Lucknow: 'Artificial intelligence, data use have helped cut mafia role in sugarcane farming'

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Artificial intelligence (AI) in the process of sugarcane farming and sugar mill operations, all nefarious elements have been eliminated

LUCKNOW: With the use of big data and artificial intelligence (AI) in the process of sugarcane farming and sugar mill operations, all nefarious elements have been eliminated. As a result, the average life expectancy of cane farmers and mill managers has gone up by five years, said additional chief secretary for excise and sugar industry & cane development Sanjay Bhoosreddy.

Earlier, farmers and managers were thrashed by mafia and goons everyday during the crushing season. Bhoosreddy was speaking at the The Economic Times e-Governance Summit held at a city hotel on Friday.

The summit was inaugurated by infrastructure and industrial commissioner and additional chief secretary, electronics and IT & infrastructure and industrial development, Arvind Kumar, additional chief secretary, information, khadi village industries and MSME Navneet Sehgal and Bhoosreddy.

The officers were also speakers for the plenary session on 'Paradigm shift in governance: Unleashing the power of big data, blockchain, AI'.

"In excise and cane development (the two departments under him), the combined revenue for the government is of Rs 70,000 crore. This money is to be protected from mafia and pilferage and we use big data and AI to do that. Earlier, the 120 sugar mills in UP were unorganised in data and software handling. In 2018, the government finally said enough is enough and now an app manages the entire process," said Bhoosreddy.

Referring to the Smart Ganna Kisan app, Bhoosreddy said that 60 lakh farmers are dependent on cane farming along with another 10 lakh labourers on the fields and illegal mandis and mafia were after them till the process was not automated. In the excise department, he mentioned, how every drop of spirit from the distillery to a consumer's tongue can be tracked and traced using data.

Arvind Kumar spoke of various centres of excellence (CoE) coming up in the state.

"A Ficci CoE in Noida is coming up with 50 startups onboard. A CoE for medical tech with SGPGI is coming up at a cost of Rs 10 crore. This will help diagnostic devices collect data and analyse for better disease management. Another CoE at AKTU and IIT-K is in the offing to develop blockchain technology," he said.

Navneet Sehgal said the government's e-governance push was to bring every facility from health and security to the doorstep of residents without them having to go to a government office. "The focus is on a better life for people, particularly in rural areas. With common service centres till the last mile, availing government services is a matter of minutes. The transfer of government scholarship to beneficiaries is the best example of a hassle-free service with transparency," he said.

Talking about the surge of MSMEs and their growing success in the state, Sehgal said that thousands of them are not organised despite being active businesses.

"The government is reaching out to them, asking them to register on our app. To assure their privacy, we tell them we won't go through their finances but help them take advantage of schemes. We also tie up with aggregators to assist them in filing GST," said Sehgal.

Sales lead at ST Telemedia Global Data Centres Rohit Tiku said that physical infrastructure was the backbone of big data and that is where companies have role to play in cloud systems and data centres.