



# OVERCOMING ECONOMIC RECESSION IN KERALA

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21/02/2024



# INTRODUCTION

- Economic recession of a country or region is mainly based on their GDP(Gross Domestic Product) when the GDP is decreased that area is having an economic crisis , employment , investments and other economic indicators are also taking a role in economic crisis
- Kerala's Finance Minister K . N. Balagopal said that state is reeling under an unprecedented financial crisis . The outbreak of Covid 19 pandemic and recurring other natural disaster as the reasons for the financial crisis





# Overview

- Understanding the Economic Recession
- Role of AI in Economic Recovery
- Application of AI in Economic Recession
- Government Initiatives and policies
- Case studies and success stories
- Conclusion

“AI is in Golden age  
and solving problems  
that were once in the  
realm of SCI-FI”

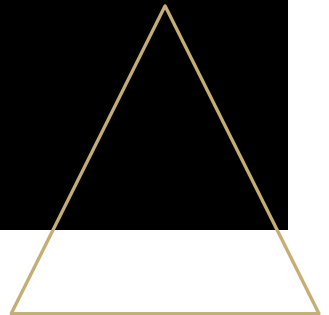
- JEFF BEZOS





# Understanding Economic Recession

- Natural disasters , Covid 19 Pandemic, distorted policies of the Centre , the implementation of GST without any contemplation .
- Tourism : In the last few years tourism industry has managed to stay afloat . Now that many people are willing to travel on air. So travel and tourism is main issue in Economic recession
- Agriculture : A key to why agriculture is important to business and society is its output , from producing raw material to supplying it to the global food chain
- Trade : Equities market often decline before an economic downturn, so investors may assume that a recession has begun as investment losses accumulat
- Unemployment rate : while the unemployment rate in india is 5.8 % in 2018 – 2019 ,and declined to 4.8 % in 2019 – 2020 , but in kerala 2018 – 19 was 9 % and increased to 10 % in 2019 – 2020





# Role of AI

- What is AI ? Let the machine think like humans , teaching a machine to think like human is machine learning which is AI , such as visual perception , speech recognition , decision making and language translation



# AI in Travel and Tourism

- AI assistant for travel booking
- Robots for face to face customer services
- Data analytics for identifying valuable insights
- Sentiment analysis through social media – A listening tool



# AI in Agricultural Sector

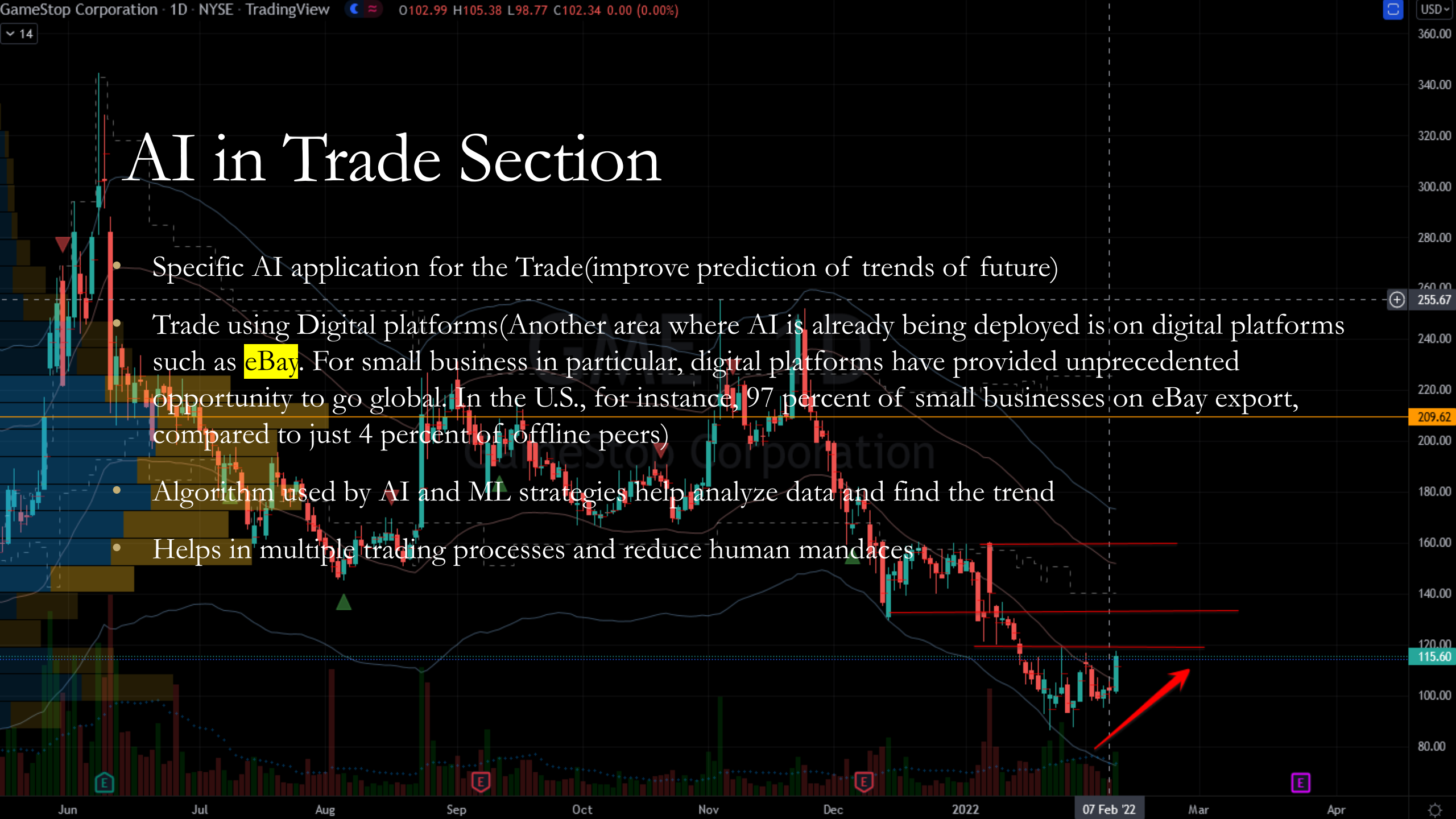
- Helping for analyzing Farming Data
- AI tackles Labor challenge (BOTS on harvesting)
- Monitoring soil and growing condition
- Analyzing soil condition





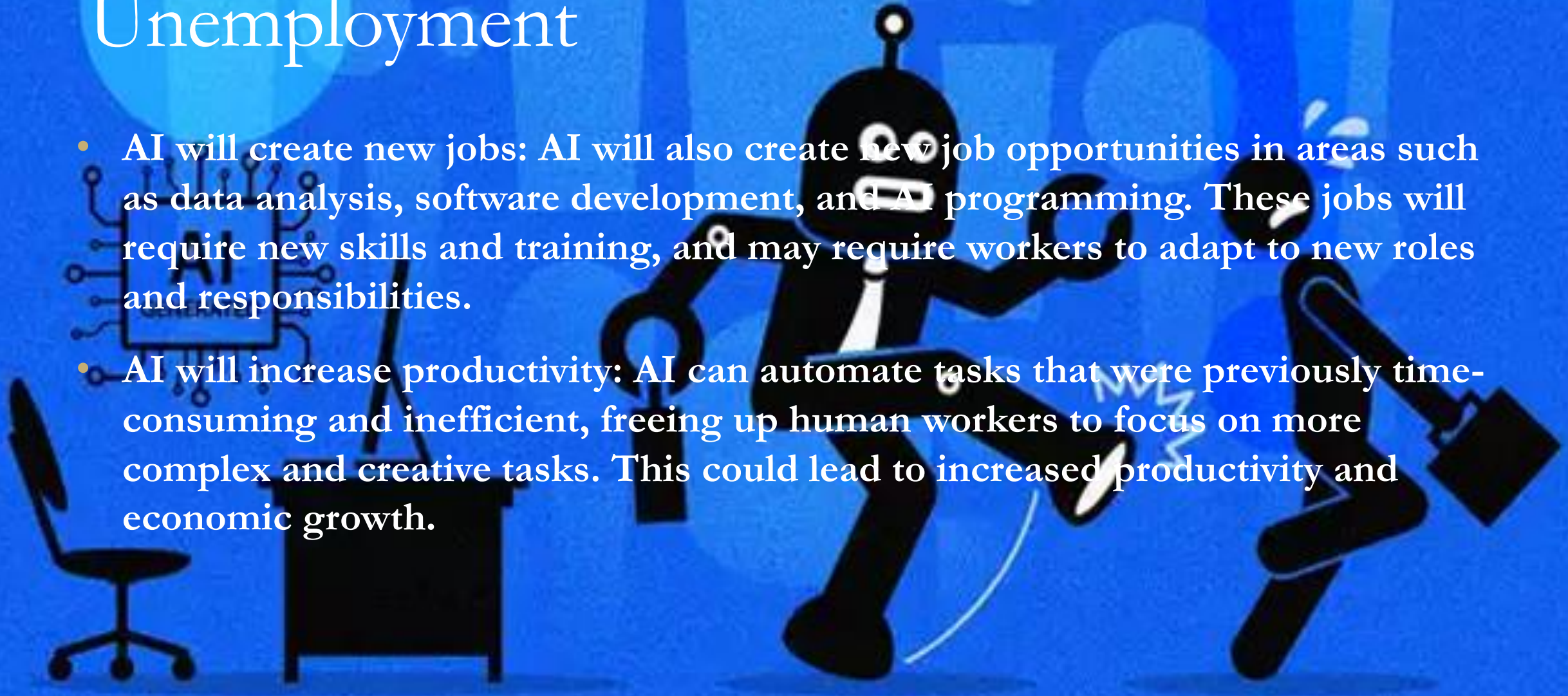
# AI in Trade Section

- Specific AI application for the Trade(improve prediction of trends of future)
- Trade using Digital platforms(Another area where AI is already being deployed is on digital platforms such as **eBay**. For small business in particular, digital platforms have provided unprecedented opportunity to go global. In the U.S., for instance, 97 percent of small businesses on eBay export, compared to just 4 percent of offline peers)
- Algorithm used by AI and ML strategies help analyze data and find the trend
- Helps in multiple trading processes and reduce human mandates



# Unemployment

- **AI will create new jobs:** AI will also create new job opportunities in areas such as data analysis, software development, and AI programming. These jobs will require new skills and training, and may require workers to adapt to new roles and responsibilities.
- **AI will increase productivity:** AI can automate tasks that were previously time-consuming and inefficient, freeing up human workers to focus on more complex and creative tasks. This could lead to increased productivity and economic growth.



# Government initiatives

- The use cases of AI in the government of India currently include biometric identification, facial recognition, criminal investigation, crowd and traffic management, digital agriculture, etc. Let's explore what other initiatives and strategies have been implemented in India at the governmental level
- **“In the past, nations have competed on physical, financial, human, and intellectual capital. But, in the coming decades, nations will increasingly compete with digital capital.”- MUKESH AMBANI**





# Case studies and success stories

- **INDIA** - The initiative transformed the chili farming for many in Khammam district, India with bot advisory services, AI-based quality testing, and a digital platform to connect buyers and sellers. Participating farmers reported that they doubled their income.
- Subsistence farmers in countries like India battle extreme weather and financial desperation to support their families.
- The AI for Agriculture Innovation initiative held workshops with farmers in India to find out how to help them access the AI tools they need to farm more efficiently and earn more.





When kerala is having  
a financial crisis AI  
will make a great  
impact



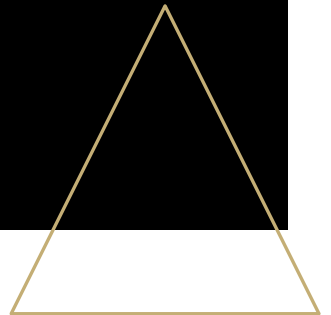
AI can change the  
world

# Hypothesis



# Things you should implement

- You should learn about AI and use AI for good purpose
- If you are working and researching . Don't get to misuse it





# Thank You



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