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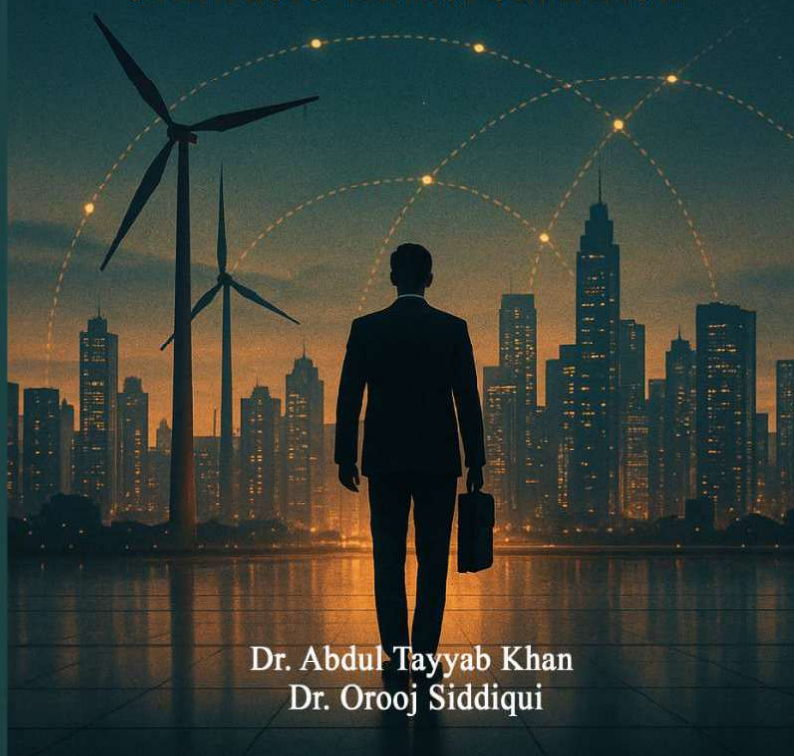
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SHAPING INDIA'S FUTURE: START-UPS, SUSTAINABILITY & STRATEGIC TRANSFORMATION

SHAPING INDIA'S FUTURE

START-UPS, SUSTAINABILITY & STRATEGIC TRANSFORMATION



Dr. Abdul Tayyab Khan
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Shaping India's Future: Start-ups, Sustainability & Strategic Transformation

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PREFACE

India is witnessing a transformative phase marked by rapid growth in start-ups, technological innovation, digital governance, and a strong emphasis on sustainability. *Shaping India's Future: Start-ups, Sustainability & Strategic Transformation* brings together scholarly perspectives that explore how entrepreneurship, responsible business practices, and strategic thinking are collectively redefining India's development landscape.

The chapters in this volume examine critical themes such as artificial intelligence in governance, healthcare innovation, corporate social responsibility, influencer marketing, augmented reality, and sustainable enterprise models. Together, they reflect the dynamic interplay between technology, strategy, and social impact in contemporary India.

We sincerely thank all contributors for their valuable research and insights, and acknowledge the academic support of Integral University in fostering a culture of research and innovation. We hope this book serves as a meaningful resource for scholars, students, policymakers, and practitioners seeking to understand and shape India's evolving future.

Dr. Abdul Tayyab Khan

Dr. Orooj Siddiqui

2026

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Chapter - 1

Artificial Intelligence in the Public Governance in India

Ayman Abbas

Dr. Abdul Tayyab Khan

1. Introduction

Artificial Intelligence (AI) in public governance refers to the application of AI technologies and techniques to enhance various aspects of government operations, decision-making, and service delivery. It involves using machine learning, natural language processing, data analytics, and other AI methodologies to automate processes, analyse data, and improve efficiency, transparency, and accountability in the public sector.

Some examples of AI applications in public governance include:

- i. Policy Analysis:** AI systems can analyse vast amounts of data from diverse sources to identify trends, patterns, and insights that inform policy formulation and evaluation.
- ii. Service Delivery:** Governments can use AI-powered chatbots and virtual assistants to provide personalized assistance to citizens, answer inquiries, and streamline service delivery in areas such as healthcare, education, and social welfare.
- iii. Predictive Analytics:** AI algorithms can predict future trends, risks, and outcomes based on historical data, helping policymakers anticipate and address emerging challenges more effectively.
- iv. Fraud Detection:** AI systems can detect fraudulent activities and irregularities in government transactions, procurement processes, and benefit programs by analysing patterns and anomalies in data.