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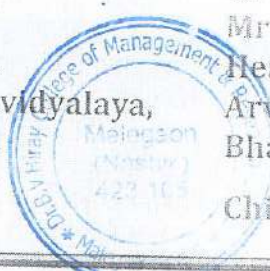
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An Overview of Artificial Intelligence

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Abstract:

Every Day to Day Life the Technology growing Faster. We have increased our Knowledge of the Various Types of Current Trends we have to learn the new Computer Field Technology. Main Goal of this paper is to know about the basic knowledge about the How the Interaction between the User and Computer actually it happens and basic concept related to the Artificial Intelligence. The Human Computer Interaction (HCI) and Artificial Intelligence is Collaborative (Multidisciplinary) Sector focus design Computer Technology. This Article Focuses on the User and the Computer System Interaction and Artificial Intelligence.

Keywords: Human Computer Interaction, Basic Concept of Artificial Intelligence, Opportunities and Challenges.

Introduction:

Human-Computer Interaction:

The Human Computer Interaction deals with the design and implementation of the software product it means user can access the system smoothly. From Desktop to Android mobiles, Tabs there are the various Devices is available and interaction is happened in between the computer and human. Human means it is end-User who has the knowledge about the Computer system. Computer It is a machine either we can say that Software and Hardware. Interaction it means Human and Computer Communicate with each other. It is also called as the Client server model. It means user can send the Request and Server (Computer System) fulfil that Users Request. Also User can enjoy the lots of time on the computer. Now a day's all the Business man, Professional Personals, Students these are the different Sector Users Uses the Android Devices by doing the Official Work, Entertainment Purpose, Educational Purpose etc. The main Focus of this Paper how the Human Computer Interaction happen and Artificial Intelligence concept. The Artificial Intelligence is one of the blooming Technologies in today's World.

Types of interfaces in Human-Computer Interaction.

- **Command Line Interface:** The Command Line Interfaces means user must give the proper instruction to the computer with the help of command Line than its gives the appropriate output to the user.
- **Menu Driven Interfaces:** The Menu Driven Interfaces provides a list of option we have to select one of these options in Menus.
- **Graphical User Interface:** It is Software Applications. Most of the People Familiar with the GUI and Users interact devices by using mouse, icons etc.
- **Touch Screen Graphical User Interfaces:** Touch Screen Graphical Interfaces Requires users to touch the screen with the help of fingers. Sometimes it is easier than handling or clicking the mouse. We can also magnify the screen as per our Requirement.

- **Artificial Intelligence**

Artificial Intelligence is one of the most important Fields to change the world day by day. It is one of the Advance Technology all around us. AI is new innovative trend in big Enterprise Organization. The Artificial means the things which is made by Human/Persons and Intelligence Means the thinking Power. In General AI Means the Machines thinking Power is just like the Human thinking Power. By using the Artificial Intelligence We can solve the Real World Problems just like Robot, Playing Games etc. Artificial intelligence Work performance is more than Human Speed means analyzing the large Documents data is very easily captured Quickly find the errors with help of machines that means learning and Problem Solving technology it Reduces time and result oriented technology.

- **Types of Artificial Intelligence**

There are two types of Artificial Intelligence Type-I and Type-II

Type -I Contains 1) Weak AI 2) General AI 3) Strong AI

- 1) **Weak AI:** Weak AI is also called as Narrow AI which is performing only a dedicated or trained specific task hence it is called as Weak AI. Examples of weak AI are Games, text to Speech recognition.
- 2) **General AI:** General AI is a type of Intelligence of a system work just like a human efficiency means think like a human.
- 3) **Super AI:** Super AI is also called as a Strong AI can perform any task better than human.

Type -II Contains 1) Reactive Machines 2) Limited Memory 3) Theory of Mind

- 1) **Reactive Machines:** In Reactive Machines AI systems do not store memories for future references. These machines only focus on current situations and react on it as per possible best action.
- 2) **Limited Memory:** In Limited Memory machine can store the past data for short period of time.
- 3) **Theory of Mind:** Theory of Mind AI should understand the human emotions, people, beliefs, and be able to interact like humans.

- **Core Concept Related to Artificial Intelligence**

- 1) **Knowledge Representation:** As per the Knowledge the human Perform the Various Action in the real world. Represent the Information in the form of computer system .Knowledge Representation is a Part of AI.
- 2) **Machine Learning:** Machine Learning is a Part of Artificial Intelligence followed with the Development of algorithms. Machine Learning Can Be Classified into three Categories
 - Supervised Learning
 - Unsupervised Learning
 - Reinforcement Learning
- 3) **Deep Learning:** Deep Learning is a Statistical tool of Machine Learning.
- 4) **Natural Language Processing:** It is Branch of Artificial Intelligence and ability to understand the text to speech Recognition same of human being can.
- 5) **Intelligent Agent:** Agent can be grouped into different classes based on their Capabilities Simplex Reflex Agent, Model-Based Reflex Agent, Goal Based Agent etc.
- 6) **Robotics and AI:** Robotic is a Separate field in AI that helps to create a Machine.

- **Applications of Artificial Intelligence**
 1. Games- Playing the Chess Game
 2. Health Care- Understanding the Living things and reading
 3. Mathematics-Solving the Hypothesis related Concept
 4. Online Shopping
 5. Travelling
 6. Industries
- **Advantages of Artificial Intelligence**
 1. **Reduces Quick Errors**

A Computer Machines Can't Make a mistake if the all the algorithm of a Particular Program is Correct while Human make a Mistake.
 2. **Reduces the Risk**

Some of the situation happens that human can't give the risk means human cannot work on that for example defusing bomb but machines do that particular work.
 3. **All time Available**

A normal Person work maximum twelve Hours at certain stage human very tired but a computer Machine Work full day machines need not take a rest.
 4. **Quick Decision**

While Executing an Algorithm or take decision on a certain problem that time quick response is from Machines.
- **Disadvantages of Artificial Intelligence**
 1. **High Cost**

As the Technology is very inventive so the Resources required for particular Application Development Cost is more means we cannot predict the amount.
 2. **Don't Have Emotions**

As we are very known about that Machines not have Emotions. They don't Share their thought with others. A machine only works on human give the instructions and performs that particular task.
 3. **Decreases Human Skill**

Humans are completely dependent on Machine or Robots if this scenario happens the next generation so the next generation people completely dependent on machine. Human does not uses their own skill.
- **Challenges of Artificial Intelligence:**
 1. **Techniques of AI is more Complex**

Machine Learning (ML) and Deep Learning (DL) is a part of Artificial Intelligence techniques that most beneficial require a series of calculations to made very Easy and Fast. It clearly Shows that these AI techniques Saves a lot of processing power.
 2. **Small Number of people Collaboration**

By using the Techniques and algorithms of AI are very difficult to implement. For AI based Project so invest the money for Particular AI Project Means it is clear that there are very few peoples or employees who have work on AI techniques.

3. Stakeholders Communications is more effectively

For Doing a Project for AI employees don't feel comfortable when they don't understand how the decision takes place. Hence, AI has not been able to create trust among employees. Team can work together and decide how the best solution we find.

4. Focused on Task

Fully concentration of a Particular task is more important. If we are not work properly at that time our Decision is wrongly taken and Our Product not gives the 100% Quality.

5. Data security

Most of the AI Software is based on large volumes of data to learn and make intelligent decisions. The Artificial Intelligent Technology is new and advance working on a Particular Algorithm is more Difficult that means to handle such type of data or Algorithms is more complex. Data Security is maintained is more difficult task in AI Applications.

• Opportunities of Artificial Intelligence:

Artificial Intelligence has various Opportunities in Enterprise organisation. Many of the Developers has there won Artificial Intelligence Application.

1. Artificial Intelligence in Business:

Many of the Small and Big Industry uses Advance Technology like Artificial Intelligence for their better Quality of Product. Authorised Person things about the Particular technology and gives the better decision of his business.

2. Artificial Intelligence in Health care:

For Diagnosis a Particular Diseases Accurately Artificial Intelligence is play very vital Role. E.g. Appointment, Bill Payment is very easy etc.

3. Artificial Intelligence in Transport:

Artificial Intelligence is a very Systematic Transport to optimize the Navigation Maps and Road. AI Gives the quick Result.

• Conclusion:

Machines and Human Interaction is more increases For Better Prepare for future. Artificial Intelligence more impacted in our Human lives. Almost most of the things are happen with the help of machines. In Future Human Energy is consumed with the help of AI technology. In this paper I discusses basic concept related to Artificial Intelligence those who referred this articles they know the basic idea of AI. In Future the Artificial Intelligence technology is more and more Grows up there are some advantages and disadvantages is also there.

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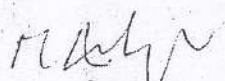
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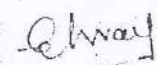
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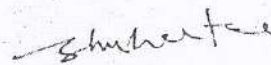
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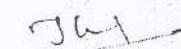
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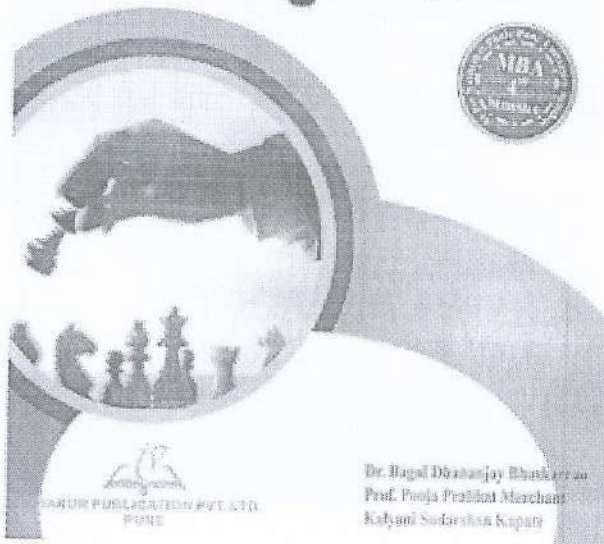
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Dr. S. J. Jadhav
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Market research deals specifically with the gathering of information about a market's size and trends. Marketing research covers a wider range of activities. While it may involve insights about the market and its trend projections and various measurements, marketing research is a more general systematic process that can be applied to a variety of marketing problems.

The book 'Contemporary Marketing Research' is primarily intended to serve as a text for students pursuing various courses in management. More over, this text will introduce students to the fast changing field of research and its related methods and techniques. This book is a useful source of information related to marketing research. Case studies related to various topics are included in this book which would provide more adapting view to students and make the subject easier for them. Some most common features of this book are:

- Simplicity of the book is its ethos, and clarity is its strength.
- The writing is consistent in both level and style, and is easy for students to follow.
- Modern thoughts and insights of research methodology are based on the construct that have taken place.
- Incorporation of Indian perspectives throughout the book.
- Emphasis on the importance of the research methodology.

About the Author



Dr. S. J. Jadhav is having an academic experience of 21 years in different Management Institutes. His area of specialization is Marketing Management. He has completed his Ph.D under University of Pune. He has attended and participated large number of Conferences, Seminars, Workshops and Faculty Development Programmes. Quite a lot of Research Papers are published in National and International Journals in the country and across the country. He is always interested to provide career and research oriented guidance to the students. He is awarded as a "Youth Leadership Award" by Rotary Club, Nashik.



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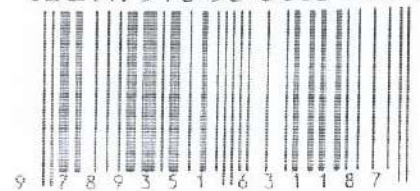
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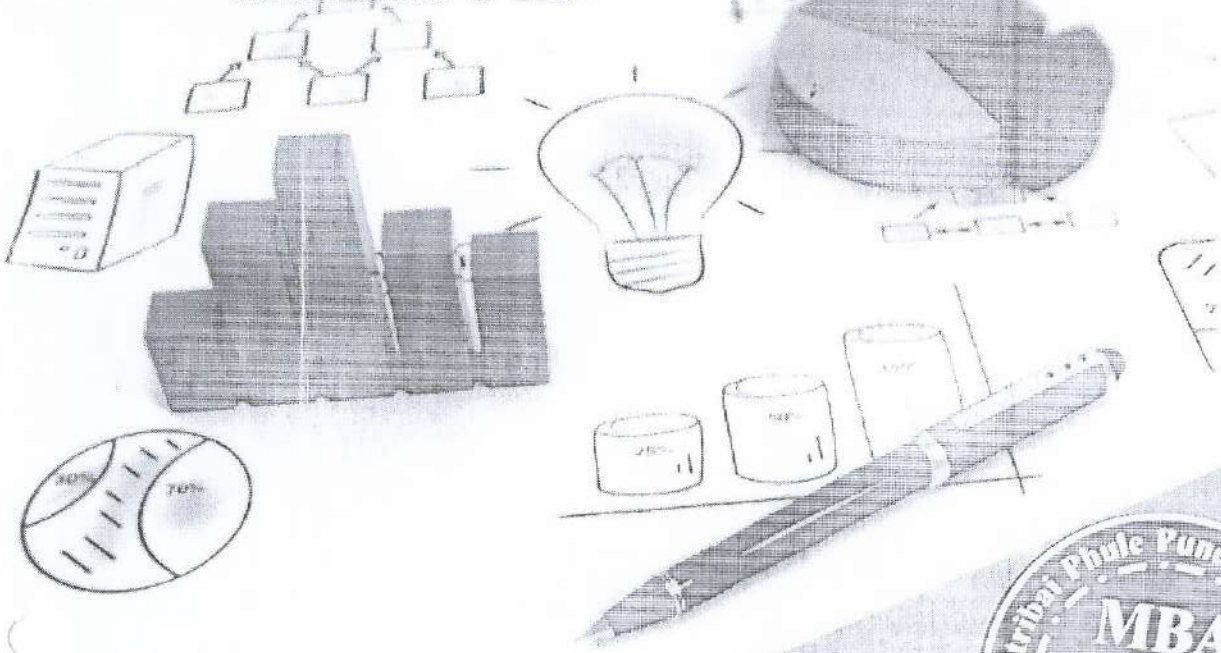


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Dr. Subhash Jagannath Jadhav is having an academic experience of **21 years** in different Management Institutes. His area of specialization is Marketing Management. He has completed his Ph.D under University of Pune. He has attended and participated large number of Conferences, Seminars, Workshops and Faculty Development Programmes. Quite a lot of Research Papers are published in National and International Journals in the country and across the country. He is always interested to provide career and research oriented guidance to the students. He is awarded as a "Youth Leadership Award" by Rotary Club, Nashik.



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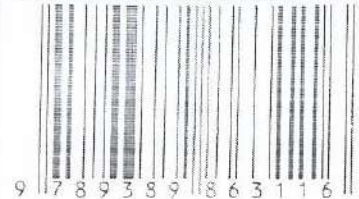
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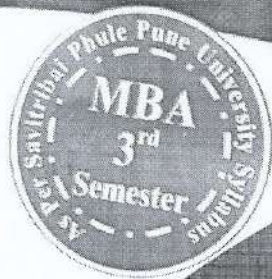
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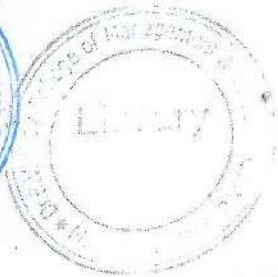
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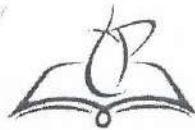
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About the Authors



Dr. Subhash J. Jadhav, he is Director of **Dr. B. V. Hiray College of Management and Research, Malegaon Camp, Nashik**. He has an academic experience of 35 years. Their Academic Accomplishment & Research Publications are Recognized Ph.D Guide & Ph.D Research Guide of Savitribai Phule Pune University & J.J.T. University respectively for the subject Marketing Management. Research Advisory Committee Member, MET Research Centre, Nashik under S.P. Pune University. Ex. Member & Ex. Member, 32(5)A (IV), Board of Study, Marketing Management, Savitribai Phule Pune University.



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Paper Title: Effect of Lockdown on various sectors of Indian Economy

Authors Name: Mrs. Priyanka Lokesh Sharma,

Dear **Mrs. Priyanka Lokesh Sharma,**

We are pleased to inform you that your paper entitled “**Effect of Lockdown on various sectors of Indian Economy**” have been accepted for publishing as a book chapter in the following book.

The final book will be submitted to **Asia Book of Records** and **India Book of Records** for record approval.

Chapter Code and Title: R36 & Lockdown Impacts

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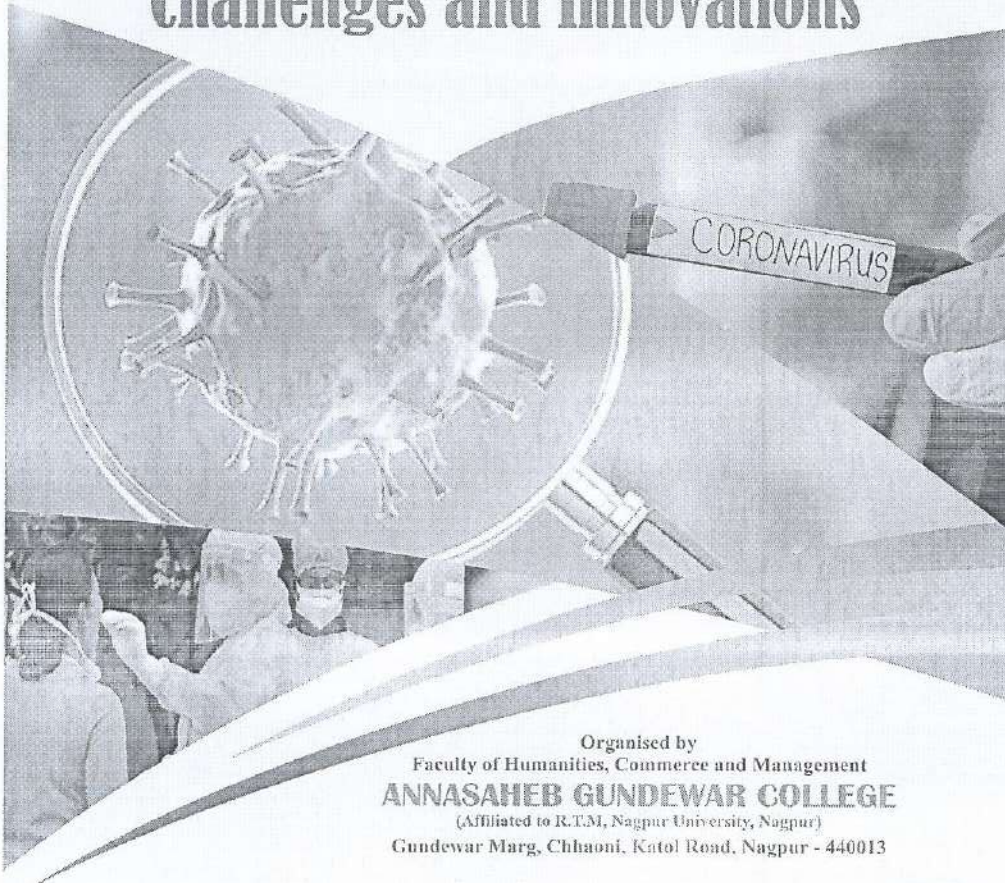


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Covid -19 Crises, Effects, Challenges & Innovation

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Assistant Professor

Dr. B.V.Hiray College of Management and Research Center,
Malegaon, Nashik

Abstract:

Today All over World suffer a very big Disease Called as COVID -19. This Covid-19 Diseases spread person to person from nose or mouth. All the World death rates are increases. There is no vaccine in Covid-19. For these reason Government take a very big decision that is Lockdown.

Lockdown is the best decision for the peoples to stop the corona virus. All the World's Economic Condition is poor Small or big businesses, industries, Government Offices, school, Colleges, no travelling etc. are shutdown. Some People was Migrated from one place to another place Only Corona-19 disease. This paper introduced the crises; challenge, Opportunities and what is the innovation are increases to face the corona virus. Due to these Virus Financial Crises, Daily Life, Economical Crises. The Best thing is that Environmental Climate change there is no Vehicles on Road, Some industry no employees are working so whatever peoples are faced the Air Pollution that is not generated that is control. The World Continue Struggle with the Pandemic Situation. It has still continuous affect all the countries and in the same manner and same time. It a First time all over the world was asked to Stay at home and Work from Home.

Keywords: Impact of Covid-19, Challenges and Innovation, Opportunities.

Introduction:

What is Covid-19?

COVID 19 –Corona Virus Disease 2019

Corona Virus is an infectious Disease caused by severe acute respiratory syndrome. First identify in Wuhan city in China and in January World Health Organization declares Corona Virus outbreak the global health emergency. Most Common Symptoms of Corona Virus is very high Fever, Dry Cough, tiredness, inhalation in breathing, Diarrhoea Headache, Loss of Taste and Smell. This Virus Spread From one Person to another Person for Protection of Corona Virus stay away from others.

How the peoples are protected from Corona Virus Disease.

- Regularly clean your Hands with Soap and Sanitizer.
- Maintain at least 1 meter distance between yourself and others.



- Avoid going to Crowd Places.
- Make sure that people around you follow good respiratory hygiene means avoid touching eyes, nose and mouth
- Compulsory wear a mask, hand gloves
- Stay home and self-Isolated even the minor symptoms such as cough, headache, fever until you recover.
- Keep latest information related to the corona Virus. Be more careful about these situations.
- If you are going to the Market and buy something do not touch directly that product first Sanitize or wash then touch and use it.
- Don't Gossip with more than two peoples.

Impact/Effect of Covid-19 in Different Sector

There is Various Different Sector that is impacted due to the Corona Virus.

1) **Industry Sector:** In Industry Products are straped in pandemic. People's Demands of the various products like Four wheelers/ two wheelers and any other type of vehicles or spare parts are very less as compared to the previous year. Government has banned import/Export of the Product. Some of the employees resign there their jobs.

2) **Higher Education Sector:** Impact of Higher Education is more because School, Colleges, Universities are closed. There is no Examination is taken during Lockdown Period all the students get promoted to the next class. Offline educations are closed and online education starts (virtual learning) starts. In Lockdown Period most of the people learn how to attend the different lectures online instead of offline its big advantage.

3) **Government Sector:** In Government Sector almost different Government Department are closed only 15-30% employees are working only those people are goes to stay nearby the government offices. Some of the employee not possible for work at office they preferred works at home.

4) **Bank Sector:** The Covid-19 Pandemic crises, Bank must offering new services and products to the customers that must know to the Employers without going to branches this will a very big challenge. Hackers are more intelligent and are taking a advantages of this situation. Customer's face to face interaction is not possible for understanding the policy of the bank these all Conversations is possible only through the electronic devices just like tab, mobile phones, Computer System etc. RBI Governor Address with the people related to the crises in the Banking Sector.

5) **Pharma Sector:** India is most of the biggest formulation medicine import and export business. Some of the people are misuse of these pharmaceutical products like Hand washes, Sanitizers are original prize is different and purchase prize is different means availability of the material is less and cost is more. Due to the Lockdown most of the medical product does not reach to the retailers.



6) **Tourism Sector/Travel Industry:** Some of the people are book there tour. They also impacted to spread the corona virus. Cancel all the flights National and International operating from India to any other country and vice versa.

7) **Small Business :** In India most of the peoples there own business they earn and eat on daily that's business is more impacted lockdown period. Some of the people set their business in City for these Corona virus pandemic situation those peoples are goes to their own villages

8) **Impact of Family Lifestyles:** In these Situation small children's and elders immunity system is not that much of high level. Most of the small children plays on ground but due to pandemic condition small children are not go to play outside the home so the children's are very unhappy. Elders also very depressed during lockdown their daily routine is not possible during the lockdown period. All the Family member are very stress about social distancing, Quarantine, Schools are shutdown, no exams, and house wife women's are very tired doing the continuous work in kitchen. Meet to the others are prohibited.

9) **Information Technology Sector:** Most of the employee are not complete there live project doing work at home also because the network issued is more and proper Communication is not very well. I think there are many live projects are pending. Corona Virus also impacted the IT Sector.

Challenges of Covid-19

To Face the Corona Virus Disease some Challenges are

- How to improve our Immune system.
- Which Exercise are Beneficial for Immune system
- What are the factors come under the positive lifestyle?
- How to do Work from Home and Stay Safe at home.
- How to attend Virtual Learning Mode.
- Boost the Immune System of Adults and Children

Opportunities of Covid-19

1) In today's Economy time often seen very valuable things we have. We are Stop all activities doing our daily life like restaurant, cinema hall, garden, party, Social Programs and many more this changes are done in our life .its best opportunity to us to spend the extra time for Family.

2) In Pandemic Days it offers a great opportunity to think about the habits and routine and what are the changes are effected in daily life. It's also a best chance to be conscious our health.

3) In the many Organization peoples are not possible to joined the group to discuss about the what is future planning .so many apps are developed to discuss the points at home via internet connections it means save time is big parts are arises.



Innovation of Covid-19

Be Aware Do not Panic .To Fight against Corona Virus developed our Immune system. In Our Daily Diet eat healthy food, Fruits to increases the vitamins.Peoples are very conscious about health they see the online videos related how to boost the immune system.Daily drink at the morning aurvedickadha.Daily do the exercise, meditation because of these body getrelax mode. Only the positive think is arises in our mind. Physical education is also best to develop our immune system. During lockdown peoples

Are busy there Office work but also givesan extra time for family. All the lifestyle of the peoples is changed.Physical Education is best to develop our immune system. Physical Education and Sport Sciences Converted into a Challenge of Covid-19 into an Opportunity. Physical education is deal with physical activities which we have to develop energy. Exercise helps us to improve our physiology as well as psychology. Think about the others and help them as much as we can. Examples some of the poor people are not earn the money so we can help them to providing food.Give hygiene productsetc. Most of the people doing there social responsibility by providing a food/Water/Snacks to the peoples, Polices,Doctors who are attended their duties 24 hours all of us. In Municipal Corporation cleaning Department also doing their job very well. All the peoples are work from home but only 3 Different Departmental people doing their duties.

In Corona Virus Pandemics we all peoples learn the new things like how to learn different activities online also. All business affected but education factor is not get distractedNew technology are learned different learning apps we are used and learn, Many organised organize different webinar, conferences etc.Students learn collaborative with the tutor means we can say that **learning never stops**. Some sectors are more affected as compared to education.

In Maharashtra Rural area is not much impacted as compared to the urban area. These people's homes are already that much of the distance to each other. No Crowd area in rural area. Free Air no Virus. Some of the Rural places in Maharashtra not a single person is entered to their Village if the person is entered for some reason those people says that are you fit or not otherwise go the hospital and get fitness certificate.Village peoples are very careful about the health and many more.These people are doing the agricultural work and enjoy their life.They are not included the concept of lockdown/quartile/isolation. Farmer people stress about how to buy our Vegetable, grains etc. but they don't fear about the corona virus. These people are enjoyingtheir life very happily.

Conclusion

The Outbreak of COVID -19 Understanding overall condition and Government takes the decision National Lockdown has negative impact on the global Economic/health crisis etc.In India large size of Population to handle such type of dangerous condition. So The Most of the peoples are diedue to the virus. In this paper I covered what are the different sectors are impacted. That's why Government again and again ask the people



Stay home Stay Safe. People have to take care about the health. Due to this all the income sources are stop so the peoples are very in stress about the Future, Family responsibilities, Society relations. The Most good thing is happened that In 21st Century Environmental change is the vital change during the last 3-4 month Pandemics Successfully change the environmental Condition. Now todays lockdown to unlock down most of the business are started small business economic condition are good so the peoples are take care doing the work. Be Ready to Fight against Corona Virus.

Stay Home Stay Safe!

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Prof. R. B. Burile

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