

# UP's artificial intelligence push will transform state, country: Puch AI CEO

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**Lucknow:** Artificial intelligence is emerging as the next big thing and has the potential to transform both Uttar Pradesh and the country, Puch AI co-founder and CEO Siddharth Bhatia said after meeting Chief Minister Yogi Adityanath on Monday.

The meeting focused on AI-led initiatives in UP and ways to ensure wider inclusive access to technology.



CM Yogi Adityanath with Puch AI co-founder and CEO Siddharth Bhatia

Praising the CM's leadership, Bhatia said the state's vision and roadmap for artificial intelligence were clear and focused, which would yield tang-

ible results in the coming years, including employment generation. "Uttar Pradesh is rapidly adopting future-oriented technologies across sectors, reflecting the commitment of the double-engine govt towards building a developed state and country," he said.

He stressed that universal access to AI would be a key driver of socio-economic transformation. Highlighting the rise in AI usage across India, the Puch AI CEO emphasised the need to

ensure data sovereignty. He said India's data should remain within the country to enable secure and effective implementation of AI-based governance and public service delivery.

He said that efforts were underway to make AI accessible to citizens through simple phone calls or WhatsApp messages, without the need to download apps or learn prompts, allowing farmers, homemakers, students and professionals to benefit from technology.

Bhatia said digital payments, once viewed with scepticism, reached every household, including in remote areas, easing fears of job losses. Bhatia said AI would instead create new employment opportunities and improve productivity. Discussions also touched upon investment prospects in Uttar Pradesh's growing technology ecosystem. Bhatia is set to represent the AI sector at an upcoming international conference in Davos, Switzerland.