

SVKM'S NMIMS

# NMIMS EduGenAI

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## NMIMS Vision

To be a globally admired University by 2030

## NMIMS Mission

Emerge as a Centre of Excellence, best in class in India and Asia, and yearning to be the best in the world by 2030



GenAI Guidelines  
and Policy



GenAI Faculty Development  
and Workshops



GenAI-Enhancing Teaching-  
Learning Process



GenAI- Progress  
Monitoring

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## Preface

### Warm Greetings!

The **EduGenAI Newsletter team** is glad to bring forth to you the **seventh issue** of the **EduGenAI Newsletter**. In this issue, we are excited to present an introductory article on **DeepSeek R1**, a groundbreaking development that has significantly impacted the AI industry and businesses worldwide.

In the **GenAI Tools Use-Cases section**, we explore the application of **generative AI in story writing** and enhancing narratives with stunning images. This section also includes a comprehensive list of tools available for image generation and modification.

The **News and Events** section highlights the latest initiatives in Generative AI across NMIMS University. We provide a brief account of the January faculty lounge meeting, part of the GenAI @ NMIMS University Series 2, followed by an overview of events held across various campuses in January 2025. Additionally, the latest updates from major players in the field of AI is covered. We encourage you to share your feedback and suggestions, and to share this newsletter among your colleagues.

**Happy Reading!**

## In this edition

- **DeepSeek R1: Revolutionizing AI with Open-Source Innovation**
- **News and Events: January 2025**
- **GenAI Tools Use-Cases**
- **Latest Updates and Trends**



deepseek R1

# DeepSeek R1: Revolutionizing AI with Open-Source Innovation

## Introduction

**DeepSeek R1**, the latest breakthrough from the Chinese AI startup DeepSeek, has taken the artificial intelligence community by storm. Launched in January 2025, this model is not only a testament to cutting-edge technology but also a beacon of open-source accessibility. **DeepSeek R1** is designed to **excel in reasoning, mathematics, and coding tasks**, rivalling some of the most advanced AI models available today.

## Key Features and Innovations

- **Open-Source Accessibility:** DeepSeek R1 is released under an MIT license, making it freely available for both research and commercial use. This openness contrasts with many proprietary models, fostering greater transparency and community involvement in AI development.
- **Performance:** On various benchmarks, DeepSeek R1 has matched or even surpassed the performance of leading models like OpenAI's o1. Its ability to self-verify and reflect through long chain-of-thought (CoT) processes is particularly noteworthy.
- **Innovative Training:** The model's development involved pure reinforcement learning (RL), a departure from the standard practice of using large amounts of supervised data. This approach has set a new path for model training, inspiring further advancements in AI research.

## Global Impact

DeepSeek R1's release has had a profound impact on the AI landscape:

- **Democratizing AI:** By making advanced AI technology accessible at a lower cost, DeepSeek R1 democratizes access to powerful AI tools. This is particularly significant for researchers and developers who may not have the resources to access proprietary models.
- **Challenging AI Dominance:** The success of DeepSeek R1 **challenges the notion** that only countries with **access to the latest hardware** can lead in AI innovation. It highlights that **strategic use of resources and innovative training** methods can yield world-class results.
- **Economic and Technological Shifts:** The introduction of DeepSeek R1 has sparked discussions on the **efficiency of AI development** and has even influenced **market dynamics**, with significant impacts on tech stocks and investor perceptions.

DeepSeek R1 represents a significant milestone in the evolution of AI, combining sophisticated training methodologies **with groundbreaking architectural decisions**. Its open-source nature and impressive performance have not only shocked the AI community but also reignited discussions on the future of AI development. As DeepSeek continues to innovate, the world **watches with anticipation for what comes next**.

## News and Events

### NMIMS Faculty Lounge-January

**Topic: "GenAI Tools for Teaching-Learning"**

**Day, Date and Time: Thursday, January 23, 2025 @ 04:00 P.M.**

The virtual faculty lounge meeting held on **January 23, 2025**, focused on the use of Generative AI (GenAI) tools in teaching and learning. Faculty members from various campuses and schools participated. The discussion covered the **update on the university's GenAI policy, various tools being explored, and strategies to promote GenAI adoption** among faculty and students.



**Dr. Ramesh Bhat, Hon. Vc-NMIMS** conveyed that GenAI policy and guidelines have been approved by the OB and released on University Day. He also stated that various campuses and schools have conducted awareness programs and training sessions on using GenAI in education, with many faculty members trained through Faculty Development Programs (FDPs).

The conversation included advanced frameworks and systems, with interest in Agent AI frameworks and open-source Large Language Models (LLMs) like DeepSeek R1. Faculty collaboration was emphasized through get-togethers and discussions, with funding available for such activities. The opening remarks of Dr. Bhat were followed by the introductory remarks by **Dr. Sunita Patil, Director, NMIMS, Shirpur Campus** who shortly provided the background of the virtual faculty lounge and highlighted the outcomes of the **Train-the-Trainer** faculty development program on **GenAI** organized at NMIMS, Shirpur Campus in the month of december where faculty members representing all campuses of the university were present.

Subsequently, **Dr. Venkatadri Marriboyina**, Associate Dean, MPSTME, Shirpur and **Dr. Praveen Kumar Loharkar**, Assistant Professor, MPSTME, Shirpur conducted hand-on session on various GenAI tools for teaching and learning, including **Brisk Teaching, Quizizz, Magic School AI, and NotebookLM**. The session encouraged practical application and real-time engagement with the tools. Ethical considerations for students were also addressed, with sessions provided on the ethical use of GenAI tools.

The meeting highlighted the challenge of **keeping students engaged**, suggesting tools like **Quizizz and gamified learning approaches** to improve engagement. NotebookLM was noted for its data privacy, ensuring that input data remains private and is not used for training its LLM model.

**Link: [January Faculty Lounge-NMIMS Shirpur](#)**

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### Events at NMIMS, Navi Mumbai

#### Topic: **Masterclass on innovations in generative AI and robotics**

On January 10, 2025, the **E-Cell and IEEE at NMIMS**, Navi Mumbai, organized a stimulating masterclass featuring **Mr. Abhishek Sahasrabudhe**, a veteran systems design and architecture lead for Tesla's Bot (Optimus) project. The session focused on the revolutionary potential of the Tesla Bot project in robotics and artificial intelligence (AI). It highlighted the transformative role of generative AI in robotics and its diverse applications across industries such as healthcare, manufacturing, and education.

**Mr. Sahasrabudhe** also provided insights into the Tesla Bot's design philosophy and its potential to revolutionize daily tasks, leaving the audience inspired by the power of AI and robotics to shape the future.



#### Topic: **Techcider Club at STME, Navi Mumbai organized GenAI Funathon**

Techcider's **GEN AI FUNATHON**, a Squid Game-inspired event, held on 24 January 2025 delivered an exciting blend of competition and learning, engaging students and faculty in an exploration of Artificial Intelligence. The event featured two interactive rounds: "Real or AI?" where participants identified AI-generated images, and "Headline Hunt," which tested their ability to distinguish authentic headlines from AI-generated ones. These activities were accompanied by discussions on the benefits, risks, and ethical challenges of AI technology.



With its unique blend of fun and education, the **GEN AI FUNATHON** offered a dynamic platform to raise AI awareness and deepen understanding of its societal impact.

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## Events at NMIMS, Bengaluru

### Topic: *Technovarsity AI Workshop*

The **Rotaract Club of NMIMS Bengaluru** organized a successful workshop, Technovarsity AI, on January 11, 2024, featuring esteemed speakers: **Shubhasmit Malakar (Founder of Trusnetix Technologies)**, **Sanju K Biswakarma (COO of Trusnetix Technologies)**, and **HK Borah (Founder of PICO Consulting and former CIO at IIM Calcutta)**.

### Workshop Highlights:

- Understanding AI Tools: Participants explored cutting-edge AI technologies and their practical applications, tailored to a student's perspective.
- Exploring Career Pathways: Discussions covered AI's role in reshaping industries, strategies for identifying career opportunities, and building relevant skills.
- Securing Top Jobs: Guidance was provided on job search strategies, crafting impactful applications, and excelling in interviews, enriched by the speakers' experiences.



### Key Takeaways:

- The need for adaptability and continuous learning in AI's dynamic landscape.
- Leveraging AI for both personal and professional development.
- Emphasizing understanding and using AI effectively, rather than relying solely on it.

The workshop empowered attendees with insights and actionable advice for navigating the evolving AI-driven world.

## Faculty Spotlight

### Topic: *Resource Person: 'Mastering Generative AI: Unlocking Creative Potential'*

**CS (Dr) Swapnil Shenvi**, Assistant Professor - Finance, KPMSOL, was invited as a Resource Person at the RUSA-sponsored One-Day Workshop on '**Mastering Generative AI: Unlocking Creative Potential**' organised by Seva Mandal Education Society's Smt. Kamalaben Gambhirchand Shah Law School, **SNDT University, Mumbai on January 03 2025**.



**Topic: *Panelist: 'The Impact of AI on Careers'***

**CS (Dr) Swapnil Shenvi**, Assistant Professor - Finance, KPMSOL, was invited as a Panelist for Panel



Discussion on the topic '**The Impact of AI on Careers**' organized by **MK Sanghavi College, University of Mumbai** at Vile Parle (W), Mumbai. The Panel discussion was held on January 11, 2025 from 10 AM to 1 PM. The vibrant discussion included sharing of opinions by each panelist on how AI has and will have an impact, both positive and negative, on the career opportunities for the students in various fields. The panelists shared their opinions with relevant real-life scenarios

Originally scheduled for 45-minutes, the panel discussion lasted for more than 2 hours as the audience - students, faculty and Trustees alike - engaged with unrelenting curiosity. Their questions, enthusiasm and eagerness to learn truly made the discussion unforgettable.

**Topic: *Paper Presentation: 'The role of Artificial Intelligence in Influencing Consumer Buying Behaviour for electronic Products: A study on decision-making patterns'***

**Dr. Riskhika Bhojwani**, Assistant Professor, SoBA presented a paper titled "The role of Artificial Intelligence in Influencing Consumer Buying Behaviour for electronic Products: A study on decision-making patterns". This was at the **2<sup>nd</sup> South Asia Pacific International Conference** held on January 4-5, 2025 at **N.L. Dalmia Institute of Management Studies and Research in Mumbai**.

This research examines how AI impacts consumer decisions in buying electronics. AI technologies like personalized recommendations, predictive analytics, and virtual assistants are shaping consumer behavior. The study focuses on how these AI-driven tools affect attitudes, preferences, and purchase intentions, and the trust consumers place in AI suggestions.



Using surveys and interviews, the research aims to understand AI's role across different demographics, offering insights to enhance customer satisfaction and brand loyalty, and providing strategic guidance for businesses to optimize AI usage.

# GenAI Tools Use-Cases

## Creating a Story with Generative AI 🗨️💡 :

### Contributed by:

**Dr. Anwesa Chattopadhyay**

NMIMS Bengaluru

### Step 1: Define the Story Prompt 🗨️

- Identify the theme, genre, and target audience for your story.
- Craft a specific prompt, such as "Create a moral story for kids about taking care of pets" 🐾.

### Step 2: Generate the Story Text 📄

- Choose a text-based generator like ChatGPT, NovelAI, or Jasper 🗨️.
- Input your story prompt and adjust settings as needed (e.g., tone, length, complexity) 🔧.
- Review and refine the generated story text 📄.

### Step 3: Create Story Illustrations 🎨

- Select an image generation tool like DALL-E 2 or MidJourney 🌐.
- Use the story text to create illustration prompts, focusing on key scenes or characters 🖼️.
- Refine the generated images to ensure they align with your story's tone and style 🎨.

### Step 4: Combine Text and Images 📄🖼️

- Choose a design platform like Canva or ImaginePro 🖼️.
- Import the story text and illustrations, arranging them in a visually appealing layout ✅.
- Adjust font styles, colors, and other design elements to enhance the story's overall look and feel 🎨.

### Step 5: Finalize and Share Your Story 🗨️🌐

- Review your story for coherence, flow, and overall quality 📄.
- Make any final adjustments to the text, images, or design 🗨️.
- Share your story with the world! 🌐

## Example Story: "Max and the Magical Puppy" 🐕

- Created using ChatGPT for text generation 🗨️
- Illustrated with ImaginePro 🎨
- Designed and combined using Canva 🖼️



By following these steps, one can unlock the potential of Generative AI to create engaging, interactive, and personalized stories for children and adults alike! 🗨️🎨

## GenAI Tools for Image Creation and Manipulation

### Contributed by:

**Dr.M.Revathy**

NMIMS Bengaluru

- **DALL-E (OpenAI):** Creates high-quality images from text prompts, perfect for marketing and prototyping.
- **Adobe Firefly:** Enhances image editing workflows with AI-powered generative features.
- **DeepArt.io:** Turns photos into artistic pieces inspired by famous styles.
- **Canva AI:** Automates graphic design tasks with intuitive AI tools for layout, color schemes, and image adjustments.
- **Runway ML:** Offers generative image tools for creative professionals, including inpainting and style transfer.
- **Artbreeder:** Specializes in creating and blending unique portraits and landscapes.

## Latest Updates and Trends

- **Microsoft has introduced MUSE**, a generative AI model designed to revolutionize video game development. **MUSE aims to enhance creativity and efficiency in game design while addressing ethical challenges.** **Read more at:** <https://www.geeky-gadgets.com/microsoft-muse-generative-ai-game-development/>.
- **Amazon has unveiled Alexa+**, a next-gen AI assistant **with enhanced personalization and expanded capabilities.** **Alexa+ is free for Prime users and aims to redefine smart assistance for home management and productivity.** **Read more at:** [Amazon Alexa+ unveiled: Smarter next-gen AI assistant, more personalized and free for Prime users | Technology News – India TV](#).
- **DeepSeek has released DeepSeek V3**, a powerful AI model that outperforms many well-known models like **Meta's Llama 3.1 and OpenAI's GPT-4** in specific tasks. **DeepSeek V3 is open-source, promoting innovation and accessibility in AI development.** **Read more at:** <https://www.simplilearn.com/generative-ai-news-article>.
- **Anthropic has launched Claude 3.7 Sonnet**, its most **advanced AI model to date**. This hybrid reasoning model can produce quick responses or engage in extended thinking for higher-quality answers. Claude 3.7 Sonnet is designed to handle complex tasks and offers developers the flexibility to control the level of reasoning used. **Read more at:** <https://www.inc.com/ben-sherry/anthropic-launches-claude-3-7-sonnet-its-most-advanced-model-ever/91151510> .

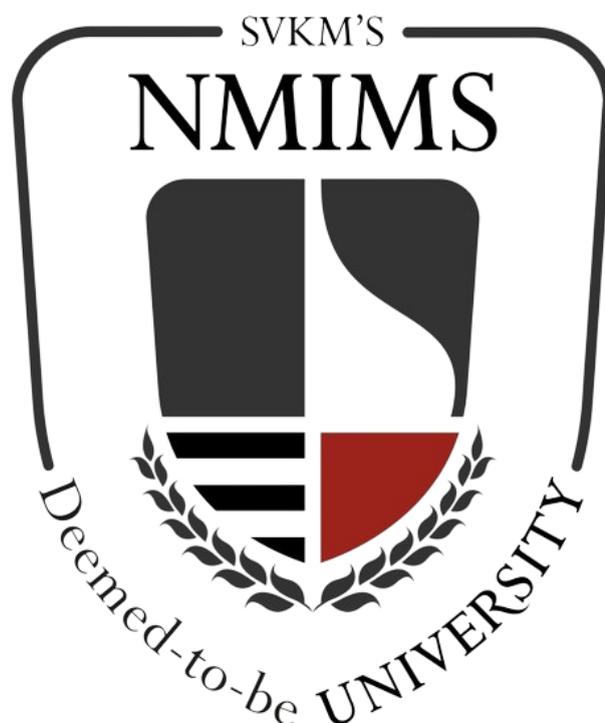
### Reference Links

- [GitHub - deepseek-ai/DeepSeek-R1](#)
- [DeepSeek](#)
- [DeepSeek Is Sending Shockwaves Around The World. Here's Why. : ScienceAlert](#)

Stay informed and engaged with the latest initiatives and news in Generative AI at NMIMS University. Keep reading and stay connected!

With warm regards,

**EduGenAI Newsletter Team**



Kindly send your feedback and contributions on GenAI use-cases to your respective school or campus representatives in the newsletter team or [genai.newsletter@nmims.edu](mailto:genai.newsletter@nmims.edu) before the 25<sup>th</sup> of every month!

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