



One Day Workshop on Artificial Intelligence

02nd June 2025



**AI Concepts & Application
of AI in Industry Including
Generative AI**

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I. Workshop Overview

Artificial Intelligence (AI) is revolutionizing industries, shaping economies, and redefining the way we work and live. AI-driven organizations are **40% more likely to outperform competitors**, and AI adoption is becoming a key differentiator in business success.

This **6-hour immersive session** is designed to equip professionals with a **practical, industry-driven understanding of AI**, covering **AI fundamentals, real-world applications, AI ethics, Generative AI, Digital Twins, and best practices for AI implementation**.

Through **interactive discussions, live demos, case studies, and group exercises**, participants will gain valuable insights into how AI can be leveraged for **business transformation, automation, and competitive advantage**.

II. Workshop Agenda*

1. Introduction to AI led Digital Transformation – (45 min)

- a. Demystifying Digital Transformation
- b. Key drivers pushing industries toward AI adoption
- c. Digital maturity and AI readiness framework

2. AI Fundamentals – Demystifying AI (1.0 hour)

- a. Understanding AI, Machine Learning, Deep Learning
- b. AI technologies: NLP, Computer Vision, Neural Networks
- c. Supervised, Unsupervised & Reinforcement Learning

3. Application of AI in Industry – Practical Use Cases (1.5 hours)

- a. AI in Manufacturing (Predictive Maintenance, Quality Control)
- b. Case Study: How AI transformed an Automotive Giant in India?

4. Digital Twins & AI – Bridging the Physical & Digital Worlds (30 min)

- a. What are Digital Twins? Why do they matter?
- b. AI-powered Predictive analytics in Digital Twins
- c. Hands-on Discussion: How Digital Twins could transform your industry?

5. AI Ethics & Data Privacy (20 min)

- a. AI bias, fairness, and accountability
- b. Global Data Privacy regulations & compliance frameworks
- c. Ethical dilemmas in AI-driven decision-making

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6. Generative AI – A Practitioner’s Perspective (30 min)

- a. How Generative AI models like ChatGPT, DeepSeek work
- b. Applications in business: Content creation, automation, coding

7. AI Implementation in Industry – Challenges & Roadblocks (30 min)

- a. Common AI adoption barriers: Data, talent, regulatory issues
- b. Overcoming integration & scalability challenges
- c. Best practices for AI strategy execution in organizations

8. The 10 Mantras for Successful AI Outcomes (30 min)

- a. AI readiness & strategy alignment
- b. Building an AI-first culture & upskilling workforce
- c. Data & AI governance: Ensuring transparency & responsible AI
- d. Future trends: Where AI is heading in the next decade?

***Time duration is indicative**

III. Who Should Attend?

- **Business Leaders, Managers & Executives** looking to integrate AI into their Organization / Departments
- **Technology & IT Professionals** exploring AI-driven innovations


IV. Key Takeaways

- ✓ **A solid understanding of AI fundamentals** & industry applications
- ✓ Exposure to **cutting-edge AI trends** like Generative AI & Digital Twins
- ✓ Real-world **Case studies & frameworks** for AI implementation
- ✓ Practical strategies for **AI adoption & overcoming challenges**
- ✓ Actionable insights from **Industry Practitioner**

V. Workshop Details

 **Workshop Date:** 02nd June 2025

 **Duration:** 6 Hours

 **Mode:** Hotel Grand Mercure Mysore, ibis styles, 2203 60 New Sayyaji Rao Road Mysore – 570 021.

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VI. Workshop Navigator & Faculty



Mr. Venkatesh Natarajan
Digital Transformation Evangelist
Ex-President - IT & Chief Digital Officer, Ashok Leyland



Venkatesh Natarajan or 'VN' as he is popularly known, is a Tech Visionary par excellence in the Industry. His 35 years of multifaceted experience in the Manufacturing industry includes 25 years of focused expertise in 'IT & Digital led Business Transformation'.

VN as the Chief Digital Officer in Ashok Leyland Limited was responsible for evangelizing and turbocharging Digital Technology Practices and creating a pan-organization 'Data Driven Culture'. He is extremely passionate about driving Digital resilience, excellence & innovation in the 'New-Age' Technology domains of Connected Vehicles, Industry 4.0, AI and Analytics.

He is passionate about teaching /sharing his knowledge with the student community and is a visiting faculty in premier business schools that includes ISB & IIMs. VN is an extremely articulate communicator and a renowned speaker in many prestigious global Tech events. He currently serves on the Board of Companies both in the capacity of Advisor & Digital Transformation Evangelist.
