

ATHARVA ROBOTICS CENTER

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Video: IIT Hyderabad tests AI-based software to operate driverless buses within its campus

By Govind Choudhary, August 11, 2025

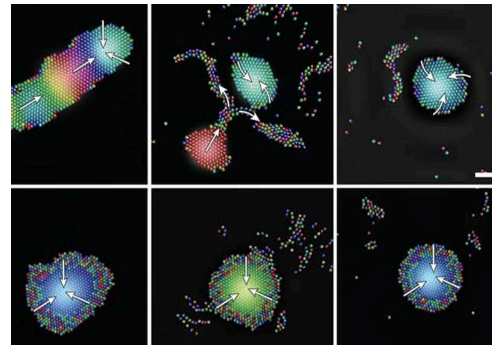
The Indian Institute of Technology (IIT) Hyderabad's Technology Innovation Hub on Autonomous Navigation (TiHAN) has created artificial intelligence-based software to operate driverless buses within its campus. The system is being used to transport students and faculty members between various locations inside the institute.



Tiny robots use sound to self-organize into intelligent groups

By Adrienne Berard, August 12, 2025

Animals like bats, whales and insects have long used acoustic signals for communication and navigation. Now, an international team of scientists has taken a page from nature's playbook to model micro-sized robots that use sound waves to coordinate into large swarms that exhibit intelligent-like behavior.



This AI-Driven Counter Drone Tool Offers Cost-Effective Airspace Security for Civilian Sectors

By Miriam McNabb, August 12, 2025

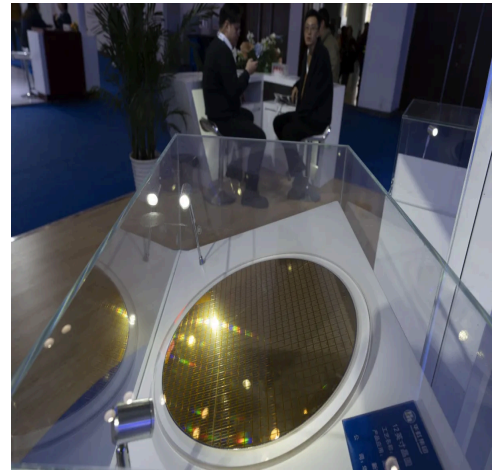
DroneShield Ltd has announced the release of SentryCiv, a new counter-drone solution designed for civilian clients. The product aims to protect critical infrastructure, public venues, and other high-risk locations from increasing drone incidents. SentryCiv brings advanced technology to the civilian sector in an affordable and easy-to-use package.



[Govt approves 4 new semiconductor plants, including units backed by Intel and Lockheed Martin](#)

By Om Gupta, August 12, 2025

New Delhi: The Union Cabinet has approved four new semiconductor plants with a total investment of Rs 4,594 crore, marking a significant boost for India's chip manufacturing industry. The projects are planned for Odisha, Andhra Pradesh, and Punjab, with one unit backed by U.S. tech giants Intel and Lockheed Martin.



[ULA launches Vulcan rocket on first Space Force mission](#)

By William Harwood, August 13, 2025

United Launch Alliance's Vulcan rocket roared off the pad at Space Launch Complex 41 to begin the USSF-106 mission for the U.S. Space Force. This was the first national security launch using a Vulcan rocket and the 101st national security mission for ULA. Image: Adam Bernstein/Spaceflight Now



News Articles

Students, startups will gain the most from models like **GPT-5** going free

India should focus on use cases, upskilling to reap benefits

Akhil George@timesofindia.com

While OpenAI might have had a subdued reaction to their highly anticipated GPT-5 launch, the fact that they made it accessible for free, with generous API costs compared to their competitors, and similar moves recently from Google, means that we have officially entered a much more affordable AI landscape. And it looks like students and startups in India are set to gain the most.

For students, particularly those outside India's metro hubs, the change could be transformative. Until now, advanced AI tools were either locked behind paywalls or out of reach due to infrastructure and cost barriers. Anand Mahurkar, founder and CEO of Findability Sciences, says the shift could help level the playing field by enabling rural and urban students alike to build cutting-edge projects. "But access without infrastructure is just potential on paper - we need AI labs and digital literacy to make it real."

Industry leaders agree that digital literacy still poses a challenge, but the gap is closing. Tejas Goenka, managing director of Tally Solutions, likens models of GPT-5's call to your personalised tutor, available to you 24/7 that can respond instantly to a student's questions. However, he warns that knowing how to ask the right questions to get the best results is important. "Garbage in, garbage out" is the first rule of AI," he says. That means the students need to be taught how to use these powerful tools properly.

The combination of free frontier models, multilingual AI interfaces, and low-bandwidth deployment could allow students to learn in their native language, prototype ideas more quickly, and access knowledge far beyond their local resources as well. Parushothaman KG, partner and lead of technology transformation at KPMG in India, believes India's diversity is not a barrier; it's a launchpad, and that inclusive AI designed by Bharat can unlock the next wave of grassroots innovation.

Nitin Seth, co-founder and CEO of Incode, says democratised access is already helping students beyond

"A free GPT-5 doesn't make India's AI ambitions redundant - it redefines them. Instead of duplicating global efforts, India can focus on building domain-specific applications that address its unique challenges in agriculture, healthcare, education, and governance. With 1.4 billion people and vast linguistic diversity, curated local datasets, AI literacy, and sector-specific solutions will deliver more value than competing head-on in foundational model development."

Anand Mahurkar | FOUNDER & CEO, FINDABILITY SCIENCES



"For students, especially in India's smaller towns and non-metro cities, free access to frontier AI can be transformational. It has the potential to narrow the 'access gap' that has historically limited innovation outside top-tier institutions. A student in Patna or Guwahati can now experiment with the same tools as a peer in Palo Alto or Bengaluru. That said, connectivity challenges and uneven digital literacy remain real barriers - and must be addressed in parallel if this opportunity is to be fully realised."

Jaspreet Bindra | CO-FOUNDER, AI4INDIA



"Easy access to frontier AI models could be a game-changer for India's MSMEs and startups. Until now, competing in AI meant massive investments in infrastructure, talent, and compute power - barriers that kept smaller players out. Today, even solopreneurs with a small team can take on global enterprises. With advanced models now available at a fraction of the cost, MSMEs and startups can focus where it matters most - the AI application layer, to solve specific, high-value problems faster and at a lower cost."

Nitin Seth | CO-FOUNDER AND CEO, INCODE



"Students worldwide now have access to a treasure trove of learning opportunities powered by GenAI. In India too, there is a deluge of edtech startups all powered by GenAI targeting students across the spectrum. But closing the gap between small towns and large cities needs a host of other parallel issues to be tackled. These include the provision of low-cost devices to students, reliable connectivity, teacher upskilling, and rich vernacular content."



Mahesh Makhija | PARTNER AND TECHNOLOGY CONSULTING LEADER, CYRUS

"The decreasing cost of access to AI models is a promising development for both educational institutions and students, as it enhances the affordability and accessibility of learning resources. However, to fully realise the benefits of this access, it is essential for educational institutions, businesses, and government bodies to prioritise AI skill development. Building these capabilities will ensure that students are equipped to effectively engage with and learn from advanced AI tools."



Vijay Gopalakrishnan | PARTNER, DELTA INRIA

"Easy access to frontier AI Models will be a game-changer as this will expose Indian students to futuristic ways of working that blend AI knowledge into the ways of working. Easier access to knowledge via these models can be a competitive differentiator for training for the AI-based world that is coming ahead - and this access, like access to the internet, should be faster to penetrate across all parts of the country."

Sunaj Arunekar | CHIEF AI RESEARCH & PLATFORMS OFFICER, FRACAL



metro compete with peers from top-tier cities and speeding up their ability to experiment and solve problems. But he stresses that success will require blending these tools with "timeless human capabilities" such as creativity, curiosity and empathy.

Advantage small biz

Startups and MSMEs stand to benefit almost as much. "The competitive edge lies not in owning the model but in knowing the market - and execut-

ing fast," says Mahurkar. With the cost barrier gone, smaller firms can integrate world-class AI into their products without massive infrastructure investments. Parushothaman says frontier AI can give MSMEs "affordable automation, multilingual interfaces, and smarter access to credit and e-commerce," while enabling startups to build bold, localised solutions at lightning speed.

Seth calls the new affordability a game-changer that allows even solo

entrepreneurs to compete globally. By focusing on the AI application layer and combining capabilities with India's tradition of frugal innovation, he believes MSMEs can deliver cost-effective, scalable solutions to some of the world's most pressing challenges.

But Sameer Dhanrajani, CEO of AI consultancy AIQRATE and 3AI, says MSMEs still need to grapple with challenges like an inadequate awareness of AI, data unprepared-

ness, and adapting to change in processes before moving to the next level of AI implementation.

What does that next level look like? Mahesh Makhija, partner and technology consulting leader at EY India, sees agentic workflows - AI systems that automate decisions and actions - becoming commonplace in small businesses, shifting their economics and helping them compete with larger enterprises. Anthonio recently experimented with an AI-powered vending machine, giving it full control over operations - from stocking decisions to ordering supplies. The venture wasn't profitable, but it demonstrated that AI could one day run retail outlets autonomously.

Does India need its own model?

The affordability of GPT-5 and other top-tier models also raises a bigger question: should India still build its own foundational models? Several executives think the answer lies in prioritisation. Seth calls foundational models a commodity where competing head-on with OpenAI or Google offers little advantage. "India's real opportunity lies in the AI application layer, where innovation, domain depth, and local nuance converge to solve real-world problems," he says.

Others stress the importance of some sovereign capability. Goenka points out that reliance on foreign models leaves India subject to their biases and with "little to no control if they change the game." For him, having at least one homegrown model is about having leverage at the international stage and ensuring the technology reflects India's diversity. Parushothaman notes that AI integrated into public platforms like Aadhaar, UPI and DigiLocker could deliver rapid, scalable benefits if tuned for local realities.

All agree that the speed of AI evolution makes this a moving target. Makhija notes that in just a few quarters we have moved from pattern recognition LLMs to "thinking" modes linked to agentic systems, meaning strategies must adapt quickly. Arunekar expects competition to push other model providers to equal free access, further lowering barriers.

So, cost is no longer the main obstacle. The challenge now is capability - in using these tools effectively building applications with local relevance, and ensuring infrastructure and skills keep pace. "In the AI era, the differentiator isn't who has the model, it's who can turn it into business impact fastest," adds Mahurkar.

Source: The Times Of India Newspaper, 13-08-2025

Page No 26

Link: https://drive.google.com/file/d/1_Gn3kfkcmld6awt3eL-D9uwT0_y0YEr/view

Musk accuses Apple of unfairly favouring OpenAI on iPhone

■ Says xAI will take legal action over App Store rankings

BLOOMBERG
Aug 12

ELON MUSK LASHED out against Apple's app store practices late on Monday, accusing the iPhone maker of favouring OpenAI.

The billionaire founder of xAI Holdings, which now houses the Grok artificial intelligence team and X social network, said Apple makes it impossible for anyone other than OpenAI to reach the top of the App Store charts, a sought-after global spotlight for app developers. In a pinned post on his X account, Musk asked if Apple is "playing politics" by not highlighting his products.

His comments mark the

biggest fight that Musk has picked since his confrontation with US President Donald Trump in June, when each man posted disparaging remarks about the other on his own social network. Apple didn't immediately respond to a request for comment.



Musk added that xAI will take legal action against what he deemed an antitrust violation. Apple and OpenAI – whose ChatGPT is the most downloaded free iPhone app in the US, ahead of Grok at No. 5 – have a partnership around AI built into the latest iPhones. Musk, 54, has a long running feud with OpenAI Chief Executive Officer Sam Altman, which dates back to disagreements that led to their split after the two founded OpenAI together.

Altman, 40, responded to the Monday claims of impropriety by turning the focus to how Musk manages the X network, suggesting he manipulates it to serve his personal interests. "But OpenAI will just stay focused on making great products," Altman added in his post on X. Asked for comment, an OpenAI representative pointed to Altman's post.

Source: The Financial Express Newspaper, 13-08-2025

Page No 07

Link: https://drive.google.com/file/d/1hRM5DmiJLeG_MoCGgU34NPNhdYXdKJzo/view

BLOGGER'S PARK

Your next P&L line

ALIGN AI WITH YOUR BUSINESS OUTCOMES



AMBIKA SHARMA



MANY BRANDS CLAIM to be "using AI." Few, however, have made the strategic leap that counts, treating AI not as a tool, but as a performance asset. The real shift isn't just adoption, it's accountability. Until AI is tracked like a revenue driver, it's unlikely to behave like one.

We've moved past the era of sandbox experiments. AI today isn't just automating tasks, it's replacing inefficiencies, reducing waste, and delivering measurable growth. In high-performance organisations, AI is budgeted with the same scrutiny as media spends or product development: as an investment tied to outcomes.

Trained AI agents are leading this transformation. Intelligent systems, like Yukti, built for high-consideration product demos, are solving one of the most expensive gaps in enterprise and SaaS sales: ineffective pitching. Yukti delivers consistent, contextual demos at scale, 24/7, without fatigue or deviation. Beyond saving lakhs in direct costs, agents like Yukti rescue lost opportunity by closing gaps in sales readiness, multilingual delivery, and real-time response.

Then there's the matter of brand visibility inside generative AI ecosystems. As large language models become the first point of discovery, traditional SEO falls short. NeuroRank steps in here, optimising brand narratives within LLMs, not just on the open web. By ensuring accurate, persuasive, and discoverable responses in AI-generated content, NeuroRank not only

protects reputation but also improves MQL quality, increases buyer confidence, and lowers acquisition cost.

This is what outcome-aligned AI looks like. Not chatbots for show. Not dashboard tools with vague metrics. These are intelligent, trained systems architected to impact the P&L.

And timing matters. The cost of AI inertia is already visible in the global market. NVIDIA surged while Intel hesitated. Meta realigned faster than Google. Apple redefined its category through on-device AI, while Samsung trailed. These weren't just product plays, they were vision gaps. In each case, a delay of a few quarters translated into lost valuation, lost audience, and lost influence.

The same urgency applies now across mid-market and enterprise brands. Waiting another year to structure AI is not a neutral decision, it's an active risk.

Artificial intelligence ecosystems move faster than any platform shift before them.

The shift needed now is strategic clarity. AI is no longer a backend feature. If it drives conversion, improves demo effectiveness, safeguards brand identity, or reduces CAC, it must be managed like a performance asset.

Because here's the reality: If your AI doesn't move the business, it's not strategic. But if it does, then it's no longer a tool. It's your next P&L line.

The author is founder and chief strategist, Pulp Strategy

Waiting another year to structure AI is an active risk. AI ecosystems move faster than any platform shift before them

Source: The Financial Express Newspaper, 13-08-2025
Page No 09

Link: https://drive.google.com/file/d/1hRM5DmiJLeG_MoCGgU34NPNhdYXdKJzo/view

How AI amplifies our intelligence, our judgements

“Technology has been moving at such a fast pace that startups have become far more important to enterprises and govt than earlier. I see excellent startups in every domain, trying newer solutions. In Tamil Nadu, when they have mass eye camps, Sankara Nethralaya has been working with Jivi AI to deal with the numerous post-operative questions patients have. Jivi's model accuracy is better than even OpenAI's in the medical area. They work out of our Gurgaon centre. Such partnerships help enterprises and govt get going much faster.”



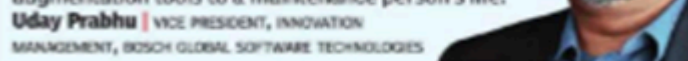
“We have AI-enabled imaging tools that support radiologists in identifying anomalies much more quickly. We have robotics that enable more precise surgery that also helps in faster recovery for patients. We are moving towards digital twins, which can simulate and see how a treatment is progressing. All such technologies will help reduce the burnout in healthcare staff, because the number of patients to the number of physicians or nurses is very high. In every case, the physician will make the final decision, so the trust factor is intact.”



“Machines are predictable. But the problem is they don't talk to us. The secret is to find out what's in their mind. That's what we are doing with the help of digital and AI technology. For instance, we now have sensors in our motors that are sensing a lot of vital information about the motor, like temperature, speed, noise levels. And it's able to tell engineers that a motor is developing problems and could break down in such and such time. AI even helps suggest the best solution to the problem.”



“We create digital twins of machines using physics. We take CAD models, put in the physics, feed information from the sensors in the machines to these models, and we are then able to predict how the machines will behave. If there are anomalies, the models will flag them, allowing maintenance guys to come in ahead of time and fix it. We even have digital twins for entire processes - in plants, airports, ports - for which we work with certain startups as well. These are powerful augmentation tools to a maintenance person's life.”



Source: The Times Of India Newspaper, 13-08-2025
Page No 26

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