

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

Welcome to the July 2025 edition of *NMIMS EduGenAI*, a dedicated space where innovation meets education through the transformative lens of Generative AI.

As the academic landscape continues to evolve, this edition captures the essence of how AI is not just enhancing but redefining the way we teach, learn, and lead. With insightful contributions from faculty members across campuses and highlights from national-level engagements, we delve into the real-world impact of GenAI in education.

From empowering educators with Use-cases driven by AI-powered tools to celebrating academic leadership in national workshops, this issue underscores our collective journey toward a smarter, more agile academic future.

We invite you to explore, engage, and envision how GenAI can become a catalyst for excellence and equity in higher education.

With warm regards,

EduGenAI Newsletter Team

In this edition

- How GenAI Is Redrawing Competitive Advantage
- News and Events: June 2025
- GenAI Tools Use-Cases
- Latest Updates and Trends



How GenAI Is Redrawing Competitive Advantage

In the last two years, Generative AI has surged from research labs into everyday workflows, turbocharging productivity, personalization, and innovation. From ChatGPT and Claude to custom-trained models running quietly in institutional backends, the implications are seismic. Nowhere is this more evident—or more disruptive—than in education, where GenAI is redrawing the boundaries of what gives **schools, universities, and edtech** companies a competitive edge.

From Access to Differentiation

For decades, **educational institutions competed on a familiar axis: academic reputation, faculty strength, facilities, research output, and alumni success.** These metrics still matter. But **GenAI is shifting the battleground.** Institutions that **leverage AI not merely as a tool, but as an embedded layer of their pedagogical, administrative, and creative functions,** are setting themselves apart.

Take **curriculum design. Generative AI allows for rapid prototyping of lesson plans, personalized learning paths, and assessment generation.** Institutions able to fine-tune models on domain-specific data are delivering tailored educational experiences at scale. This is no longer about having more content—it's about how intelligently and responsively it can be delivered.

Talent + Tools = Transformation

Traditionally, **human capital—great teachers, administrators, and researchers—**has been the cornerstone of competitive advantage. **GenAI does not replace this; it amplifies it.** A university that equips its faculty with fine-tuned AI tools for grading, research synthesis, and multilingual content delivery can dramatically outpace peers still stuck in manual workflows.

But there's nuance. **Tools alone don't create differentiation. Institutions must promote a culture of intelligent AI adoption—**one that emphasizes **digital literacy, critical thinking, and ethical deployment.** The winners won't be those who **adopt GenAI first, but those who adopt it best.** At NMIMS, we have already started our journey towards quality driven GenAI adoption through various initiatives.

Beyond EdTech: Rewriting Business Models

EdTech companies are feeling the pressure—and seizing the opportunity. Platforms that **integrate GenAI to offer dynamic feedback, generate adaptive quizzes, or even co-write study guides** are gaining traction. But the bar is rising. Static content is becoming a commodity. The real competitive moat is adaptive, learner-centered AI experiences that evolve with the user. Moreover, new entrants are springing up faster than traditional players can respond. **A nimble startup with a small team and access to open-source LLMs can now build a tutoring platform** that rivals incumbents in depth and responsiveness—if not yet in trust and brand equity.

Trust, Ethics, and Institutional Differentiation

As GenAI reshapes the education landscape, it also raises fundamental questions: How do we ensure academic integrity when **AI can write a term paper in seconds? Who is accountable when an AI tutor gives a wrong answer?** These questions aren't peripheral—they're central to competitive advantage.

Institutions that **bake ethical AI governance, transparency, and digital citizenship into their offerings** will differentiate themselves not just technically, but morally.

This is a long-term advantage in a sector where trust is everything.

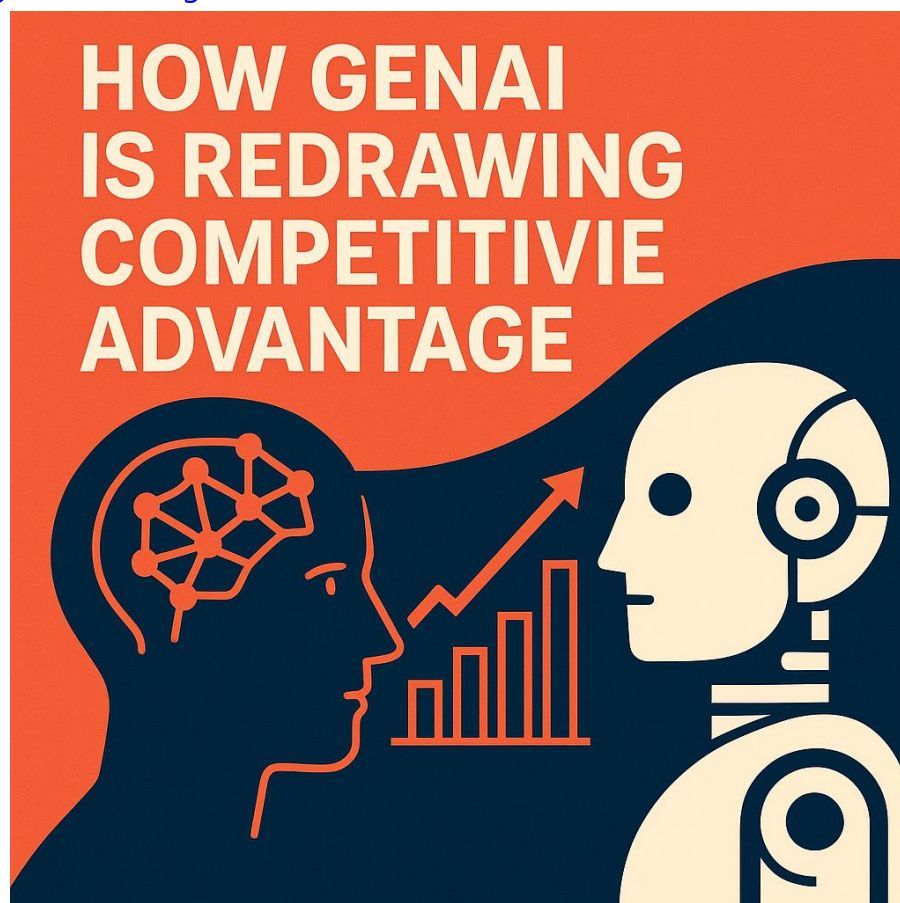
The Road Ahead: Strategic, Not Cosmetic, Integration

GenAI is not a passing wave—it's a rising tide. Educational institutions and businesses that view it as a cosmetic layer—a flashy chatbot here, an AI-writing assistant there—will quickly find themselves outpaced. The future belongs to those who weave GenAI into their core strategy, aligning it with mission, pedagogy, and purpose.

In short, GenAI is no longer a differentiator by itself. It is the arena in which differentiation now takes place.

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News and Events

As the academic calendar enters the vacation period for most schools and institutions in the month of **June**, no major events were reported during this period. However, quite a few faculty members remained active and contributed their expertise as resource persons in various external sessions. Details of these engagements are highlighted in the Faculty Spotlight section.

Faculty Spotlight

Topic: Resource Person: "Multiple Sessions on Generative AI and its applications in Information Technology, Data Innovation"



Dr. Praveen Kumar Loharkar, Assistant Professor at **MPSTME, Shirpur Campus**, recently served as a **Resource Person** for two different **national-level Faculty Development Programs (FDPs)** and one webinar in June 2025.

June 14, 2025 – As part of the **NMIMS Webinar Series 2025** for prospective and existing students, Dr. Loharkar delivered a compelling session titled **"Generative AI Unlocked: The Future of Creativity and Engineering"** organized by the **Admission Department, MPSTME Shirpur**. The talk underscored the transformative power of Generative AI in reshaping **creativity-centric engineering applications**.

June 17, 2025 – In the **One-Week FDP on Cutting-Edge Technologies in IT** hosted by **Padm. Dr. V.B. Kolte College of Engineering, Malkapur**, he presented on **"Empowering Innovation with Generative AI in Information Technology"**, equipping participants with insights into **real-world applications of GenAI in IT ecosystems**.

June 27, 2025 – Continuing his engagement, Dr. Loharkar contributed to a **6-Day Online FDP on AI Research Tools**, organized by **TKM College of Engineering, Kollam**, with a session on **"AI for Data Analysis and Visualization"**, bridging theory and practice in **AI-powered analytics**.

Dr. Loharkar's role as a resource person in this domain exemplifies how institutional policy can empower educators to lead meaningful knowledge exchange across the country.

Topic: Resource Person: "Cutting-Edge Technologies in IT: Shaping the Future of Computing"

Dr. Divya Gautam, Assistant Professor at **STME, SVKM's NMIMS, Indore**, was honored with a certificate of appreciation for her exceptional contribution as a distinguished expert in the **Online One Week National Level Faculty Development Program on "Cutting-Edge Technologies in IT: Shaping the Future of Computing,"** held from June 16-21, 2025. Organized by the Department of Computer Science & Engineering, Padm. Dr. V. B. Kolte College of Engineering, **Dr. Gautam's session** covered the topic, **"Generative AI in Academia: Practical Tools for Researchers and Educators,"** playing a key role in promoting a culture of innovation and continuous learning.



GenAI Tools Use-Cases

Use Case 1: Analyzing Research Papers with ChatPDF

A Step-by-Step Guide

😊 Step 1: Upload Your Research Paper

- Go to **ChatPDF**(chatpdf.com/) and upload your **research paper in PDF format**.
- This tool is **free to use for limited documents**.

💡 Step 2: Ask Questions and Get Answers

- Ask **ChatPDF** questions about your **research** paper, such as **"What are the main findings of this study?"** or **"Summarize the methodology used in this paper"**.
- ChatPDF will **generate concise answers based on the content** of your paper.

🔍 Step 3: Explore and Summarize

- Use **ChatPDF's chat interface to explore specific sections** of your paper or get a summary of key points.
- Refine your understanding by asking **follow-up questions**.

⚙️ Step 4: Save Time and Increase Productivity

- Use ChatPDF to quickly **grasp complex research papers** and focus on your work
- Unlock **faster research analysis with this powerful tool!**

In summary, ChatPDF allows users to directly interact **with PDF files using natural language**, making it possible to ask questions, request summaries, and extract key information instantly without manually searching through pages



Use Case 2: Finding Answers with Perplexity AI

A Step-by-Step Guide

🗨️ Step 1: Ask Your Question

- Go to Perplexity AI (www.perplexity.ai/) and type in your question or topic of interest
- **This tool is free to use.**

📚 Step 2: Get Relevant Sources and Answers

- Perplexity **AI will generate answers based on relevant sources** and provide citations.
- Ask questions like "What are the benefits of meditation?" or **"What are the latest developments in AI research?"**

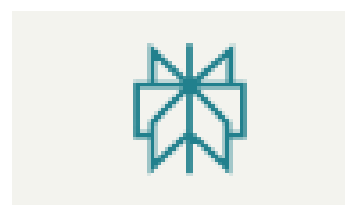
🔗 Step 3: Explore and Refine

- Use **Perplexity AI's follow-up question feature** to dive deeper into a topic
- Refine your search by adjusting the parameters or asking more specific questions

💡 Step 4: Discover New Insights

- Use Perplexity AI to **discover new insights and perspectives on a topic**
- Unlock faster learning with this powerful tool!

To summarize, Unlike **traditional search engines like Google**, **Perplexity** provides **clear, concise, and conversational answers** that are tailored directly to the user's questions. **Instead of returning a list of web links and ads**, **Perplexity summarizes complex topics, cites reliable sources, and adapts responses** to fit each user's needs.



Latest Updates and Trends

- **OpenAI partners with Instructure to integrate ChatGPT into Canvas:** OpenAI has teamed up with **Canvas creator** Instructure to embed its generative AI into the learning platform. Features **include LLM-enabled assignments** where students can interact with chat-based avatars aligned to curriculum goals, **and AI tools to assist educators** in lesson planning, assessing students, handling schedules, and drafting parent communications—while teachers retain final approval authority. **Read more at:** [ChatGPT Was for Cheating. Now OpenAI Wins More Official Education Role - Business Insider](#).
- **Ohio State mandates AI fluency** course for all undergraduates: Starting with the incoming freshman class, Ohio State University is requiring all students to complete AI fluency training as part of their undergraduate degrees. Faculty will guide ethical use of generative AI in assignments as part of broader efforts in AI-in-education readiness. **Read more at:** [Ohio State University says all students will be required to train in AI | Ohio | The Guardian](#).
- A survey of **U.S. K–12** educators shows that **60% of public school teachers used AI (like ChatGPT) during 2024–25**, saving up to six hours per week. AI is aiding in grading, lesson design, and improving student interaction, while institutions roll out training and ethics guidance for safe implementation. **Read more at:** [ChatGPT and other AI tools are changing the teaching profession | AP News](#).
- **Educators urged to counter deepfake risks in schools:** TechLearning highlights an emerging threat: **students are targeted by AI-generated explicit deepfake images**. Experts **recommend victim-centered, research-based prevention strategies**, educating both students and staff on digital safety, updating policies, engaging stakeholders and leveraging resources like OCEPI to protect against AI-enabled abuse. **Read more at:** [AI Deepfake Explicit Images of Students: What Can School Leaders Do? | Tech & Learning](#).

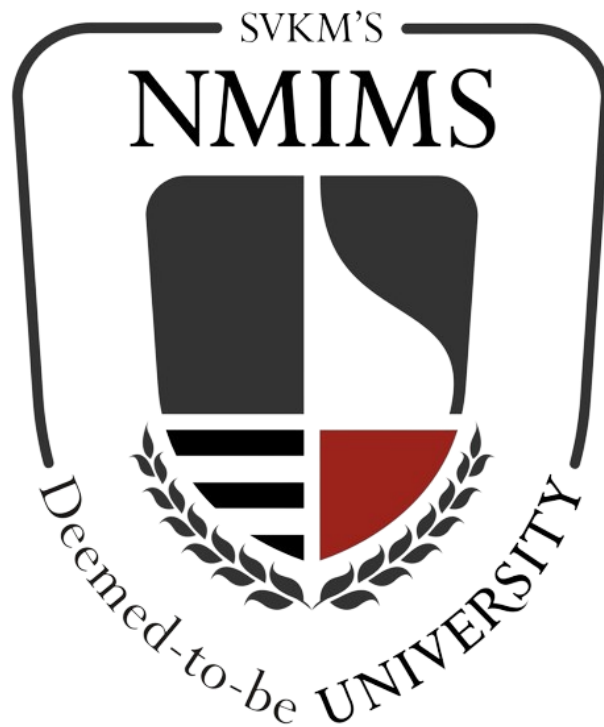
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- [Generative AI Strategy: A 2025 Guide for Business Leaders](#)
- [AI Business Strategy: How Generative Models Are Reshaping Competitive Advantage by Sonny Marmon :: SSRN](#)
- [The competitive advantage of generative AI | McKinsey](#)

"Stay informed about the latest developments in Generative AI and NMIMS through **EduGenAI Newsletter** - your gateway to knowledge!

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 before the 25th of every month!
