecosystem in India and collaborating with various experts and stakeholders. Since the start of this year, NITI Aayog has partnered with several leading AI technology players to implement AI projects in critical areas such as agriculture and health.

**Vulnerable to automation:**

According to the study of Ernst & Young there are 17 million new job seekers into the Indian workforce year after year but only 5.5 million jobs are created. To overcome this challenge it will be better to boost employment in the areas that are least vulnerable to automation. Sectors like health care and education requires huge human engagement. These fields won't allow replacement of machine for humans. Jobs in arts, entertainment and sports are highly interpersonal and creative in nature. These sectors should be boosted to revive the industry's capacity to create jobs. To pursue creativity among gen z, Indian education system should attract talent towards the humanities, crafts and sports than STEM. Labour intensive industries like tourism and arts should be aggressively pushed. Thus it may help to solve a problem that 10% increase in GDP results in less than 1% increase in employment resulting into higher unemployment in a fast growing economy.

## CONCLUSION

A key finding was that 9% of India's 600 million estimated workforces would be positioned in new jobs that do not exist today, while 37% would be in jobs that have radically changed skill sets. The overall success of AI will rest on how a large and complicated country like India moves towards becoming future-ready. If India fails to smoothly ride the AI wave that is taking shape in the developed world, it will be a setback for the AI revolution. For India to succeed, it needs concrete measures that go beyond the on-going policy discussions.

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