

# THE TEAM



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## FROM THE TEAM

|| aprapgam nama ngahasti dhirasya vgavasaginah ||

(There is nothing unattainable to the one who has the courage and who works hard)

The undying courage and relentless effort from every individual to overcome the hardships of a once-in-a-century pandemic has finally paid off. People across the globe are now slowly coming back to pre-pandemic life owing to the rapid vaccination drive and precautionary measures. The world is gearing up for a completely new era of the digital revolution. Though the COVID-19 pandemic demanded countless precious lives, it has compelled us to revisit the true applicability of the technology in earlier unexplored domains. From education to occupation, marketing to shopping, finance to governance, digitalization is everywhere. The risk takers who first adopted to the digital revolution are now the pioneers of change. Artificial intelligence and analytics-based solutions are the essential pillars of the new technology monument with their presence everywhere.

With the onset of Web 3.0, industries are preparing to leverage the power of decentralized data. Today, it is hard to mention any domain where AI and analytics are not being used. Being the presenters of edition three of India's only student driven AI and analytics magazine, AINA, it is our opportunity to bring up the latest trends and developments happening around the world in these fields. The previous two editions of AINA have established a strong presence among numerous academicians and professionals and received kind appreciation. Following the legacy, we are delighted to present the third edition where our primary focus is to demonstrate the variety of applications of AI and analytics in distinct areas. We hope to benefit our readers by providing them with the emergent trends and technologies driven by data analytics. The magazine is presented with a different design concept that best represents the dynamic and creative nature of the entire PGDBA fraternity.

We want to specially highlight the uniqueness of the cover page of this magazine. The image is completely generated by an AI model using textual description as input. Out of several trials and errors, we have selected the image which best suits the theme of the magazine.

We express our heartfelt gratitude to the chairpersons, the directors, the deans, and the faculty of IIM Calcutta, ISI Kolkata, and IIT Kharagpur for their guidance and support. We are highly obliged to Prof. Manisha Chakrabarti, Mrs. Richa Agarwal, and Ms. Bindita Chaudhuri for sharing their valuable insights and opinions through the interview sessions which will provide a broader perspective to our readers. We would like to thank our senior magazine team members from AINA 1.0 and AINA 2.0 for their continuous support, guidance and suggestions which helped us to achieve the end result. We mixed the learnings from our teachers, support from our friends and family and guidance from the mentors with a pinch of imagination and a cup of honest effort to present the magazine to all of you. Happy reading!!