Leading in an AI world

SRIT PLAYBOOK

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Established in 1999 | CMMi Level 5
ISO 20000-1:2018 | ISO 27001:2015
ISO 9001:2015 | ISO 14001:2015

SRIT

Impact and Potential of AI on Public Services and ICT Adoption

AI has begun shaping the future of business

2024 has been a year of rapid changes and innovation in AI across many fields, with tangible impact across sectors like healthcare, finance, manufacturing and retail. Not only is it improving decision-making, enhancing customer experiences and driving innovation; but AI is also fundamentally reshaping the way work gets done, moving beyond incremental productivity gains to redesign workflows, roles, and team structures.
By combining AI's ability to deliver real-time insights and personalized recommendations with the empathy of human coaches and mentors, it is time we begin to witness unprecedented level of growth opportunities.

Emerging Impact Areas

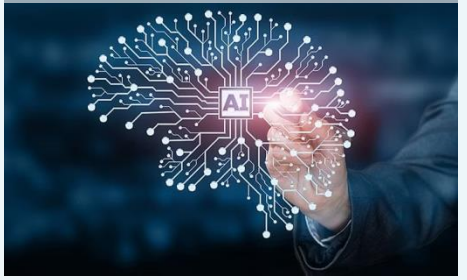
- Help evolve newer business models
- Enhanced security of digital environments
- Predictive data-driven decision making
- Create augmented reality based customer experiences
- Suggest viable new products and services

Billions of people experience the power of AI and ML, every day

AI & ML liberates humans from mundane tasks, and enable them to focus on tasks in which they excel. These technologies take care of a wide range of tedious tasks that have to be performed in order to attain meaningful results. From improving social networking, to online shopping, AI permeates everyone with a smartphone in hand. AI also remodels specialized areas used by many people, and example being AI and ML improving home security using high-end cameras and security systems. ML is a core capability that is used in Natural Language Processing by which a normal person can converse with a bot agent in their own language.

AI analyses environmental data to predict natural disasters, warn about rainfall and storms, monitor pollution levels, etc. which are useful for billions of common people across the world. By combining AI's ability to deliver real-time insights and personalized recommendations, it is time we begin to witness unprecedented level of usage among virtually every living person.

PERSONALISED INTERNET



SECURITY & SURVEILLANCE

FRAUD PREVENTION

FACIAL RECOGNITION

More meaningful AI tools emerge every quarter

Industry Reports indicate that while AI tools such as o1, Gemini-2, Mariner, Sora & Nova are already transforming areas like refactoring, code reviews, design, and document generation, while significantly improving how we write and maintain code.

For example: Google Mariner's uniqueness lies in its ability to interact with web interfaces just as a human would, simulating clicks, text inputs, and screen navigation. o3 represents a transformative shift for software programmers, drastically improving productivity, largely due its task-specific & reasoning-focussed AI models.

Developing a feature that used to take days can now be completed in minutes. For coders, this is akin to moving from books to Google; and now, from Google to advanced AI models. Should coders be apprehensive about its capabilities? Not really. Though it is extremely powerful, for the present time, it is also resource-intensive in order to achieve the highest possible efficiency without dropping performance. With such evolutions, models are increasingly becoming more and more relevant contextually and can help coders focus on solving complex problems in less time. While coders will have powerful assistance from such models, a lot depends on the human-in-the-loop (programmer) to ensure the code they write is part of the software that actually creates value.

Reports say this is the first time a model (o3) has excelled performance across ARC-AGI benchmarks. This has set a new standard for AI capabilities in software development within the realm of large language models

Growing AI Utilizations

Personalized Medicine: individualized treatment plans, and predicting disease risks for a specific individual.

Autonomous Systems: from self-driving cars to rational drones and robots.

Climate Change Mitigation: predict extreme weather events, and develop sustainable solutions.

Redesigning the Modern Data Fabric

The modern data fabric, a unified architecture for managing and integrating data across diverse sources, is undergoing a significant transformation through the power of AI.

AI-powered data discovery and cataloguing streamline the identification and classification of data sources, improving accessibility and governance. ML algorithms analyse data usage patterns, predict future needs, and optimize data placement and resource allocation. AI automates data quality checks, ensuring accuracy and reliability for critical decision-making. Intelligent data integration leverages AI to seamlessly map and transform data from various sources, streamlining data pipelines and reducing manual effort.

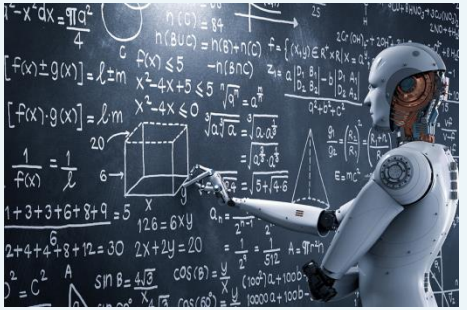
Continuous learning and adaptation are essential for AI models to evolve alongside the dynamic data landscape. The successful redesign of the modern data fabric using AI promises to unlock new levels of efficiency, agility, and insights, driving significant value for businesses across various industries.

Custom AI Solutions

As we look ahead to 2025, we are entering an exciting phase where AI is evolving from being assistive to becoming truly intelligent, with autonomous agents capable of making decisions and orchestrating entire ecosystems. Custom AI in particular is emerging as a transformative force in 2025, allowing organizations to design AI solutions tailored to their specific needs.

Custom AI empowers organizations to extract maximum value from their data while ensuring alignment with business goals. It enables organizations to gain a strategic edge by solving niche problems with precision and scalability.

This trend is set to democratize AI innovation, making it accessible across industries and geographies.



Extracting wisdom from Knowledge Hubs

Knowledge hubs, brimming with vast amounts of information, offer a treasure trove of insights waiting to be unearthed. AI and ML techniques are instrumental in extracting this wisdom.

Natural Language Processing (NLP) algorithms excel at analysing textual data, identifying key concepts, extracting meaningful relationships, and summarizing complex information concisely.
Machine learning models can analyse historical data within the knowledge hub, identifying patterns, predicting future trends, and even personalizing user experiences.

By leveraging AI and ML, organizations can transform static knowledge repositories into dynamic and interactive platforms. These technologies can automate the process of identifying relevant information, making it easily accessible to users.

Furthermore, AI-powered recommendation systems can suggest relevant articles, documents, and experts, facilitating knowledge discovery and

collaboration. By harnessing the power of AI and ML, organizations can unlock the full potential of their knowledge hubs, fostering a culture of continuous learning and driving data-driven decision-making.

Automated Knowledge Discovery: by sifting through massive datasets to identify patterns, connections; while uncovering hidden relationships between pieces of info, leading to new discoveries and innovations.

Personalize Knowledge Recommendations: by analysing individual user profiles and preferences to recommend relevant resources from the knowledge hub.
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Evolving a better class of software developers

While AI is touted as a game-changer, humans must drive it, just as we manage the software that powers our economy and lives. Coders should adopt AI while honing the traits that AI cannot replicate. This should be seen as an opportunity to evolve, leveraging AI tools to augment their capabilities. Developers should see AI tools such as o3 as a partner, one that amplifies productivity, but still relies on human intuition, judgement, and innovation to yield truly best in class software. Even today, AI models cannot fully replicate creative intuition, moral reasoning, and the understanding of ambiguous requirements.

While the importance of continual human oversight cannot be overstated, our developers require adopting a proactive and balanced approach when working with AI tools. To ensure that creative and problem-solving skills are preserved, our developers need to adopt a proactive and balanced approach when working with AI tools, by consistently building upon their foundational knowledge of programming and algorithms, as these serve as a backbone of innovative thinking.

Developers must confront AI tools' rise by strengthening the abilities no AI can imitate. AI can only extrapolate from existing data and patterns. It cannot replicate the uniquely human capacity to think about social impact or sense what might be controversial.

AI tools continue to face limitations in subjective problem-solving, and understanding the nuances of complex organizational goals: areas where coding overlaps with product management.

Each organizational use case is distinct, often shaped by unique business objectives, measurable KPIs, and constantly evolving priorities.

This makes development inherently complex, requiring a deep understanding of not just technical solutions but also strategic goals and user behaviour.

SRIT's approach to leveraging the power of AI for its client organizations

SRIT to play a leading role in Digital India 2.0

India's tech ecosystem is witnessing explosive growth. With mobile data consumption skyrocketing and UPI processing over 25 trillion in transactions, India is emerging as a digital powerhouse. This growth, however, brings increased software complexity, requiring software mapping and intelligence capabilities to maintain efficiency and sustain the high pace of innovation.

SRIT will play a key role in Digital India 2.0, in solving software complexities; which is a crucial factor in our country's burgeoning tech infrastructure. Towards this, **a dedicated 200 people facility (expandable to 500)** is being planned. In order for our clients to

position themselves for global competitiveness, one of the primary activities in this new facility will be **application modernization and system optimization for cloud migrations**.

By identifying inefficiencies and risks prior to migration, we will help our clients' transition to AI with greater speed, agility and cost-effectiveness. Since SRIT has already begun servicing customers in multiple countries, while meeting global standards the above-said new facility will also serve as our **innovation hub for AI, Cloud, and Cybersecurity solutions.**

SRIT in Enterprise Transformation

Riding on the generative artificial intelligence (Gen AI) and Agentic AI wave in India, SRIT plans to exponentially expand its practice. Our customers are increasingly convinced they need to get started with AI. The only question is, where and how they should get started and how to demonstrate the initiative's proof of value.

Marketing and Sales: AI personalizes marketing campaigns, identifies high-value leads, and automates sales processes

Finance: AI automates financial reporting, fraud detection, and risk assessment, improving accuracy and reducing costs.

One of the Big-5 advisory firms engaged in Enterprise Transformation states that, traditional advisory methods such as analysing circumstances and presenting frameworks through PPTs are no longer enough.

Customer Experience: AI-powered chatbots and virtual assistants provide 24/7 support, personalized recommendations, and proactive issue resolution.

Cybersecurity: AI detects and responds to cyber threats in real-time, protecting sensitive data and systems from malicious attacks.

They now use Gen AI for the first pass of insights and augment it with human expertise. Today, clients have to visualize and interact with these insights through simulations. This new approach has significantly improved their win rates with new clients in the pilot runs.

During the last 18 months, they have globally delivered over 200 client engagements that incorporate Gen AI. About one-third of their global clients now expect them to include generative AI in some capacity. Playing this forward, they are looking at probably close to two-thirds of their clients in another 18 months.

SRIT facilitates Business Remodelling in the Agentic Era

Our studies on the economic impact of AI on jobs reveal that 85% to 90% of all tasks performed across all jobs will be impacted by AI. We will see technology impacting knowledge workers (as compared to technology impacting manual workers) in two ways: first through AI agents which may remove some knowledge workers and the second by enabling them to do their jobs more productively.

SRIT deliver a number of E-Governance and E-Health Projects, we will be so much better if we leverage more of AI in these areas. We have a dedicated practice focussed on healthcare software; working with AI tools will make us so much more productive. AI skills have grown 3x faster than AI job roles; and the demand for AI skills is growing exponentially.

This advance of AI has now brought us to the concept of agentic AI – AI systems that take proactive actions to enhance workflows. AI agents representing a transformative leap in software, augmenting employees, enhancing customer experiences, and unlocking a limitless digital labour force for every industry vertical.

Through virtual agents that anticipate project needs, resolve resource conflicts, suggest innovative solutions in real-time, Agentic AI enable smarter decision-making and automate mundane activities and frees up teams to focus on creativity and strategy.

Our workplaces are fast becoming ecosystems where AI will amplify human ingenuity. However, for trust to be at the core of it all, humans and AI must work together, in order for us to take the path to Trusted Autonomy.

In enterprise data storage, the traditional role is being transcended. Technologists are already embedding intelligence into every layer, helping customers discover, govern and unleash their data for AI, while defending it against ransomware.

SRIT's ITMS project is a fine showcase of Edge AI

Edge AI is an exciting development, where devices and IoT gadgets can handle AI tasks right where they are-locally. With hardware like NPUs becoming a standard feature in devices, real-time applications such as language translation and advanced vision processing are becoming more efficient and accessible.

This evolution enables businesses of all sizes to leverage AI effectively. The pace of digital transformation is picking up quickly in India, highlighting the need for adopting AI in timely and effective manner.

Widely known Agentic AI usage areas:

- Self-Driving Cars can individually navigate roads
- Industrial Robots that can perform complex tasks
- Smart home devices like virtual assistants
- AI-Powered Trading
- Autonomous Drones
- Healthcare Robotics in in minimally invasive procedures

Delivering mission-critical projects on AI and ML

Over the last 3 years, SRIT has delivered AI-based High-speed enforcement, fully automated & intelligent transport management systems valued at INR.151 crore (~US$18.5mill).

82% of SRIT's revenue is from software & turnkey ICT project deliveries to its government customers and we are committed to introduce AI-driven platform and use-cases to our Govt. customers.

Benefits deriving from such AI interventions shall be measured and, in most cases, the commercials shall be outcome-based.

In regard to the private sector, almost every Fortune 500 company has a presence in India. In Bangalore alone, 38% of Fortune 500 companies operate.

And, since SRIT operates in the private sector Healthcare and Telecoms verticals, we are committed to introduce AI-driven platform and use-cases to our private sector customers, and in here too, commercials shall largely be outcome-based.

Adapting workforce to the challenges and stay competitive

As we move into 2025, our leaders and people managers will prioritise innovation, agility, and the development of a skills-based workforce to stay competitive and adapt to future challenges.

Our Resourcing Managers will go beyond traditional roles and focus on how we develop, deploy and continually enhance skills to foster workforce agility.

Since technology will drive advancements in AI, Cybersecurity and Cloud Infrastructure, we will build a comprehensive skills inventory for identifying and addressing gaps, thus helping SRIT to remain competitive in a disruptive world.

Strategic focus on Knowledge Hubs

Our strategy for Knowledge Hubs is to align the silos via Advanced AI-driven technology systems, connecting all core departments of the Government, to ensure maximum services for citizens.

Silos, in this context would mean, from digital governance to knowledge hubs for each sector, from becoming a manufacturing hub to being the logistical gateway to the world via a series of ocean ports and airports.

- **Citizen Engagement**: through chatbots, FAQ, and guidance
- **Fraud Detection**: identify anomalies and suspicious activities

SRIT in Gov-Tech AI Platform & System Integrator

SRIT is strategically aligned with a preeminent AI Platform that employs accomplished Technology Researchers, Designers, and Developers in building deep tech ecosystems for real-time insights across government departments. For G2C systems, we aim to create one single source of true data about each citizen and family. Our scope of work with the researchers and developers will encompass deep tech research, and advanced governance models.

We are committed to making this a comprehensive technological transformation. This is bound to increase transparency and efficiency in Governance with deep tech, aligning real-time data via apps, space tech, surveillance & high-speed enforcement systems, drones and many more.

- **Predictive maintenance**: of assets
- **Disaster Preparedness and Response**: through predictive modelling

Leveraging the power of Machine Learning for Govt. departments

The future is all about aligning all databases, systems, and platforms for a single source of truth, to draw intelligent insights for governance. In joint programs with the AI Platform producer, SRIT will be working on an ecosystem that will drive innovation for decades to come.

On average, an Indian State Government would possess between 500 and 800 data points about each family within their region, while each government department capturing a separate set. We will begin measuring early results of the real-time governance efforts.

Given Government of India's ambitious vision for AI-led governance, with more than 5.4million technology professionals in the country, India stands at a unique crossroads.

By strategically engaging its talent pool, our country could potentially leapfrog traditional development stages and emerge as world's first truly AI-powered administration.

SRIT's AI solutions implementation roadmap across domains

SRIT aims to bridge gaps in rural governance

We aim to set up the digital eco system for citizen service delivery in rural areas. SRIT is currently implementing programme that ensure more than a hundred services are easily accessible via apps, integrated to delivery systems and data centres across govt. departments.

Re-equipping the Education Sector

We aim to enable teachers in government schools access personalized learning analytics for each student through a unified platform. We will ensure that our system tracks attendance, performance, and learning patterns, enabling targeted interventions.

Traditional education management systems collect data, but often fail to provide actionable insights. We aim to have our platform stand out by converting data into immediate action points for teachers.

Revitalizing the Healthcare Sector

We aim to change healthcare delivery by ensuring real-time monitoring at the level of primary healthcare centres in districts. We want to ensure that, in every health centre, a dashboard must glow with real-time updates.

Every vaccination, medical consultation, and medicine dispensed is tracked instantly, allowing for dynamic resource allocation.

In order to achieve tangible results, we want to make sure that not only do we track health records digitally, but we also connect inventory management with patient care data in real-time such that, medicine stock-outs will reduce, and emergency response times will improve.

AI Enabled Traffic Enforcement

A prime example in Fully Automated Traffic Enforcement System is the SAFE Kerala project from SRIT. This AI-enabled project is aimed to detect violations through AI cameras. SRIT was responsible for the turnkey project delivery and maintenance.

The Motor Vehicles Dept. (MVD) is detecting violations using 726 cameras installed on national and state highways etc. in the state. Out of this, 675 cameras are being used to detect two-wheeler riding without helmets, travel without seat belts, hit and run cases etc.

Around 25 cameras to detect illegal parking, 4 fixed cameras to detect speeding vehicles, 4 cameras mounted on vehicles, and 18 cameras to detect red light violations. Control rooms have been set up in all 14 districts as part of the project.

The Safe Kerala project has helped bring down accidents, fatalities and serious injuries on roads in the State. As many as 3,52,730 traffic violations were detected by the AI-Cameras between 5th June and 8th June 2023.

Transforming Night to Day

Capability	Result
Night vehicle image quality	Very Good
Face image quality - for drivers	Very good
Seat belt visibility at night	Very good

Other Use-Cases

For the govt. clients, we will be working on use cases for other sectors such as Energy, and Agriculture.

For the public / private sector, we would aim to:

- Build churn models to identify attrition risk and guide interventions, in the area of Customer Analytics.
- Reduce customer acquisition costs by developing automated campaign analytics platform for global credit card issuers, in the area of Marketing Analytics.
- Help democratize, standardize, and scale up the consumption of computer vision-based automation and insights globally for improving operational and sales KPIs.
- Build a semi-automated pricing engine to generate SKU-level selling price guidance for use by

- salespeople in their negotiations,
- in the area of Pricing Analytics.
- Identify business opportunities in emerging flavours for global Health Insurance majors, from the standpoint of R&D and Innovation.
- Dynamic Inventory Order Allocation for large Retailers resulting in potential revenue impact, in the area of Supply-Chain Analytics.

Process Automation: AI automates repetitive tasks, freeing up employees for more strategic work and improving efficiency.

Financial Forecasting: AI analyses financial data to predict future trends, inform investment decisions, and manage risk.

Supply Chain Optimization: AI streamlines supply chains by optimizing routes, identifying disruptions, and improving resource allocation.

Quality Control: AI-powered systems identify defects and anomalies in products, ensuring quality and reducing waste.

- Develop codeless ML Platform that provides a single end-to-end solution to support data analysts, data scientists and engineers throughout the entire data life cycle.
- Help understand/measure call intent, call sentiment, and call quality to improve customer service, resulting in accuracy for intent prediction, in the area of Call Centre Analytics.
- Reduce the time to modernize data platform by creating a virtual knowledge graph that enables Asset, Finance and Procurement data from legacy and cloud data sources to users.
- Enable real-time manufacturing performance & automated diagnostics for CPG

- manufacturers resulting in water use efficiency and reduction in greenhouse gas.
- Develop an AI/ML occupational Health and Safety risk prediction for industrial equipment manufacturers providing reliable early warning mechanism to take necessary actions in preventing future injuries, in the area of Safety & Compliance.
- Develop an AI based automated Vendor Invoice Processing for Knowledge Process Operations (KPOs) using OCR, reducing process time to <30 seconds in the area of Process Automation through Text & Image Analytics.

Demand Forecasting: AI models analyse historical data, market trends, and external factors to accurately forecast demand, optimizing inventory levels and reducing stock-outs.

Resource Optimization: AI analyses resource utilization to identify inefficiencies and optimize resource allocation.

About SRIT

SRIT India is a leading provider of ICT solutions and services operating in multiple countries across domains like healthcare, electronic governance, urban infra and smart cities, telecom, and education, among others.

The quality of solutions, advisory, and services we deliver help build better business organizations for our clients worldwide.

We develop outstanding leaders who team to deliver on our promises to all of our stakeholders.

In doing so, we play a proactive role in building a better working world for our people, our clients and our communities.

SRIT refers to the global organization, and may refer to one or more, of the member firms of SRIT Business Group, each of which is a separate legal entity.

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For more information about our organization, please visit www.sritindia.com

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