

Alumni Talk On

Generative AI: Building Tomorrow's World with AGI

By

School of Engineering : CSE Department

On 25th November 2023



Dayananda Sagar University

School of Engineering, Kudlu Gate,
Hosur Main Road, Bengaluru - 560068



Department of Computer Science and Engineering

Alumni Talk Series

Session 3

**Topic : "Generative AI: Building Tomorrow's
World with AGI"**



Saturday, 25th Nov
2023



10:00 - 11:00 am

SPEAKER DETAILS



Harsh Gupta

Founder & CEO, Snive
AI Marketing Solution
2017-2021 Batch
(Alumni - Dept of CSE)

Meet Link:

meet.google.com/car-dfsh-mkg

Registration Link:

<https://forms.gle/ys2bUZDm5ZEzYjCm7>

Alumni Coordinator:
Prof. Rashmi Mothkur

The Department of Computer Science C Engineering has conducted **Alumni Talk Series-Session 3** on “**Generative AI: Building Tomorrow's World with AGI** ” on 25th Nov 2023.

The session was focused on learning about the latest trends and best practices in generative AI from industry leaders and practitioners and to understand the adoption, impact, and future trends of artificial intelligence in marketing strategies

The audience were informed about the demystify their diverse forms of generative AI, highlight real-world applications, and explore how generative models are reshaping industries, fostering innovation, and contributing to the achievement of sustainable development goals.

The resource Person **Mr. Harsh Gupta**, Founder and **CEO, Snive- AI marketing solution**, Bangalore, CSE alumni 2017-21 batch shared the detailed information regarding leveraging Generative AI, Impact of Generative AI, AI vs GAI and the use cases of GAI in Marketing.

The students were happy to learn about discovering the Hidden Potential of Generative AI and that the marketing content development will be key for generative AI. Advertisers and marketers should run *towards* generative AI, not away from it.