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## **Role of Big Data in Society from Manual Learning to Gen AI**

On April 27th, 2024, the Human Resource Development Cell (HRDC) at GKU held an appealing event exploring the thoughtful impact of Big Data on society, navigating the shift from traditional manual learning approaches to the realm of Generative Artificial Intelligence (AI). The event featured Prof. Satwinder Singh, an expert from the Central University of Punjab, Bathinda, as the keynote speaker.

In simple terms, Big Data refers to the vast amounts of information generated every day through various sources like social media, sensors and online transactions. Dr. Singh explained how this plenty of data, when harnessed effectively, can revolutionize how we understand and navigate the world around us.

By employing advanced techniques like Generative AI, which involves machines learning from large datasets to generate new content or insights autonomously, society is witnessing a paradigm shift in problem-solving and decision-making processes in the form of chat bots like CHATGPT. Dr. Singh illustrated how this technology is not only enhancing efficiency but also leading to breakthroughs in fields such as healthcare, finance and urban planning.

Throughout the event, attendees gained a deeper understanding of how organizations can leverage Big Data to derive actionable intelligence, driving innovation and competitiveness. However, Dr. Singh also underscored the importance of ethical considerations in Big Data usage, emphasizing the need for responsible AI development to mitigate potential risks such as bias and privacy concerns.

The event served as a collaborative platform for academia, industry professionals and policymakers to exchange ideas and explore opportunities for harnessing Big Data for societal benefit. It facilitated meaningful discussions on how to navigate the evolving landscape of data-driven decision-making while upholding ethical standards and ensuring inclusivity.

