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AI-POWERED BUSINESS TRANSFORMATION: SHAPING THE FUTURE OF MANAGEMENT PRACTICES FOR 'VIKSIT BHARAT 2047'

Prof. (Dr.) Sandeep Kumar Goel*
Dr. Jitender Goel**
Ms. Shruti Kumari***
Ms. Aparna Chaurasia****

ABSTRACT

The year 2047 itself holds great importance for Bharat as it aims to achieve the vision of Viksit Bharat to become a developed, self-sufficient, and inclusive nation celebrating 100 years of independence. To accomplish this vision, it is required that the country grows socially, economically, and technologically and ensure that every citizen of the nation gets the benefit from this development. To achieve this vision, AI plays the role of game changer, specifically in the field of commerce and management. This research paper explored the role of AI in transforming the goals of Viksit Bharat 2047 into reality, focusing primarily on management practices and business operations. It discusses leading Indian companies' actions toward AI inclusion demonstrating the pace at which AI is increasing efficiency and effectiveness in the field of Human Resources, Finance, Marketing, etc. The research paper also examines the challenges faced, such as technological complexity, resistance to change, etc, in AI implementation by companies highlighting the need for better digital infrastructure, a collaborative environment between the management and the employees, and joint government-corporation initiatives for more innovations. One of the goals of Viksit Bharat 2047 is to create a carbon-free India. Businesses can adhere to sustainability standards with AI technology like generative AI, which can efficiently manage supply chains, provide ESG reports, prolong product lifespan, and more. Through the analysis of the sustainable practices followed by leading companies, it can be concluded that the integration of AI with business operations can help companies achieve their sustainable goals. As organizations navigate the complex landscape, they will shape the future of Viksit Bharat 2047 by making themselves an AI-enhanced business, paving the way for more innovations and social responsibility.

KEYWORDS: *Viksit Bharat 2047, AI-powered Business Transformation, Artificial Intelligence.*

Introduction

The year 2047 itself holds great importance for Bharat as it aims to achieve the vision of Viksit Bharat to become a developed, self-sufficient, and inclusive nation celebrating 100 years of independence. To accomplish this vision, it is required that the country grows socially, economically, and technologically and ensure that every citizen of the nation gets the benefit from this development. To achieve this vision AI plays a role of game changer specifically in the field of commerce and management. It is a powerful tool for transformation which offers innovative solutions that can revolutionize industries, enhance operational efficiency, and create new business opportunities. It has ability to transform traditional business model into more data driven, thus reduce cost as well time, use resources effectively and enhance operational efficiency which significantly contribute to the vision of

* Professor, Department of Commerce, Acharya Narendra Dev College, University of Delhi, New Delhi, India.
** Assistant Professor, Department of Commerce, Acharya Narendra Dev College, University of Delhi, New Delhi, India.
*** Student, B.Com. (Hons.), Acharya Narendra Dev College, University of Delhi, New Delhi, India.
**** Student, B.Com. (Hons.), Acharya Narendra Dev College, University of Delhi, New Delhi, India.

Bharat to be developed Nation by 2047. It also reduces the human efforts, time and chances of errors which results in faster and reliable outcome. Specifically in the field of finance, AI powered tools enable faster and more accurate decision-making, improves fraud detection, enhance risk management, and enhance customer experience through chatbots and personalized recommendations.

In Bharat where digitalization is transforming traditional industries, AI plays a great role by bridging the gap between urban and rural market, empowering small and medium- sized enterprise to sustain and succeed in global markets. Also, in the field of management AI has a great importance as it helps in recruitment process by analysing resume and assess candidates, ensuring that hiring is based on data-driven decisions rather than subjective judgment. It revolutionizes decision-making by providing real-time insights, predictive analytics, enhanced forecasting capabilities and support businesses in optimizing supply chains, managing resources efficiently, and making data-driven decisions in marketing and customer relations.

In current scenario, most of the leading companies are using AI in their management and operations. Indian e-commerce platforms like Flipkart and Amazon have adopted AI for fraud detection and personalized recommendations to scale their operations with customer satisfaction. Similarly, some financial institution like HDFC bank and ICICI bank also use AI driven chatbots and machine learning algorithms for better customer service and to improve risk management. These examples highlights that AI is not only transforming individual company but also contribute to overall economic growth. It also aligns with Bharat's goal of achieving sustainable and inclusive development under Viksit Bharat 2047 by bridging socio-economic gaps. AI driven platforms can connect artisan and small producers to global market which provide them many opportunities to grow and raise their standard of living. AI also empowers rural communities with access to education, healthcare, and financial services. In the field of agriculture, AI-driven solutions like weather forecasting and crop management tools can help farmers to optimize productions and reduce losses. Thus, AI-driven technologies improve resource utilization, reduce waste, and support renewable energy initiatives.

Objective

The key objectives of this research paper are:

- To explain how leading companies are contributing to the journey of Viksit Bharat 2047 using AI in business operations.
- To study the optimization of AI in different managerial functions of business.
- To examine the implication of AI integration with business operations.
- To discuss how AI is leveraged to enhance sustainability practices.
- To analyse the challenges faced in the successful implementation of AI in business activities.

Literature Review

Sarkar (2025): This paper analyses applications, challenges, and future opportunities for Indian commerce, specifically in the fields of e-commerce, supply chain management, and retail. It also gives some details regarding the present application of AI in India's major industries. It has some challenges, including inadequate infrastructure, data privacy concerns, a shortage of technical experts, and limitations of algorithm reliability that hinder its full adoption. Another important point that this research paper states is that to fully realize AI's potential, government and private sectors must collaborate and address barriers by improving infrastructure, strengthening data security, advancing digital skills, and regulating data protection.

Venugopal et al. (2024): The study analyses transformation in AI driven HR system by automating task, enhance decision making and personalised employees training. It increases efficiency and improves retention through proper workforce planning and performance management. Although it faces some challenges like biases, data privacy, and transparency in AI application. The study also calls for future research future research on the ethical and cultural implications of AI in HRM while acknowledging limitations related to literature selection biases and the dependency of topic modelling algorithms on input data quality.

Aiden and Michael (2024): This research paper emphasizes the potential of AI in business operations like to increase efficiency, drive innovation and improve decision making. it shows many benefits of AI in businesses like optimize resource utilization, improve customer experience which leads to increased productivity, cost reduction etc. but despite these benefits it has several ethical challenges,

including concern related to data privacy, algorithm bias, and workforce displacement. To resolve these issues, organization must establish ethical governance frameworks that prioritize transparency, accountability and fairness in AI implementations. Furthermore, the nature of AI driven economy necessitates workforce adaptation through up skilling initiatives, so that employees can collaborate effectively.

Alqahtani and Soh (2024): The main objective of this paper is to explore the integration of AI in business operations and conduct an in-depth assessment of companies adopting AI. This paper discusses challenges associated with AI adoption, such as data complexity, bias, ethical issues, human-machine collaboration, etc., while also proposing solutions to these problems.

Kumar (2024): This research paper examines how AI can be used as a transformative tool to create an inclusive environment which nurtures the growth of marginalised communities in various sectors like Education, Health, etc while addressing the challenges faced by the underprivileged sections. It concludes that the government, private sector, and civil body are collectively responsible for AI development aligned with Viksit Bharat's inclusive development goals.

Nagpal and Kukkar (2024): This research paper explores how strategic AI application across key sectors such as agriculture, education, health, etc., can be aligned with the nation's development goals to create "Viksit Bharat 2047." It discusses the challenges faced in AI implementation to create a developed nation, mainly being the skill gap issue. This paper also uses several examples across key sectors to further demonstrate the way AI can be helpful in accomplishing the goals of Viksit Bharat.

Bendek et al. (2024): This paper analyses how AI is being used as a strategic tool to perform business operations worldwide. The paper discusses the implications of AI, such as demand forecasting and supply optimization, while addressing its shortcomings, such as computing limitations, data limitations, accuracy, transparency, etc. It concludes that business ventures can leverage AI to change the global business landscape but only when the limitations are overcome and ethical considerations are given due importance.

Zuo Bruno (2024): This research paper examines the role of AI in business operations by exploring its transformative role in decision-making processes, highlighting its importance across various industries. It also analyses AI applications with a focus on automation, analytics' predictive capabilities, AI's impact on Customer Relationship Management (CRM), and its effects on Supply Chain Management. This research paper further elaborates on the future trends and innovations like quantum computing, explainable AI, etc., while also determining the implications they hold for business leaders. The research paper also discusses various strategies that can be implemented for the successful integration of AI and business operations.

Justine Dima et al. (2024): This study uses the scoping review method to examine 27 years of research papers to determine how artificial intelligence (AI) affects human resource (HR) operations, pointing out both the advantages, such as task automation and augmentation of human activities, and disadvantages, like employee resistance and job loss. It also discusses how AI integration with HR operations affects the roles of employees, line managers, and HR specialists, collectively known as the HR triad.

Research Gap

There are limited research papers that examine the comprehensive impact of AI on business management in India, specifically in the context of Viksit Bharat 2047. Published research papers explore the impact of AI in e-commerce, supply chain management, and HR, but there remain some significant gaps in published papers that comprehensively study AI's role in transforming business management in Bharat. Mainly available literature focuses on specific managerial functions and AI's applications. In contrast, this research paper aims to bridge this gap by providing a comprehensive view of AI's impact beyond operational efficiency. It will connect AI's advancement with Bharat's long-term vision of Viksit Bharat 2047, positioning AI as a pivotal force for economic growth and international competitiveness. By expanding the scope of analysis, this research paper will provide valuable insights into how AI promotes inclusive growth, enhance business sustainability and reinforce Bharat's status as a global economy in the future.

Rationale of the Study

To understand the application of AI in a better way, this paper explores some case studies of Indian leading companies that have successfully leveraged AI for growth and efficiency. This paper aims

to analysing how AI is transforming strategic decision making, operational efficiency and innovations. The rationale behind this research paper is to highlight that AI is not only a technological advancement but also key driver of economic growth, global competitiveness and workforce productivity. By exploring real world case studies of Bharat's leading companies, it provides valuable insight into AI's contribution in sustainable growth. The study is relevant for researchers, policy makers and academicians who want to explore AI's long term impact on Bharat's business ecosystem.

Methodology

Descriptive research design is used to analyse the cases of the leading Indian companies of different sectors for the present paper. The cases of HDFC Bank, Reliance Industries Limited, Tata Consultancy Services and ZEE 5, which are the top companies of their sector are analysed to study the implication of AI in business and how they are contributing in the journey of Viksit Bharat 2047. The information on role of AI in business operations and management practices has been collected from various published sources like articles, books, and annual reports. Google database and websites of selected companies are also used to collect qualitative as well as quantitative data for the research.

Contribution of AI in the Journey of Viksit Bharat

Artificial Intelligence is significantly contributing to the vision of Viksit Bharat 2047 by fostering sustainable growth, technological advancement, and digital transformation. This research paper explores some leading Indian companies that have successfully integrated AI into their operations, aligning with the nation's goal of becoming a global powerhouse.

- **HDFC Bank: AI in Financial Services**

HDFC Bank has integrated AI-driven chatbots to enhance customer service and financial decision-making. Its chatbot, named EVA, stands for electronic virtual assistant and helps customers to get quick access to the bank's product details, fees and charges for application processes, branch IFSC codes, a lot more information, and millions of consumer inquiries at a faster rate than talking to an agent. Thus, it saves time and customer satisfaction. Furthermore, the bank evaluates creditworthiness with the help of AI-powered tools for risk assessment, which shorten the loan approval period and financial risk. For Bharat to become a digitally empowered economy, HDFC Bank significantly contributes by promoting financial inclusion, ensuring better access to banking services with the help of AI.

- **Reliance Industries: AI in Supply Chain and Operations**

Reliance uses AI-based predictive analytics to enforce its supply chain and increase efficiency in productivity and logistics. Reliance had launched JIO BRAIN, an AI-driven platform for faster decisions, more accurate predictions, and better understanding of customer needs. It has led to reduced costs, time, and wastage and improved operational efficiency. By using AI, Reliance Industries helps India to become ATMANIRBHAR BHARAT and also aligns with the vision of Viksit Bharat 2047.

- **Tata Consultancy Services: AI in HR and Workforce Management**

TCS uses AI-driven platforms for recruitment, employee engagement, and workforce productivity. For hiring, it uses TCS TALENT CLOUD, an AI-driven platform that streamlines the recruitment process by screening thousands of applications and selecting the right candidate for job recruitment. Apart from this, it also launched TCS ION. AI-based learning platforms that offer training programs to employees to ensure skill development and career growth. Thus, these AI initiatives align with the vision of Viksit Bharat by fostering a highly skilled, future-ready workforce, which is significant for economic growth and technological advancement. In this way, TCS is contributing to a more efficient, innovative, and digitally empowered workforce in Bharat.

- **ZEE5: AI in Marketing & Consumer Experience**

ZEE5 is one of Bharat's leading OTT platforms, which uses the AI engine ZEE5'S HYPER PERSONALIZATION to enhance user experience with personalized content recommendations. Apart from this, ZEE5 uses AI-POWERED SENTIMENT ANALYSIS to understand audience response to content; thus, it helps the platform to refine its marketing and content strategy. With the help of AI, it provides a customized entertainment experience. ZEE5 aligns with the vision of Viksit Bharat to become a global leader in the digital and creative economy and strengthen the country's digital infrastructure and entertainment sector.

AI in Business Management

AI is transforming the way traditional management practices are done by enhancing decision-making, automating routine tasks, and optimizing business processes. It not only improves efficiency but also fosters long-term growth by resource allocation, strengthening competitive advantages, and refining strategic planning so that they remain adaptable and responsive in a rapidly changing economic environment. In the context of Bharat's vision of Viksit Bharat 2047, integrating AI into business management is important for competitive, technologically advanced, and future-ready organizations. AI plays a pivotal role in shaping Bharat's economic transformation and strengthening its position as a global leader in innovation and technology.

- **AI in Human Resources**

AI is transforming human resource management functions in Bharat by automating repetitive tasks, optimizing recruitment process and improving employee's engagement. Indian companies are adopting AI-driven platforms to improve efficiency and eliminate biases. For example: companies like TCS and Infosys uses AI driven platform "TCS Ion and HIRE PRO" for resume screening and conduct virtual platforms. This helps companies to select right person for right job. Reliance also uses AI- driven platform for recruitment processes. Apart from this AI also helps in employee's engagement and retention and improves workplace satisfaction. Some other companies like Wipro and Mahindra group rely on AI driven platform like "DARWINBOX and PEOPLE STRONG" to track work sentiment and employees feedback. In other hand ICICI bank employs AI for retention strategies. It also improved performance management in organisations like HDFC banks and Aditya Birla Group uses AI- based platforms to track employee's performance and providing them learning or training programs to enhance their skills and career growth. With the help of AI, Indian companies have become more efficient, data-driven and employees centric. This will align with the vision of Viksit Bharat 2047, fostering a future-ready workforce that strengthens Bharat's position as a global leader.

- **AI in Operation and Supply Chain Management**

AI is transforming operations and supply chain management in Bharat by improving efficiency through predictive maintenance and data-driven decision-making. There are several key applications of it, like predictive analytics, which prevent unexpected equipment failure by analysing performance data and allowing businesses to detect potential issues early to prevent costly breakdowns. Companies like Tata Steel use AI-driven predictive analytics to enhance equipment reliability in infrastructures and manufacturing sectors. Another crucial key application is inventory and demand forecasting**,** which helps businesses form shortages and excesses of inventory. Amazon uses this model to streamline the supply chain, improving both customer satisfaction and operational efficiency. Logistic optimization is also one of the key applications that play a crucial role through AI-powered route planning systems to improve delivery efficiency, reduce costs, and minimize delays.DHL uses an AI-based logistics solution to optimize delivery routes, ensuring a faster and more cost-effective shipping solution. Retail giants like Walmart use AI in their supply chain operations to enhance overall efficiency. By integrating this AI application, Indian companies are enhancing productivity and sustainability, thus supporting the vision of Viksit Bharat 2047, by building a more efficient and globally competitive economy.

- **AI in Finance**

AI is revolutionizing financial management by automating processes, enhancing decision-making, and improving security. One of its key applications is fraud detection and risk management, which analyses transaction patterns in real time to prevent fraudulent activities. For example: State bank of India uses AI driven system to prevent fraudulent transaction and ensuring safer banking. It also plays a key role in automated financial planning with Indian fintech companies like Paytm money and Zerodha uses AI driven robo-advisor to provide personalized investment recommendation based on user data. AI has led to the creation of Financial Technology industry. Fintech, or financial technology, is revolutionizing the way individuals and businesses manage, invest, and use financial services. By leveraging AI tools, fintech offers more effective, transparent, and secure financial solutions compared to traditional banking systems.

- **AI in Marketing and Customer Relationship Management**

AI is revolutionizing marketing strategies in Bharat by enabling businesses to provide personalized customer experiences and optimize brand interaction. One of its key applications is personalised marketing campaigns, where AI driven tools analyse vast number of customer data to

understand their preference and buying pattern. For example: Tata Neu's AI- powered recommendations and Jio ads analyse customer behaviour to deliver highly targeted advertisement and customised product suggestions, leading to higher conversion rates. Another important application is AI powered chatbots and virtual assistant which enhance customer satisfaction and service efficiency. For example: HDFC Banks's EVA and Airtel's Airtel IQ use AI driven chatbots to provide instant support, answer queries and personalized recommendation and improving customer satisfaction. Additionally, AI plays a crucial role in Sentiment Analysis, with AI driven tools like Sprinkler India to manage their brand reputation effectively. A key example is ZEE5, which uses AI-powered recommendation to personalize content and analyse user preferences.

- **AI in Strategic Decision Making and Leadership**

In Bharat, AI is transforming strategic decision- making and leadership by helping businesses with data driven insights and automating complex problem solving. Companies like Reliance industries, introduced AI driven machine learning platform JIO BRAIN. It aims to provide advance AI tools and services which can help in automating tasks and improving business processes. Similarly, Infosys introduced it own first AI-driven platform INFOSYS TOPAZ to improve internal decision making and offer data driven consulting services to client across various sectors. Apart from these companies some other financial sector also adopt AI to facilitate more informed and strategic decision-making processes like HDFC BANK and ICICI BANK adopted AI driven system to reduce risk and early fraud detection leading to more efficient and secure business operation. These AI applications help Indian companies to improve decision, reduce risks and stay ahead in the global business landscape.

Thus, we can say that AI driven platforms in the field of commerce and management helps BHARAT to achieve the vision of VIKSIT BHARAT 2047. It helps businesses to increase efficiency, optimize resources and reduce risk in the field of Human resource management, finance, marketing and leadership. This technological advancement helps Bharat to align with the vision to become developed nation, ensuring sustainable growth, enhanced productivity and global leadership in the digital era.

Implications of AI in Business

Every innovation has a profound impact on the whole world. For example, the invention of the printing press transformed the way of communication forever. The adoption of AI also has enormous implications for the business globally due to its unique features like improved efficiency, enhanced profitability, effective utilization of resources, etc. The main implication is improved efficiency in the operation of business activities, particularly evident in industries such as manufacturing, customer service, etc. Automation helps businesses to reduce their costs, labour time, etc. AI can provide valuable insights by processing large data sets like market conditions, consumer behaviour, etc., which help in strategic decision-making and the successful implementation of corporate plans. Through AI-powered personalized customer service, such as chatbots, customized service, etc., companies can lure potential customers and retain loyal ones. This will ensure improved customer relationships. AI fosters continuous innovations because it helps in the creation of new business models, products, or services. AI's implications for business are both transformative and multifaceted. AI is helping companies in achieve greater efficiency, profitability, and competitiveness provided the ethical, social, and economic challenges are carefully handled in AI adoption and ensure that their AI initiatives are aligned with their long-term goals.

The implications of AI can be seen from the following examples:

- **HDFC Bank**

AI can greatly enhance customer service by offering personalized banking experiences, improving risk management by analyzing vast amounts of data for potential defaults or fraud, and increasing operational efficiency by automating routine tasks like data entry and customer queries through AI-powered chatbots.

- **Reliance Industries**

AI can maximize the production processes, especially in petrochemicals and refining, minimizing waste, energy use, and expense. With AI-backed insights, Reliance can maximize the management of renewable energy ventures and optimize the consumption of energy through its expansive industrial presence. AI also contributes significantly to enhancing customer interactions and individualized experience in retail and telecom, especially via the Jio platform.

- **Tata Consultancy Services**

AI allows the company to offer innovative solutions to clients, such as intelligent automation, predictive analytics, and AI-driven decision support tools. These help clients optimize their operations while also improving TCS's internal efficiency by automating software development, quality assurance, and customer support. By leveraging AI to analyse large datasets, TCS can uncover valuable trends and insights that aid businesses in making better strategic decisions. TCS is also well-positioned to lead in AI research and development, offering cutting-edge technologies to clients and enhancing its own service offerings in the competitive IT services market.

- **ZEE5**

AI allows ZEE5 to create more specific content through user data analysis, making the overall user experience better. In addition, AI facilitates the creation of new business models, for example, in green hydrogen, which is consistent with Reliance's sustainability ambitions. ZEE5, being an OTT streaming platform, gains from AI through increased content personalization using user behaviour and viewing history, enhancing engagement and retention.

Sustainability and AI

As we are moving towards becoming a more advanced economy, it’s more important than ever to incorporate sustainable practices in business operations to fight climate change, environmental degradation, and resource scarcity concerns, which are rapidly increasing. The demand for a low-carbon economy is more than ever. The increasing innovation in AI is also improving the sustainability practices of companies. Sustainability means fulfilling the requirements of the present generation without negotiating the needs of future generations. Businesses that fit in sustainable practices in their business operations are able to maintain long-term profitability and cost-effectiveness. With the help of generative AI, companies are managing their supply chains effectively AI can also be used in ESG reports, extend product lifespan, and others.

The following companies further demonstrate how AI is leveraged to meet the sustainability goals:

- **HDFC Bank**

HDFC Bank has taken significant steps in implementing artificial intelligence (AI) in its sustainability processes. The bank employs AI-driven risk assessment models for wholesale banking loans, considering environmental, social, and governance (ESG) considerations. This makes sure those loans over ₹100 crores are open to thorough ESG evaluations, which ensures responsible lending and sustainable finance. The bank also launched an incubation program to support start-ups with social objectives, including climate innovation and AI for social good, by providing grants of up to ₹50 lakh. Thus, we can say that HDFC has been efficiently incorporating AI in its business operations to promote sustainability.

- **Reliance Industries**

AI plays a pivotal role in Reliance's sustainability strategy. The company leverages AI and data analytics to optimize energy usage, improve operational efficiency, and minimize environmental impact across various sectors. In its refinery and petrochemical operations, AI-driven systems monitor energy consumption, emissions, and resource usage, enabling more efficient processes that reduce waste and enhance sustainability. By combining its expertise in AI with a strong commitment to sustainable practices, Reliance Industries is positioning itself as a leader in both innovation and environmental stewardship. The company's integrated approach to AI and sustainability is shaping a future where technology drives progress while addressing pressing environmental challenges.

- **Tata Consultancy Services**

The company uses AI to help businesses reduce their environmental footprint, particularly in areas like energy efficiency. AI algorithms optimize energy usage in buildings, predict energy needs, and enable real-time management of resources, ultimately reducing emissions. TCS also leverages AI to make supply chains more sustainable by improving demand forecasting, optimizing logistics routes, and minimizing waste, which in turn lowers energy consumption and transportation emissions. Additionally, TCS supports the concept of a circular economy, using AI to enhance recycling processes, improve material recovery, and reduce waste. In the agricultural sector, TCS has explored AI-driven solutions to promote sustainable farming practices, such as optimizing resource use and increasing crop yield while

minimizing environmental damage. Through these efforts, TCS is demonstrating how AI can be a powerful tool in fostering a more sustainable future.

- **ZEE5**

ZEE5 has been incorporating artificial intelligence (AI) to enrich its content offerings and streamline operations with an emphasis on sustainability. AI is applied to recommend content tailored for the users, interpreting viewing trends to suggest the appropriate movies, TV series, and web series. This cuts down unnecessary data usage, leading to more efficient content delivery. During content creation, AI technology streamlines procedures such as video editing, voiceover creation, and automated scriptwriting, which assist in reducing production time, costs, and power consumption. AI also maximizes content delivery by content delivery networks, lessening server load and making video delivery more sustainable. While specific environmental sustainability initiatives may not be heavily publicized, ZEE Entertainment, the parent company, focuses on energy-efficient systems and reducing carbon emissions in its operations, which indirectly supports ZEE5's sustainability goals. Furthermore, through corporate social responsibility (CSR) efforts, ZEE5 and its parent company contribute to social and environmental causes, leveraging AI data analytics to improve the efficiency of these initiatives. As AI technology evolves, ZEE5 is expected to continue adopting more sustainable practices in its digital operations.

Challenges in AI Application

While AI offers immense potential for growth in business, it has its share of challenges. Addressing these challenges and finding innovative solutions will help businesses to utilize AI tools to their highest potential. Some of the challenges faced in the application of AI in business are

- **Technical Challenges**: Businesses face obstacles such as poor data quality and availability, as AI requires large volumes of clean and structured data to perform effectively. Many organizations also struggle with integrating AI into existing legacy systems, which can be time-consuming and costly. Moreover, the complexity of AI systems, including their vulnerability to security threats and cyber attacks, presents significant technological barriers.
- **Ethical Challenges:** AI ethics include rules and regulations that govern the fair use of tools to avoid any ethical breach. Ethical challenges include concerns related to data privacy, security, algorithm bias, transparency, accountability, etc. AI systems are based upon large data sets, such as consumer details, which, if not handled carefully, may lead to an invasion of privacy and security issues. AI is trained on pre-existing data which might also lead to a problem named Algorithm bias. It means AI may be more inclined towards a particular opinion, fact, process, etc leading to biased or false data. Lack of accountability and responsibility is another ethical challenge of adopting AI in business operations. The complex nature of AI systems can make it difficult to understand how decisions are made and to pinpoint the source of errors.
- **Psychological Challenges:** Resistance to change on the part of the employee or the organization can also be a big problem. Employee incompetence and rigid working patterns may be the cause of this problem. The adoption of AI may also lead to unrealistic expectations from management for the employees to complete goals in less time and more easily. This will increase frustration, anxiety, and anger among employees. People already working efficiently may not find AI effective for them. Fear of lack of creativity from AI tools may stop people from using them.
- **Economic Challenges:** The high upfront costs of implementing AI can be prohibitive for smaller businesses. A substantial investment in infrastructure, software, and talent is often required before any measurable return on investment (ROI) is realized. Businesses may also face challenges in justifying these investments without clear, immediate financial outcomes. The scarcity of skilled professionals in the AI field further drives up costs, making it harder to access and retain the necessary expertise.

Conclusion

AI is transforming the goals of Viksit Bharat 2047 into reality, focusing primarily on management practices and business operations. Leading Indian companies' actions toward AI inclusion demonstrating the pace at which AI is increasing efficiency and effectiveness in the field of Human Resources, Finance, Marketing, etc. In adoption of AI most of the companies are facing the challenges such as technological complexity, resistance to change, need for better digital infrastructure, a collaborative environment

between the management and the employees, and joint government-corporation initiatives for more innovations. One of the goals of Viksit Bharat 2047 is to create a carbon-free India. Businesses can adhere to sustainability standards with AI technology like generative AI, which can efficiently manage supply chains, provide ESG reports, prolong product lifespan, and more. Through the analysis of the sustainable practices followed by leading companies, it can be concluded that the integration of AI with business operations can help companies achieve their sustainable goals. As organizations navigate the complex landscape, they will shape the future of Viksit Bharat 2047 by making themselves an AI-enhanced business, paving the way for more innovations and social responsibility.

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