

ET DIGITAL UP CONCLAVE Traces UP's Transformation Into A Tech-Driven State In Past 8 Years & The Way Forward

UP's **Tech**tonic Move On Growth Trajectory

‘UP’s rapid digital transformation a symbol of change’

Team TOI

Union minister Jitin Prasada called Uttar Pradesh's rapid digital transformation a symbol of 'change and empowerment' and stressed cutting-edge technologies like AI must be used to serve the people and not just for making profits.



Union minister Jitin Prasada addresses the ET conclave

stand here not just as a politician or social worker, but as a participant in a digital conclave – a symbol of how much times have changed.”

Prasada, who is MoS for commerce and industry and IT and electronics, praised the IT and Electronics sector as the driving force of today's economy, calling it “an era of

IT and electronics – something unimaginable a few years ago”. Reflecting on India's tech evolution, he noted, “When computers first arrived, people feared job losses. But today, technology is advancing much faster, demanding that we adapt and spread awareness equally fast.”

Prasada lauded India's rise as a global digital power under PM Narendra Modi's leadership. Sharing his experience of the Consulate General of India in New York, he highlighted India's impressive digital image worldwide, attributing it to the PM's vision. Acknowledging the rise in cyber threats, Prasada said, “With every step in digital development, cyber threats like fraud and deepfakes are increasing. Both state and central govts are working together, and cybersecurity campaigns are underway in UP.”

“AI must be integrated into education, healthcare, and agriculture. Imagine a farmer predicting the best time to sell crops or knowing fertiliser needs just by photographing the soil—that's true technology empowerment.” In healthcare, he envisioned AI tools providing doctors access to a patient's digital medical history, improving care and outcomes.



(Clockwise from top) Panelists during a discussion on inclusive digital economy: Global SVP, InMobi, Subi Chaturvedi; special secretary, IT, Neha Jain; participants at the conclave; principal secy, IT, Anurag Yadav