

# The NSDC Weekly Pulse

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## Trending Topics of the Week!



### AI Transforms Indian Retail: Efficiency Enhanced, Experiences Improved!

In the crowded Indian retail space, a new force is reshaping the landscape: AI-based management technology. This new tool promises to streamline operations, increase productivity, and improve customer experience across the enterprise. Managing a retail workforce is not an easy task, especially due to fluctuating demands and complex scheduling requirements. But with AI insights, retailers can better staff their stores, avoiding understaffing or overstaffing.

The AI doesn't stop there; it also helps in the development of standardized employee programs. By measuring factors such as staff availability and preferences, retailers can ensure efficiencies while saving time and reducing system conflict, but the real magic of AI lies in its impact on customer experiences. By ensuring adequate staffing levels and personalized recommendations, retailers can provide superior service, reduce wait times, and foster customer loyalty.

In conclusion, AI-based employee management technology is transforming Indian retail, delivering efficiency, productivity and improved customer experience. As retailers embrace these technologies, they are poised to thrive in today's retail environment in the rapidly growing field and has brought growth and success for many years.

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### Tech Growth Slows as NASSCOM Predicts 3.8% Growth in FY24, a Decline from 8.4% in FY23.

The tech industry, known for its rapid growth and innovation, is in decline, as recent forecasts from NASSCOM confirm. According to NASSCOM, growth in the tech sector slowed to 3.8% in FY24 from 8.4% in FY23. One of the main reasons for the decline is market saturation. With so many startups and innovations entering the market, the competition has intensified. Consumers have many choices, making it difficult for companies to maintain incremental growth.

Additionally, mature markets such as the U.S. and Europe is reaching a saturation level of tech products. This means there is limited opportunity for growth in these areas. Economic uncertainty and geopolitical tensions further dampen growth as businesses and consumers become more cautious about spending. Despite these challenges, there are ways tech companies can beat the odds. It can revive growth by changing new markets, especially in emerging markets. Investing in research and development (R&D) to develop new products and services is essential to remaining competitive.

Collaborating with other companies or startups can also open new opportunities. By combining strengths and resources, companies can drive innovation and reach new markets more effectively.

### More Jobs Created Than Lost! Discover Opportunities Today.

Artificial intelligence (AI) has been a topic of interest and concern in equal measure, with debates raging over its potential to create or destroy jobs. In this discourse IBM India has boldly argued that AI creates more jobs than it destroys.

AI frees up human workers to focus on more complex and value-added activities that require creativity, critical thinking, and emotional intelligence. This shift in job roles from routine tasks to higher-level responsibilities not only improves job satisfaction but also drives innovation and organizational growth. Moreover, AI is creating new opportunities and innovations that were previously unimaginable. As AI technology develops and matures, it opens new possibilities in areas such as data science, machine learning, AI ethics, and cybersecurity.

These emerging fields not only require specialized skills but also offer many job opportunities. Embracing this shifting dynamic requires aggressive efforts to re-skill the workforce, foster innovation, and encourage responsible AI operations. With the right techniques and mindset, AI can be a powerful force for business and economic growth in the coming years.