

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 2578
(TO BE ANSWERED ON 11.12.2024)**

ADVANTAGES OF AI AND ML TECHNOLOGIES IN MAHARASHTRA

2578: SMT. SMITA UDAY WAGH:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a). the key objectives of the Government's plan to establish an Artificial Intelligence (AI) and Machine Learning (ML)-powered integrated dashboard for analysing news stories and predicting emerging trends and the way in which this initiative will be implemented in Maharashtra;
- (b). the manner in which the use of AI and ML technologies is likely to enhance the Ministry's communication strategies in Maharashtra particularly in terms of improving citizen engagement and addressing region- specific challenges;
- (c). the potential benefits which Maharashtra derive from the implementation of AI-driven tools in countering misinformation and fostering accurate information dissemination at the state level;
- (d). the ways in which the integration of AI and ML into communication frameworks be tailored to address the unique socio-economic and cultural landscape of Maharashtra; and
- (e). the role to be played by Maharashtra's local governance and technology ecosystems in supporting the development and deployment of AI-powered tools for trend forecasting and misinformation countermeasures?

ANSWER

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

- (a) to (e): **The proposed integrated dashboard of the Ministry of Information and Broadcasting, Government of India (GoI), seeks to use AI/ML-powered systems for effective dissemination of information about government policies, schemes and programmes through the different mediums of mass communication. This will be useful for creating awareness about various schemes/policies/programmes of GoI in all the states in local languages including Maharashtra.**
