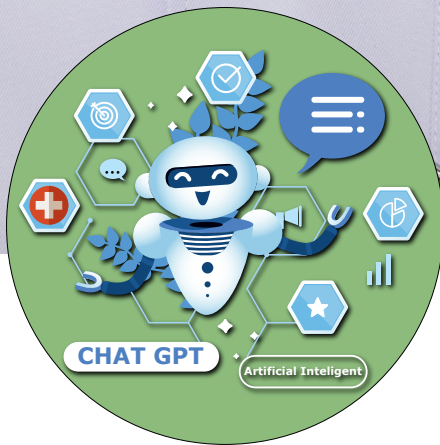


# USE OF AI IN DAILY PRACTICE FOR DOCTORS

February 2024 • Volume-8



EDITORS

• Dr. Vinita Gaikwad • Dr. Mukesh Gupta

## ABOUT TIMSCDR

The Thakur Educational Group comprises of three Trusts namely Thakur Educational Trust (Regd.), Zagdu Singh Charitable Trust (Regd.) and Zagdu Singh Educational Trust (Regd.) managed by the Thakur family and runs 16 Institutes located in Kandivali, western suburb of Mumbai.

TIMSCDR (Thakur Institute of Management Studies, Career Development and Research) is dynamic institute striving to provide quality higher education. The institute is an ISO 21001:2018 certified providing two years MCA (Master of Computer Application) course. The MCA Course of TIMSCDR is NBA Accredited. Institute Accredited with A+ Grade by National Assessment and Accreditation Council (NAAC). All possible ways of acquiring academic insight and undertaking appropriate academic initiatives are explored at the institute. TIMSCDR also has an ISTE (Indian Society of Technical Education) chapter. Residence-cum-study facility is available for boys and girls in secured modern Hostel Buildings with green, clean and healthy ambience situated near the Institute.

## ABOUT AMC

The Association of Medical Consultants (AMC) was established in 1972 by a small group of energetic active and concerned medical consultants from distant suburbs who often assembled and animatedly discussed their common problems. Over the years, the immense need rose for an organisation of this nature and the Association grew rapidly. It is now one of the fastest growing Associations of Specialist Doctors in Mumbai and boasts of a membership strength of more than 9000 Medical Consultants. AMC represents Consultants practicing at corporate and non corporate Tertiary care referral Hospitals (both Government and Private) and individual Consultants practicing through their own consulting rooms, Clinics & Nursing Homes spread across Greater Mumbai, Navi Mumbai and Thane districts. It is recognized as a frontline Medical Organization and is an important opinion making body which addresses vital public health and professional issues facing the medical profession in general and medical consultants in particular. AMC has effectively brought together consultants of various disciplines on one platform and aims to highlight and offer solutions to all the important day to day problems faced by consultants.

## ABOUT MACCIA

Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA) is the Apex Chamber of the State. The Chamber plays a pivotal role in supplementing and augmenting the efforts of Government for the economic development of the State and advancement of its people. With more than 3500 direct Members, comprising of large, medium and Small-Scale Industries, Traders, Agriculturist and Professionals, MACCIA is the only Chamber in Maharashtra, which has deep-roots in all the 35 Districts encompassing 355 Talukas of Maharashtra. In addition over 800 Local Trade and Industry Associations and professional bodies having collective membership of over 700,000 business organizations from all over the State are affiliated to the Chamber and thus it virtually functions as the State's Apex Chamber.

## ABOUT NCSH

Nordic Center for Sustainable Healthcare (NCSH) is a cross-sectoral arena and network involving stakeholders, organizations, projects and expertise in the area of sustainable healthcare, all sharing the goal to create a more sustainable healthcare sector. The network of NCSH includes companies, hospitals, regions, universities, NGOs, clusters and more. Together they form an arena which generates collaborations, projects, business, knowledge and new innovative ideas.

## ABOUT DMI

Development Management Institute (DMI) was set up on February 13, 2014 pursuant to a desire of the Government of Bihar to establish a High Performing Knowledge Institution (HPKI). DMI believes that the livelihoods of small producers and marginalised people can be enhanced by organising them to form member participation based, democratically governed institutions that leverage the strengths of collectives and build enduring partnerships with professionals for reaping the benefits of technology and market integration. Inspired by and recognising the growing need for Development Management Professionals, the Government of Bihar took the initiative to establish DMI as an autonomous institution. The rationale of DMI is best captured in its mission.

## ABOUT GIST

Global Indian Scientists & Technocrats Forum (GIST) is a visionary organization that was formed to become a key platform to bring together scientists and technocrats from the Indian diaspora from across the world, who are maestros in their fields.



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# Forward



**Dr. Ashok Shukla**  
President – AMC

**T**IMSCDR and AMC have been collaborating for the last 8 years to bring Doctors closer to digital technology at the annual conference ICAIM - IT Con.

ICAIM 2024 - IT Con focuses on using information technology to empower Doctors. In general Health, Financial Literacy and Education are prime for empowering. Even though Doctors are the heart of the healthcare system, they need to be made aware of using information technology for maintaining good health, managing finances and enhancing their skills.

Information Technology is being used effortlessly within the healthcare system at various levels. In the present times of AI - Artificial Intelligence, ML - Machine Learning, RPA - Robotic Process Automation it is difficult for Doctors to understand and use these technologies directly in their daily practice. However, brief knowledge of these technologies and how they function in the healthcare domain is essential.

IT Con 2024 focuses on the latest technologies. The advent of ChatGPT, a generative AI tool, startled the world as to how it can not only work faster but think faster than humans. IT Con 2024 explains the Application of AI in the day to day practice of Doctors. The importance of Social Media presence isn't new for Doctors and IT Con 2024 explains the use of Social Media platforms and tools to bridge the communication between doctor and patient. Online payments are normal today, yet quite a few are anxious to use these payment platforms. IT Con 2024 provide elaborate lessons on the healthy at the same time watchful practices when using the online payment modes.

IT Con 2024 will definitely succeed in empowering Doctors and bring them closure to the application of IT in their daily practice. My best wishes to the participants of IT Con 2024. Congratulations to TIMSCDR and AMC for the successful accomplishment of yet another ICAIM - IT Con 2024.





# Preface



**Dr. Mukesh Gupta**  
Founder Director – Le’Nest,  
Past President – AMC



**Dr. Vinita Gaikwad**  
Director  
Thakur Institute of Mgmt. Studies,  
Career Dev. & Research

In the present era of generative AI humans need to literally compete with technology. ChatGPT is a perfect example of how technology is capable of replacing humans in several tasks. Unless we have the skills of using these generative AI tools we will not be able to catch up with the present.

IT Con 2024 covers the role of AI and the application of generative AI i.e. ChatGPT in the daily practice by Doctors. These AI tools, if provided (also referred to as prompt) with a set of ailments can generate a prescription for the patient within seconds. This action of AI can replace a doctor w.r.t. writing prescriptions. How to smartly use these tools to enhance work is what the doctors should understand. AI tools are also capable of analyzing medical images and providing detailed summary of the medical condition. AI tools can also assist doctors in their documentation and the outcome of the assistance is amazing. Doctors need to be acquainted with the use of the AI documentation tools to get best documentation results.

The importance of Social Media presence is essential for doctors in present times to communicate and connect with their patients. Though this is covered in every ICAIM, yet there is always scope of teaching new tools to doctors to ensure they have a relevant Social Media presence. IT Con 2024 covers the use of AI in generating videos and content for Social Media platforms.

Using payment portals is a very normal thing. However, many are still anxious of using these platforms with the fear of getting cheated. IT Con 2024 assists the doctors in understanding the best practices when using online payment platforms.



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# Role of AI in Transforming Medical Practice

**Artificial Intelligence (AI)** is playing a transformative role in the field of medicine, revolutionizing various aspects of medical practice. It is playing a broad and diverse role in changing the medical field in terms of patient care and healthcare delivery. Through process optimization, enhanced diagnostic precision, and customized treatment strategies, artificial intelligence (AI) technologies are transforming conventional medical practices. AI's capacity to swiftly and effectively evaluate enormous volumes of data is one of its most important contributions to medical practice. This helps medical personnel to diagnose and prognose patients with more accuracy and to base their judgments on evidence.

In addition to diagnostic support, AI is also transforming the way healthcare providers deliver care by enabling personalized treatment plans tailored to each patient's unique characteristics. Through the analysis of genetic data, electronic health records, and other patient-specific information, AI algorithms can identify optimal treatment options and predict individual responses to therapy. This approach,



known as precision medicine, holds the promise of improving treatment efficacy while minimizing adverse effects.

**Here are some key ways AI is having a significant impact:**

➤ **Diagnostic Help:**

- **Image analysis:** AI algorithms can analyze medical images such as X-rays, MRIs, and CT scans with high accuracy. This helps healthcare professionals in detecting and diagnosing diseases at an early stage.
- **Pathology:** AI is used to analyze pathology specimens, assisting pathologists in identifying abnormalities and providing more accurate diagnoses.

➤ **Individual treatment plans:**

- **Genomic medicine:** AI helps analyze large sets of genomic data to identify patterns and correlations, enabling personalized treatment plans based on an individual's genetic makeup.
- **Treatment recommendations:** AI systems can analyze patient data, including medical history and treatment outcomes, to recommend personalized treatment plans.

➤ **Drug discovery and development:**

- **Target identification:** AI accelerates the identification of potential drug targets by analyzing biological data.
- **Drug design:** AI algorithms help design new drugs by predicting their efficacy and safety, reducing the time and cost of drug development.

➤ **Virtual Health Assistants and Telemedicine:**

- **Chatbots and virtual nurses:** AI-powered virtual assistants can provide information, answer questions, and even schedule appointments, increasing patient engagement.
- **Remote monitoring:** AI enables continuous monitoring of patients with chronic diseases and provides healthcare providers with real-time data for timely interventions.

➤ **Operational Efficiency:**

- **Administrative tasks:** AI automates routine administrative tasks such as appointment scheduling, billing, and coding, freeing healthcare professionals to focus on patient care.
- **Predictive analytics:** Artificial intelligence can predict patient admission rates, helping hospitals efficiently allocate resources and reduce wait times.

➤ **Fraud Detection and Security:**

- **Security:** Artificial intelligence systems increase the security of patient data by detecting and preventing unauthorized access.
- **Fraud Detection:** Artificial intelligence algorithms help identify fraudulent activity in healthcare billing and insurance claims.

➤ **Continuous learning and decision support:**

- **Clinical decision support:** Artificial intelligence provides healthcare professionals with evidence-based recommendations, improving diagnostic accuracy and treatment decisions.
- **Training:** AI-powered simulations and virtual reality aid in medical training, allowing practitioners to hone their skills in a risk-free environment.

➤ **Patient outcomes and population health:**

- **Predictive analytics:** AI analyzes patient data to predict disease outbreaks and trends, facilitate preventative measures, and improve population health.
- **Monitoring and tracking:** AI helps monitor patient outcomes and ensure timely follow-up, contributing to better long-term health management.

While AI brings numerous benefits to medical practice, ethical considerations, privacy concerns, and the need for regulatory frameworks are critical aspects that need to be addressed to ensure responsible and effective implementation in healthcare.







# AI for Personal Enhancement

## a. AI Presentation Maker

- **SlidesGo**

In the dynamic world of presentations, the demand for innovative and user-friendly tools is ever-growing. Among the myriad of options, one platform that has been making waves is Slides Go. Following are some features provided by SlidesGo.



### Key Features

- o **Intuitive Design and User-Friendly Interface**

The clean and modern design ensures that users can focus on content creation rather than grappling with a steep learning curve.

- o **Versatile Templates for Every Occasion**

Slides Go boasts a diverse collection of professionally designed templates suitable for a wide range of occasions. Whether you're preparing a business pitch, Medical presentation, or a creative project, Slides Go has you covered.

- o **Integration with Multimedia Elements**

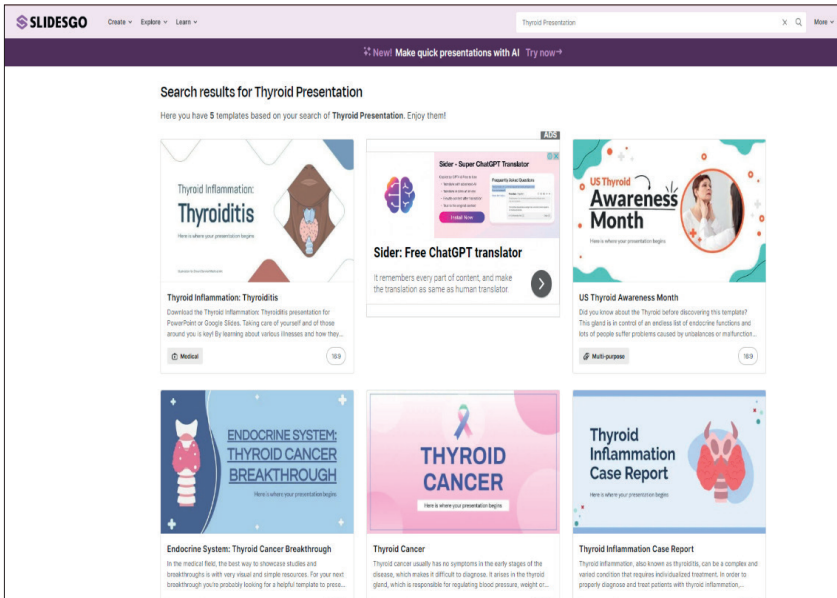
The platform seamlessly integrates with various media types, allowing users to incorporate images, videos, and charts effortlessly. This versatility enables presenters to captivate their audience and convey information more dynamically and compellingly

- o **Cloud-Based Accessibility**

Slides Go operates on a cloud-based platform, ensuring that your presentations are accessible from any device with an internet connection.

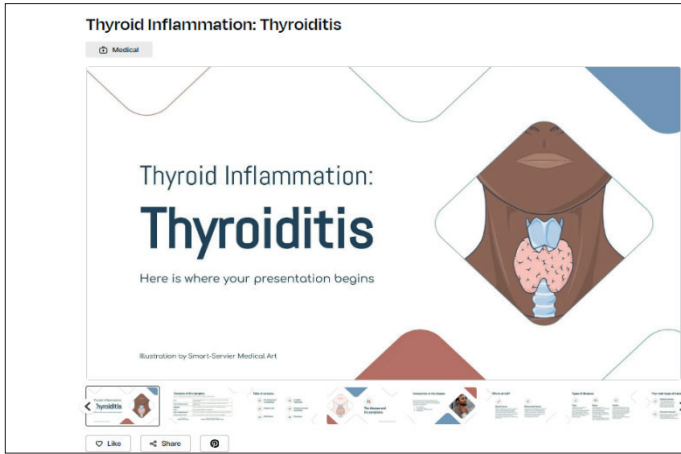
**How to Create Presentations using Slides GO?**

By selecting "Try now," you can begin the procedure without logging in. After you build the presentation, you will be prompted to log in an account. Right now, you can register for a free account and perform following steps.

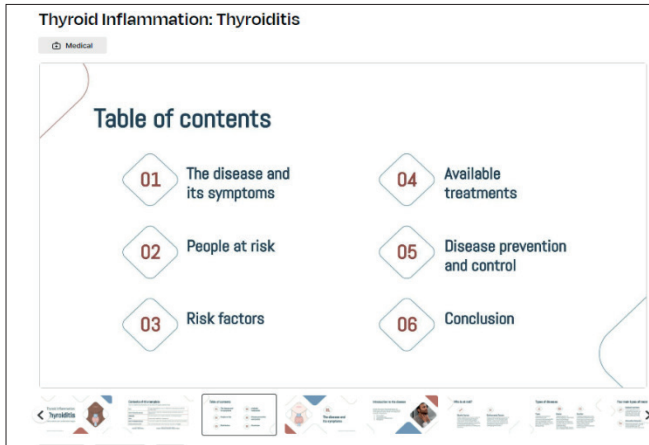


*Step 1: After Login user can search any presentation topic.  
For Eg. I have selected Thyroid Presentation.*

User can get multiple presentation templates from which select any one.



*Step 2: Once you select any presentation you can able to check the slides of that presentation and the related content available in the presentation.*



*Step 3: User can download it and edit the content as per requirement.*

## b) Interaction with Document

- **Chat PDF**

ChatPDF is an AI-driven chatbot that can interpret PDFs and accepts PDFs as "prompts" (inputs). It can also summarize, respond to queries, quickly extract information by analysing the document, and discover specific paragraphs.

**CHATPDF**

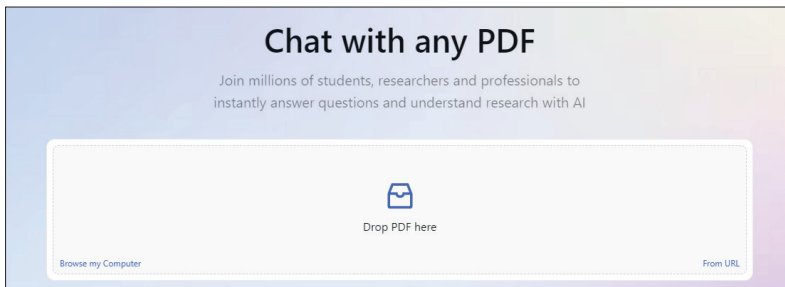


If you would rather not establish an account, you can simply visit the website and begin using it. Essays, research papers, manuals, contracts, and textbooks can all be uploaded. To put it simply, you can upload any written document.

You can now converse with your written content in a sense. You can find a specific topic, paragraph, or sentence from the entire book, ask questions about it, get an explanation from ChatPDF as if you were five years old, and translate it into any other language.

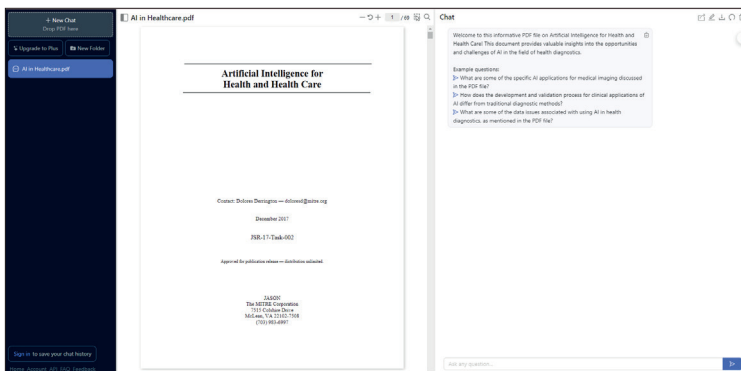
### How to Chat with PDF?

You can upload PDFs using three different ways when you open ChatPDF.com in your favourite browser: Browse my computer, From URL, or Find a PDF. These three choices can be further separated into two groups: URLs and PDF files. And follow the below steps.



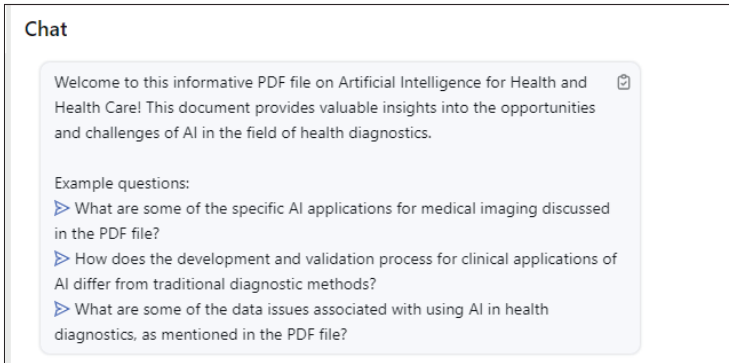
Simply click the **"Drop PDF here"** option or choose from your device to drag and drop the PDF file into ChatPDF.com.

You may also use the Find a PDF button to search the internet for a PDF by entering relevant keywords.

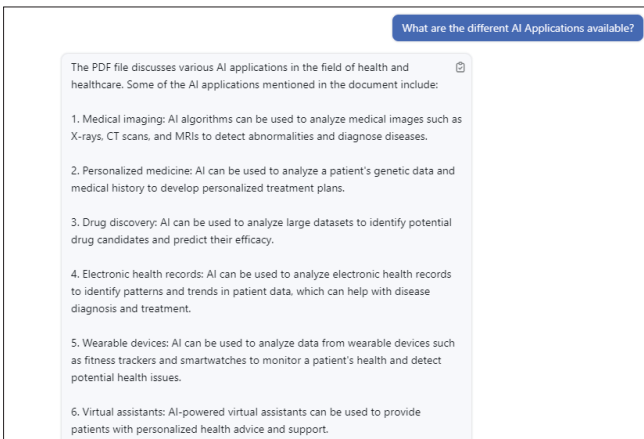


### Step 3. Start a Conversation

You will be taken to the chatbot itself once you have uploaded the file. A synopsis of your PDF and some suggested questions to ask to find out more about the file will be shown to you there. You get to choose where the discussion goes from here!



ChatPDF will send you a happy welcome along with a summary of the document and three questions you might like to consider asking. All three options are tappable.



#### *Step 4. Get Your Answer*

You may also put in your own question in the box below and hit Enter to send it if the ones that are offered are not what you need. It will take some time for ChatPDF to respond to your question once you send it.

### **c) AI tool for Crafting, Editing, and Optimizing Communication.**








ChatGPT writer helps to write emails, messages, and more using ChatGPT AI. Works on all sites

Privacy-friendly Chrome extension to write emails, and messages, fix grammar mistakes, rephrase text, change writing tone, summarize text, and much more using ChatGPT AI. Works on all sites. Free to use.

- Highest quality responses that outcompete all other tools in the market.
- Different writing tones
- Works on all sites. Works even better on Gmail.
- All languages are supported.

With ChatGPT Writer, you can write prompts for just about anything, right on any site you're visiting!

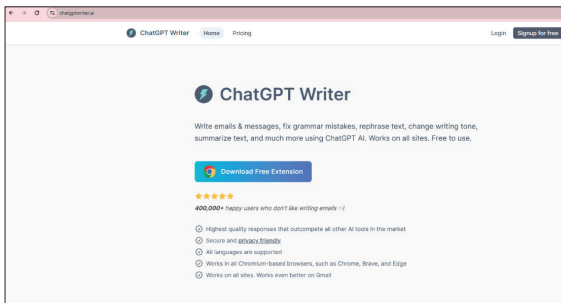
### Popular Ways Our Users Are Using ChatGPT Writer:

-  Write Emails & Messages: Effortlessly craft the perfect message.
-  Grammar Fixes: Eliminate typos and grammatical errors with ease.
-  Rephrasing: Make your text clearer and more impactful.
-  Tone Adjustment: Adapt the mood of your correspondence in a snap.
-  Summarization: Turn lengthy text into concise summaries in seconds.

### Follow the steps to install ChatGPT Writer.

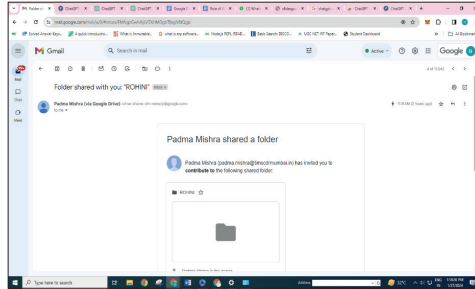
Step 1: Type ChatGPT writer in the Google Search bar and click on the following URL. <https://chatgptwriter.ai/>

Now click on the “**Download Free Extension**” button



How to use on Gmail to Autoreply?

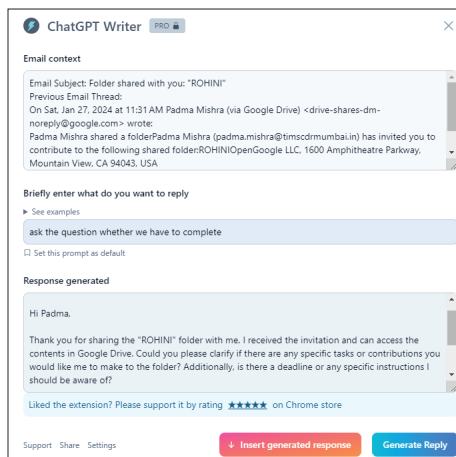
Step - 1 Go to Gmail, open an email, and reply to it.



Step - 2 Click the ChatGPT Writer extension button in the Gmail Reply Box.



Step - 3 Briefly Enter What you want to reply to and hit the "Generate Reply" button



Step – 4 Your Email reply text is ready based on your input. User can also edit that text.



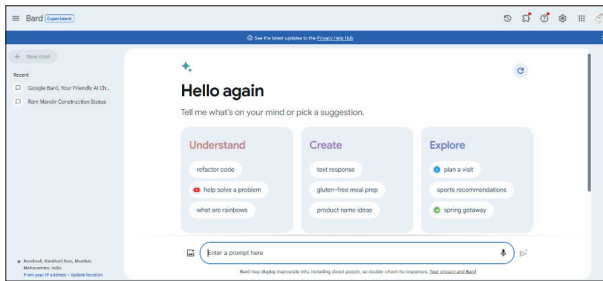
## d) AI Content Creator

### Google Bard



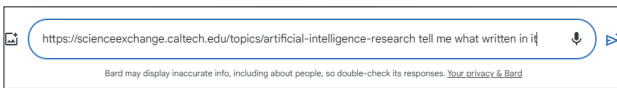
Google Bard offers a versatile platform for educating patients about their health and extending support and resources. It can be employed to generate tailored educational materials regarding specific medical conditions, facilitate access to support groups, and provide a wealth of resources to aid patients in managing their health effectively.

Step 1: On your Android phone or tablet, go to [bard.google.com](https://bard.google.com).

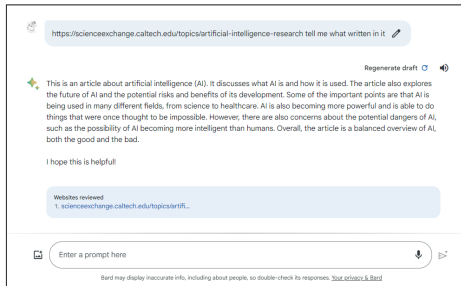


Step 2: If you're not already signed in, sign in to your Google Account. Learn how to sign in.

Step 3: In the text box at the bottom, enter your question or prompt.



Step 4: Optionally, to add a photo to your prompt, tap Upload image



Step 5: Tap Submit.







# AI Tools for Doctors in Practice

## a) Transforming Medical Records

One of the most important problems the healthcare sector has been dealing with recently is the volume of medical documentation. A healthcare provider's crucial time is frequently lost on paperwork, with hours spent on it each day. MedGPT AI Platform App and MedGPT AI Doctor Note will go to solve this problem and transform medical documentation.



The goal of MedGPT AI Doctor Note is to simplify the generation, maintenance, and exchange of medical notes with AI-driven medical documentation. Advanced AI technology is used by MedGPT AI Doctor Note to create precise and organized medical notes, freeing up healthcare providers to spend more time with patients and less time on paperwork.

Medical notes created by AI: MedGPT AI Doctor Note uses artificial intelligence (AI) to make thorough and precise notes in a fraction of the time required to create them by hand.

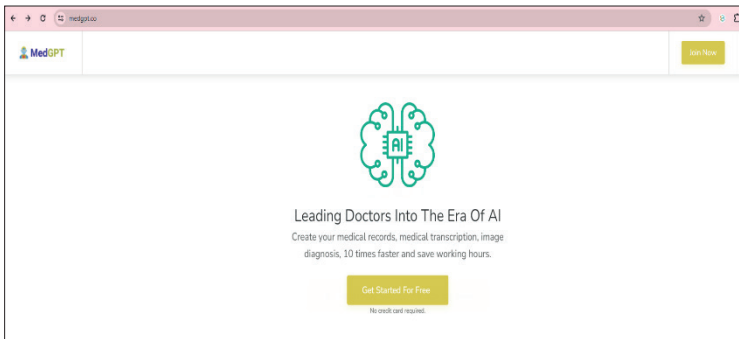
**Editable templates:** Make notes customized to particular patient interactions and clinical circumstances by selecting from a variety of medical document templates.

**Integration that is seamless:** To enable optimized workflows and effective data management, MedGPT AI Doctor Note is readily connected with current electronic health record (EHR) systems.

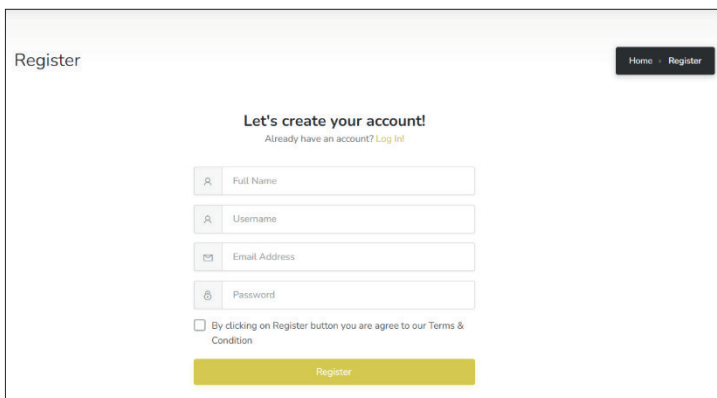
To make accessing and utilizing MedGPT's AI-driven medical documentation solutions simpler than ever, we are also releasing the MedGPT AI Platform App in addition to the AI Doctor Note. With the help of the app, medical professionals can generate, edit, and share medical notes directly from their smartphones or tablets thanks to its clear and user-friendly layout.

### How to use MedGPT?

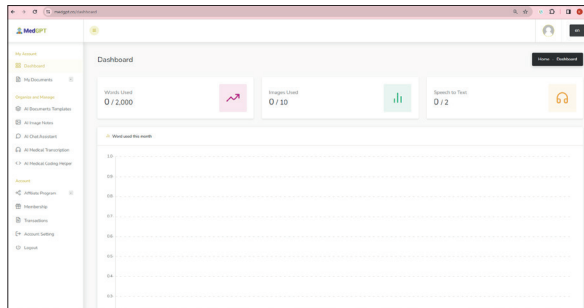
Step – 1: Go to the following URL <https://medgpt.co/>. Click on Get Started for Free and you will redirect to Sign Up page.



Step – 2 Fill the Registration Form and you will be redirected to Dashboard of MedGPT



Step – 3 Now you are redirected to the Dashboard in which you can check your created document and organized and manage documents with AI.

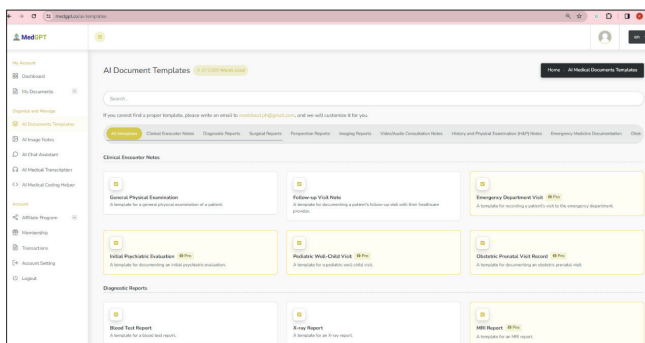


### Step – 4 AI Medical Documents Template

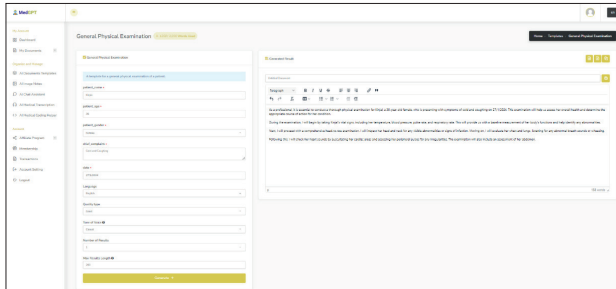
You will get number of templates in this section from that some are paid and some are free. If you cannot find a proper template, please write an email to the company and they will customize it for you.

Following are some of the common templates available

- Clinical Encounter Notes
- Diagnostic Reports
- Surgical Reports
- Perspection Reports
- Imaging Reports
- Video/Audio Consultation Notes



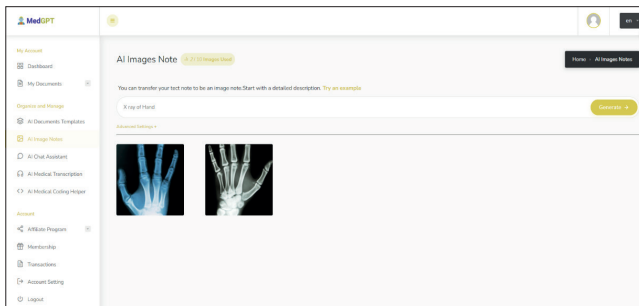
## Step – 5 Generate Document



After selecting the document type doctor can fill the details of the patient and click on Generate. It will generate the entire data in the text format based on the doctors input.

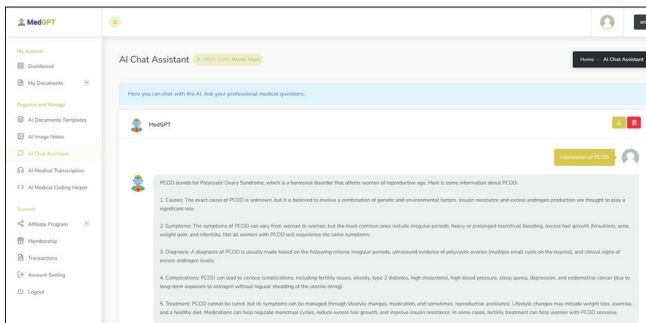
### Generate AI Image Notes

Doctors can generate Image notes by clicking on AI Image Notes. It will convert your text into image format.



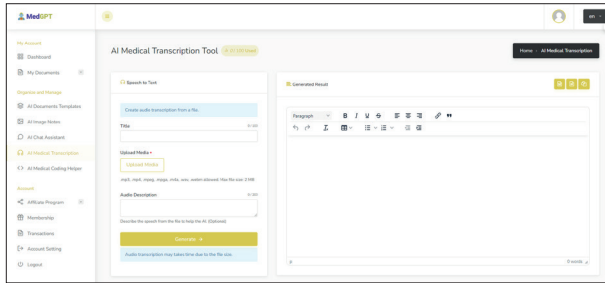
### AI Chat Assistant

It will assist you about any information related to healthcare and medicine.



## AI Medical Transcription

In this, doctors need to upload the conversation with patient in the form of video and it will convert your video data into transcript.



## b. To Create Customize Prescription

Prescription maker can be accessed via mobile, desktop, and application platforms. They find writing prescriptions to be simple. A prescription can be written, printed, and shared as a PDF.



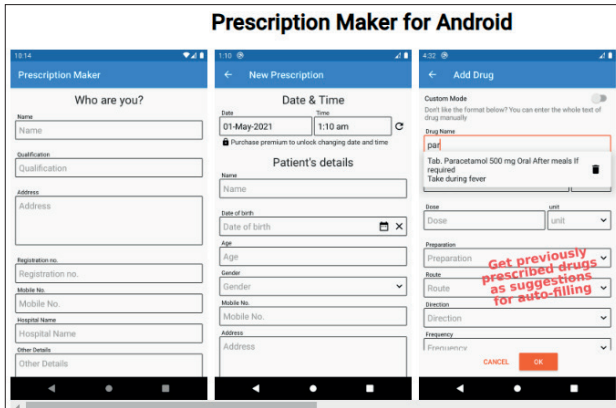
### Features of Prescription Maker

- Create a prescription offline, print it, and share it as a PDF.
- Auto-fill medications that were previously prescribed.
- Search by patient name for saved prescriptions.
- Change color of horizontal line which appears below doctor's details at top on each page and below the patient's details
- Add your logo or any image as a watermark in the prescription. Multiple images can be added. These images will appear behind the content on every page
- Make a duplicate of a previously saved prescription, making minor adjustments for the patient's subsequent visit.
- Prescription layout adjusts to the chosen paper size when printed

### Premium Features

- You can purchase Prescription Maker Premium to get these additional benefits
- Ad-free app experience.
- See analysis (chart of prescriptions vs. date).
- Customize PDF.
- Add your own watermarks in PDF.
- Include Prescription Maker logo and "Made by Prescription Maker" text at the bottom right of every page in prescription.

- Include doctor's details (Doctor's name, qualification and registration no.) at the bottom left of every page in prescription. Some space above the doctor's details is left for signature. You can use other apps to add signatures to the generated PDF.
- Include time of prescription as well with prescription's date in PDF.
- Repeat doctor's details at the top of every page in the prescription. If enabled, the doctor's details will appear at the top of each page. If disabled, the doctor's details at the top will appear only on the first page and not on subsequent pages



**Prescription Maker Web**

**Who are you?**

Name Sandesh	Qualification MBBS
Address Mumbai	
Registration No. 1234	Mobile No. 9865986588
Hospital Name Lenest	
Other Details PTR	

Any other details (like PTR#, S2#, DEA#) you want to add in prescription. Text entered in this field will appear as such below all doctor's details in prescription at the top.

After submitting the all require details you can download it in pdf format

Date: Jan 19, 2024

**Lenest Sandesh**  
MBBS  
Mumbai  
Reg. No. 1234  
9865986588  
PTR

---

**Gauri Mishra**  
DOB: Jan 10, 2024  
Age: 9 days  
Gender: Female  
Bhandup  
9868767988  
Height: 5.67 ft  
Weight: 65 kg  
Diagnosis: Asthma

---

**Chief Complaints**  
stabbing chest pain on the left side

**Clinical Features**  
The patient has an elevated body temperature of 101°F, accompanied by chills

**Examination**  
The chest appears symmetrical with no visible deformities

**Investigations**

**Sandesh**  
MBBS  
Reg. No. 1234

Made By Prescription Maker  
www.globeprescriptionmaker.com

**Patient details**

Patients name  
Gauri Mishra

Date of birth  
10-Jan-2024

Age  
9 days

Gender  
Female

Mobile No.  
9868767988

Address  
Bhandup

Height  
5.67 ft

Weight  
65 kg

Diagnosis  
Asthma

Chief Complaints  
stabbing chest pain on the left side

Clinical Features  
The patient has an elevated body temperature of 101°F, accompanied by chills

Examination  
The chest appears symmetrical with no visible deformities

Investigations  
Scheduled a repeat chest X-ray in three weeks to monitor progress and assess response to treatment.

Notes  
....

Anything Else  
...

### c. Analyse Medical Images

**AnalyzGPT** is a commercial and academic systems utilize computer vision algorithms for X-ray analysis. These systems often focus on specific tasks like bone fracture detection, joint damage assessment, or foreign object identification.

AI-backed tool that will give you a detailed report of your x-ray images. It can tell you about occurred fractures, accident scenarios, and more.

It's important to remember that AI tools are meant to assist radiologists, not replace them. The final diagnosis and treatment decisions should always be made by qualified medical professionals.

**AnalyzGPT Demo**

AnalyzGPT Demo : Hey user, please give me the public link of your x-ray reports. Also, make sure that the images are of human hands or legs only.

User: <https://www.verywellhealth.com/html/9Ens6d0FCOSHAGUQdDRkNvYE56a6d9b55f9e58b79de51b0db.jpg>

AnalyzGPT Demo : Thank you for providing the image. Let me analyze it for you.

Analyzing the x-ray image, I have identified a fracture in the lower part of the leg bone (tibia). The fracture seems to be a transverse fracture, which means that the bone is broken horizontally.

Based on the location and type of fracture, it is likely that this fracture occurred due to a direct impact or trauma to the leg. This could have been caused by a fall, sports injury, or any other significant force applied to the leg.

Now, let's talk about the intensity of the fracture. Unfortunately, I am unable to determine the exact intensity from the x-ray image alone. To accurately assess the intensity, additional information such as the patient's symptoms, medical history, and a physical examination would be necessary. It would be best to consult with a medical professional who can provide a more accurate assessment and suggest appropriate treatment options.

**AnalyzGPT Demo**

AnalyzGPT Demo : Hey user, please give me the public link of your x-ray reports. Also, make sure that the images are of human hands or legs only.

Eg. <https://drive.google.com/file/d/123456>

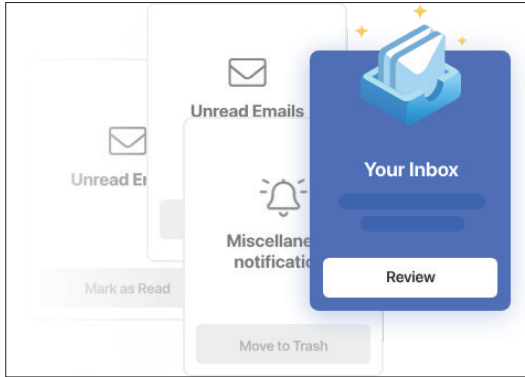
Get Report

## d. Manage Cleaning Mailbox

Clean Email helps you manage your mailbox overloaded with unread and unwanted emails more efficiently — while keeping your data safe and respecting your privacy. Clean up emails with our email inbox cleaner app.

**Take control of your mailbox using following feature:**

### 1. Quick clean

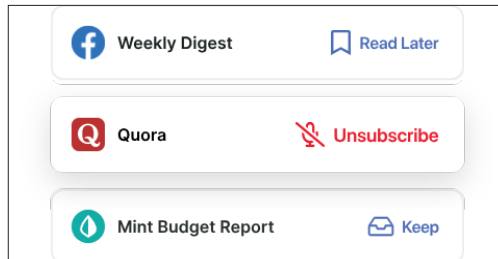


All of your emails are arranged by Clean Email into bundles that are simple to review.

We'll group emails that you should probably delete into Smart Folders like "Old emails" and "Emails from social networks," as well as Cleaning Suggestions. After that, all it takes is one button click to send Zen an email. Remove, archive, transfer, label (and more!) groups of emails instead of choosing them one by one.

### 2. Unsubscribe from emails with Unsubscriber

You can unsubscribe from undesirable email lists that don't even have an unsubscribe link by using Clean Email, which will make unsubscribe requests on your behalf and ban mailing lists and senders who disregard them. You can also opt to Read Later, Pause, or Keep Newest to better organize your subscriptions.

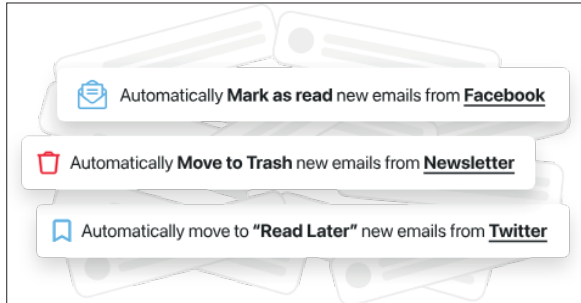


To ensure that unwanted subscriptions and newsletters do not arrive in your mailbox, use "**Unsubscribe**".



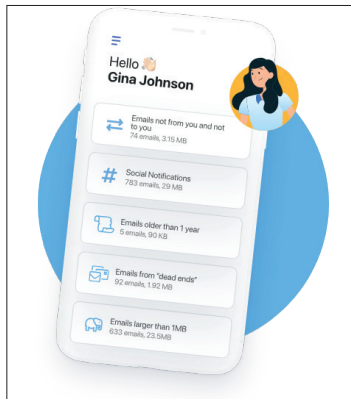
### 3. Set up Auto Clean rules

You don't need to perform any manual labor when using Auto Clean to apply specific rules and actions to emails that arrive in your mailbox. For instance, receive a daily summary to review the content you missed and archive and mark as read all social network notifications. may begin to automatically archive emails after a predetermined age.



Give Clean Email instructions to carry out specific tasks automatically while it cleans – just set it and forget it!

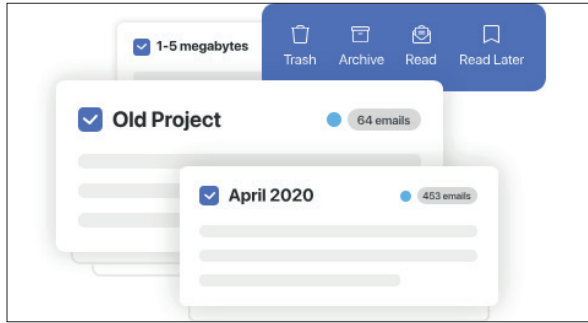
### 4. Smart Views



Smart Views are excellent email organizers that apply pre-defined filters to your whole mailbox. With the help of Smart Views, Clean Email groups together emails of the same kind, making it simple to read through all of your emails in a matter of minutes, sort and remove emails you don't need, or even delete them completely from your inbox.

### 5. Email Groups

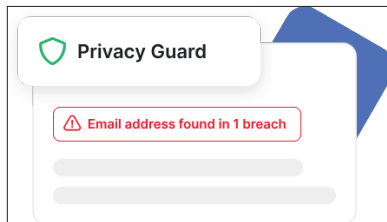
With our email cleaner app, you may work with groups of emails based on sender, email address, subject, label, date, recipient, or size, instead of working with individual emails.



To eliminate emails on a project or all correspondence from a specific sender, for instance, you can group emails based on the sender.

## 6. Find out if your personal information was stolen

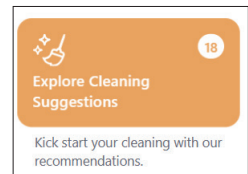
Every year millions of email addresses and other sensitive data is illegally obtained by hackers from large websites, banks, and other systems.



**Actions can be performed by users:**

- **Cleaning Suggestions**

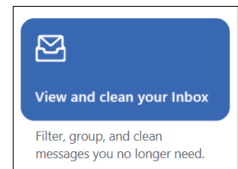
To help you get the most out of Clean Email and keep your mailbox clean, Clean Email presents Cleaning Suggestions to you in various convenient locations throughout the application.



- **Different ways to clean your inbox**

Unlike traditional email clients, Clean Email focuses on inbox cleaning and making it easy to keep your inbox clean and organized.

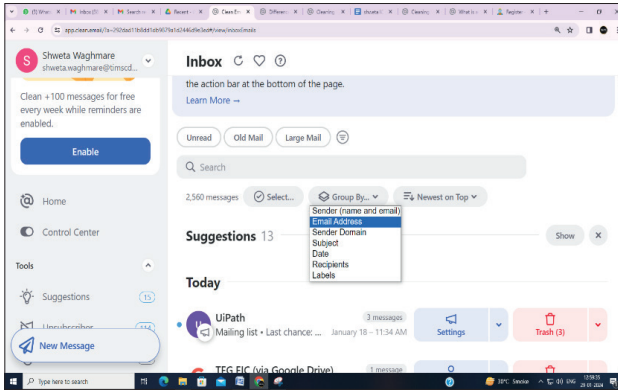
You can use filters such as sender domain ,date,labels, etc.



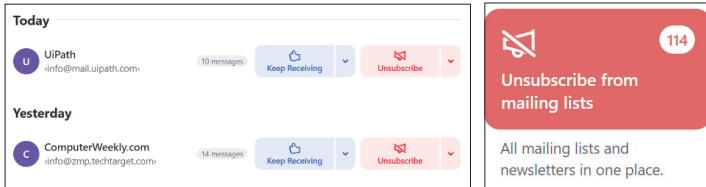
- **Unsubscribe**

The Unsubscriber can be used to stop newsletters and promotional emails from ever arriving in your inbox. Even if the sender disregards your attempts to unsubscribe, Clean Email ensures that the sender's mailing list messages

do not arrive in your inbox when you unsubscribe from them. Along with unsubscribing, you have the ability to select to delete any previous messages from the sender.

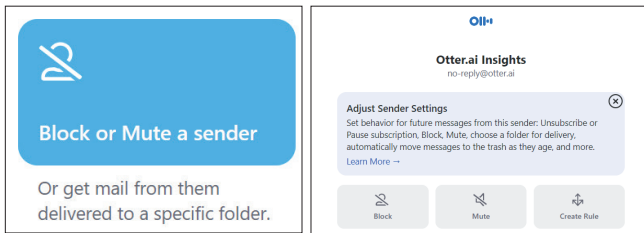


You can select unsubscribe button to remove access from mail



- **Blocking a Sender's Messages**

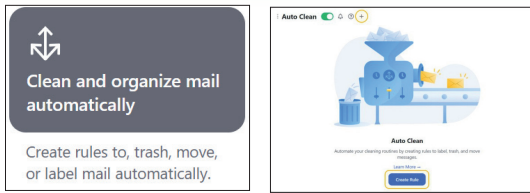
Blocking a sender's messages prevents them from being delivered to your inbox. The sender can continue to send messages to your address, but Clean Email will automatically move them to the trash upon receipt so they will not appear in your inbox.



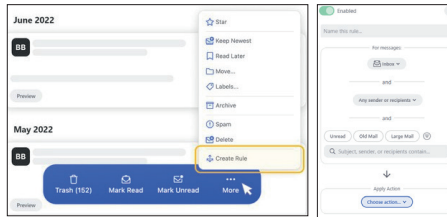
To block a sender is to click Block in the advanced Sender Settings dialog.

- **Auto Clean**

The first time you access the Auto Clean page, the page will be blank until you have created one or more Auto Clean rules. You can click Create Rule or click the + symbol at the top to begin a new rule.



Using the Auto Clean page is not the only way to create Auto Clean rules. When you select a message group in any Smart Folder, the action bar at the bottom of the preview pane includes the Create Rule action button.



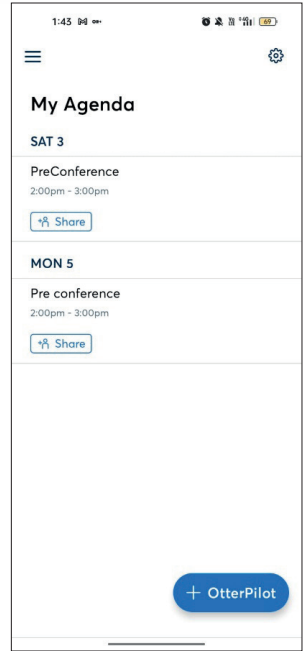
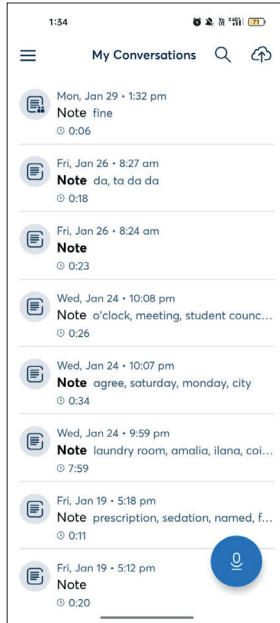
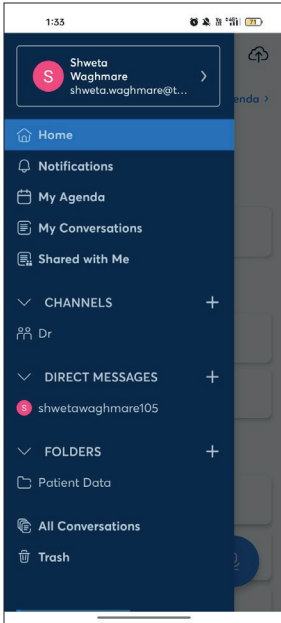
Clicking Create Rule opens a dialog with the rule's scope automatically suggested based on the messages you have selected.

## e. AI Meeting Assistant

Your ideal assistant for efficient note-taking and transcription. Otter uses state-of-the-art technology to instantly convert your spoken words into precise, searchable, and shareable text. Whether you're attending a lecture, having a meeting, or just generating ideas, Otter makes sure you capture every significant moment with ease.

### Important Features:

- 30x faster meeting summaries and note-writing
- Work together on the live transcript by designating action items, underlining important points, and adding comments with your teammates.
- Automated Meeting Notes: Save Time
- Otter can automatically attend and record your meetings on Zoom, Microsoft Teams, and Google Meet if you connect it to your calendar on Google or Microsoft. Watch live via the internet or the iOS or Android app.
- We can create different meetings with different sender, folder and channels
- We can maintain different notes in My Conversation
- We can create event in calendar and show it My Agenda for reminder







# AI for Social Media Marketing

## a) To generate AI driven videos

InVideo is a web-based video editing software that allows users to create professional-quality videos with ease. It provides a wide range of features and tools that make it suitable for both beginners and advanced users.



**invideo AI**

**Some key features of InVideo include:**

- **User-Friendly Interface:** InVideo has a user-friendly interface that makes it easy for users to navigate and create videos without extensive technical knowledge.
- **Video Templates:** It offers a vast library of pre-designed video templates that users can customize according to their needs. These templates cover various themes, industries, and purposes, making it convenient for users to find a template that fits their project.
- **Media Library:** InVideo provides access to a vast media library containing millions of stock images, videos, and music tracks that users can use in their projects. This feature eliminates the need to search for media assets elsewhere.
- **Text and Animation:** Users can add text overlays, animations, and effects to their videos to enhance visual appeal and convey their message effectively.

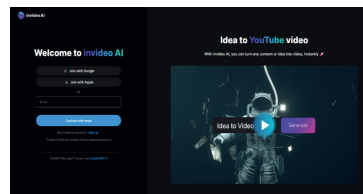
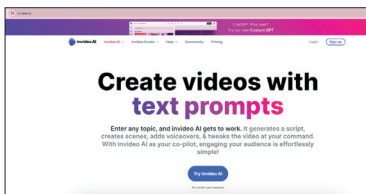
- **Voiceover Recording:** InVideo allows users to record voiceovers directly within the platform, enabling them to add narration to their videos seamlessly.
- **Collaboration:** It supports collaboration features, allowing multiple users to work on the same project simultaneously. This feature is beneficial for teams and organizations working on video projects.
- **Social Media Integration:** InVideo provides seamless integration with various social media platforms, making it easy for users to share their videos directly on social media channels.
- **Export Options:** Once the video is completed, users can export it in various formats and resolutions suitable for different platforms and devices.

InVideo offers both free and paid subscription plans, with the paid plans unlocking additional features and functionalities. Overall, it's a versatile tool for creating engaging videos for marketing, social media, education, and more.

- **Steps to create AI based Video**

Creating an AI-driven video using InVideo.io involves several steps. InVideo.io provides a user-friendly interface and a variety of tools to help you create engaging videos. Here's a basic guide to get started:

- o **Step 1: Sign Up and Log In**

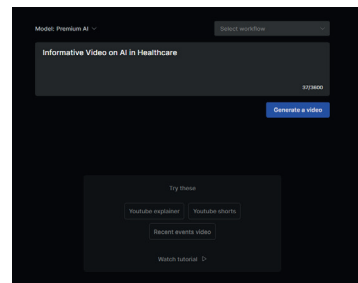


Visit the InVideo website using <https://invideo.io/> URL.

sign up for an account if you haven't already done so. Log in to your account to access the video creation platform.

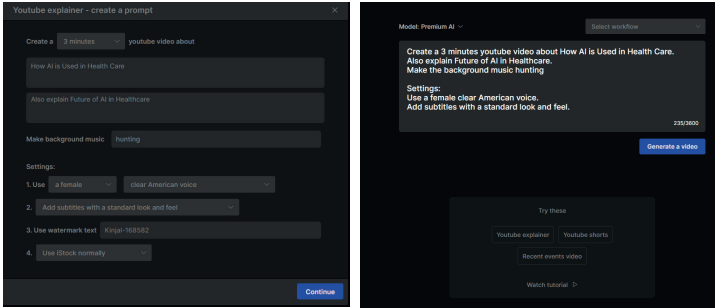
- o **Step 2: Select the Workflow**

Once logged in, you'll be directed to the screen in which you have to select the workflow of the video. Workflow can be YouTube explainer, YouTube shorts, Recent Event Video or Script to Video. Also write the topic and the instructions that needs to follow while creating video.



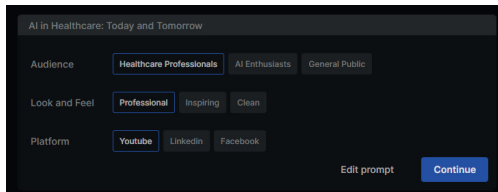


**o Step 3: Customize content and Enhance with Effects and Music.**



Based on the workflow selected use needs to feel the prompt information which will be followed while creating video using InVideo's media library. And click on Continue after filling information.

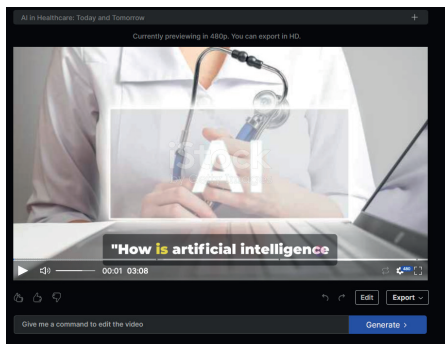
In this step user needs to check the data and edit if required and click on Generate Video button.



In next step you need to identify the Audience, Look and Feel and Platform on which you will going to publish the video.

**o Step 4: Generate Video**

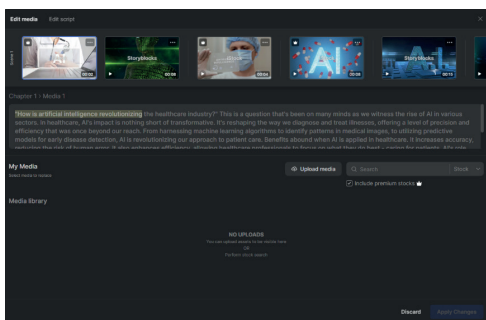
After clicking on continue button it will take some time to analyse entire instructions and generate the Video.



User can export the video if they want or edit the video if required.

## o Step 5: Video Editing

Edit your content: Arrange your media clips, trim videos, add transitions, and customize text overlays and animations to enhance your video's visual appeal.



## o Step 6: Preview and Finalize

**Preview your video:** Once you've added all the elements, preview your video to ensure everything looks and sounds the way you want.

**Adjust:** Make any necessary adjustments to timing, transitions, or content to refine your video.

**Finalize and export:** When you're satisfied with your video, finalize it and choose the export settings (resolution, format, etc.). Then, export the video to your computer or directly to social media platforms.

## o Step 7: Share and Distribute

**Share your video:** Once exported, you can share your video on various platforms such as YouTube, Facebook, Instagram, or Twitter.

By following these steps, you can create an AI-driven video using InVideo.io's platform. Experiment with different features and techniques to create videos that resonate with your audience and achieve your goals.

## b) Creates Social Media Post Content

**ContentStudio**, A comprehensive social media management tool makes the process of creating, scheduling, and analyzing content for several social media channels easier and more enjoyable. With its many capabilities, this application is easy to use and may help both individuals and organizations with their digital marketing campaigns.



**ContentStudio**

### Key features:

#### 1. Content Creation and Scheduling:

Create attractive text content, add eye-catching photos, and distribute captivating videos. Plan when to post your material so that it gets the most exposure possible.



## 2. Integration Across Multiple Platforms:

Connect your accounts on Facebook, Instagram, LinkedIn, Twitter, and other popular social media networks with ease. Take control of every aspect of your social media presence with a single dashboard.

## 3. Content Discovery and Curation:

Use the content discovery features in ContentStudio to find relevant and trending content in your business. Handle the curation and sharing of material with ease.

## 4. Reporting and Analytics:

Using in-depth data, track the effectiveness of your social media marketing. To improve your approach, monitor reach, engagement, and other crucial data.

## 5. Reposting and Automation:

Use automation options to expedite your workflow and plan postings ahead of time. To keep your internet presence constant, repost content that has been successful.

## 6. Collaboration Tools:

Encourage teamwork by providing collaboration tools that let several team members take part in scheduling, monitoring, and content creation.

## 7. Engagement of the Audience:

React to messages, mentions, and comments from your audience right from the platform to foster direct engagement.

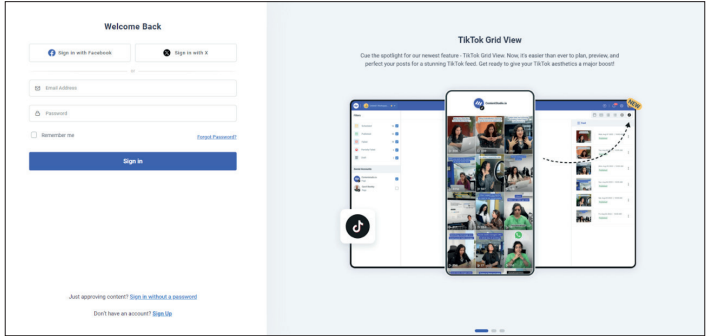
## 8. Content Arrangement:

To ensure effective planning, store drafts, classify content, and keep a well-organized content calendar.

## General guide on how to use Content Studio:

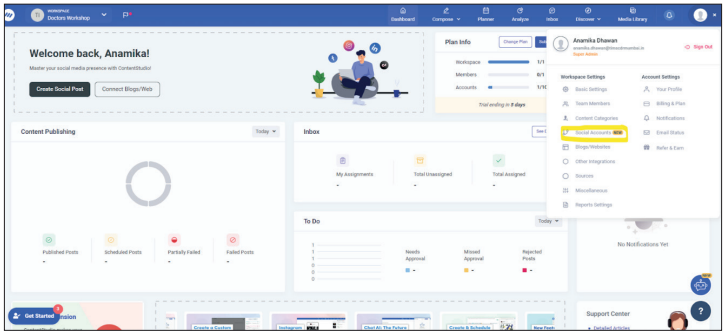
### 1. Sign Up / Log In:

Create an account by going to the ContentStudio website. Log in if you already have an account.

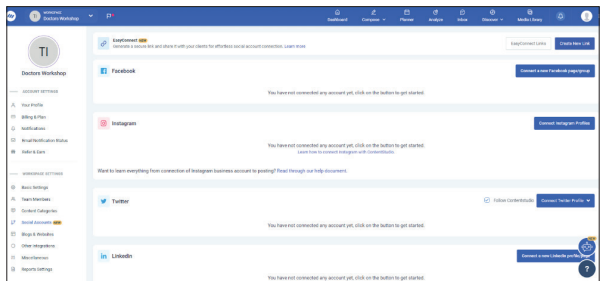


### 2. Connect Social Media Accounts:

Connect ContentStudio to your social media profiles. Sites like Facebook, Instagram, LinkedIn, Twitter, and so forth.

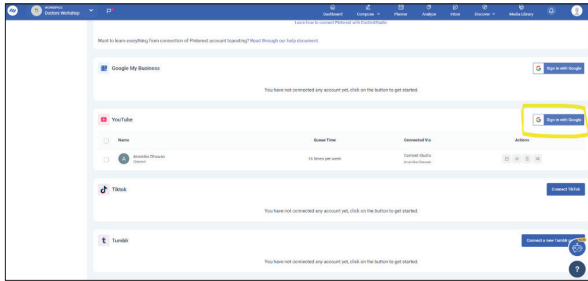


#### Step1: Select Social media Option from Dashboard

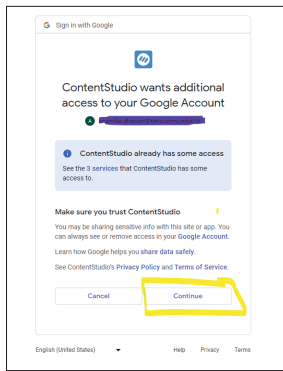


## Social Media Dashboard

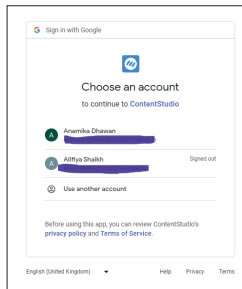
### Step2: Select Sign In with Google for YouTube



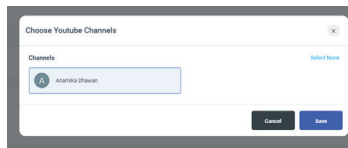
### Step 3: Select Google account



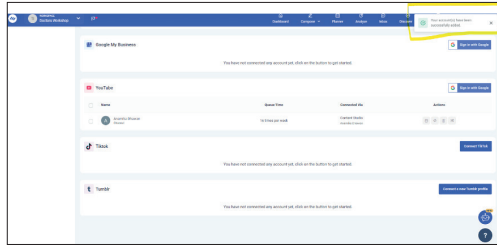
### Step 4: Select Continue



### Step5: Click on Save.

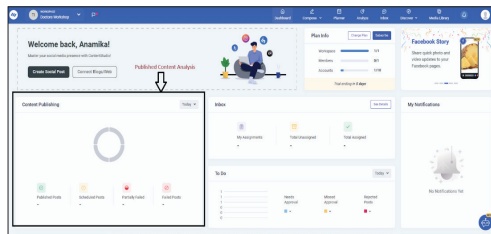


## Account Successfully Added



### 3. Examine the Dashboard:

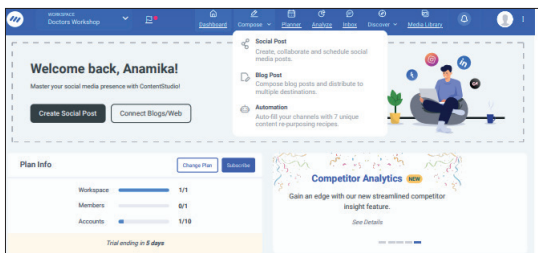
Learn about the available features and options by navigating through the dashboard.



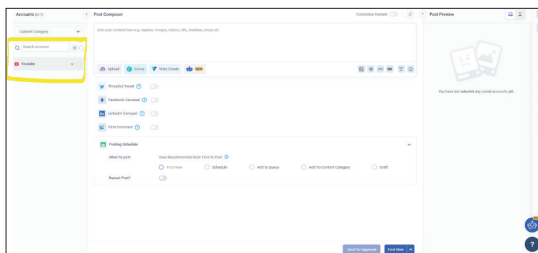
### 4. Create a New Post:

Look for the option to add a new article or piece of content.

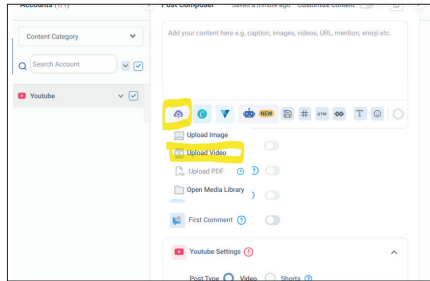
Step 1: Select post type



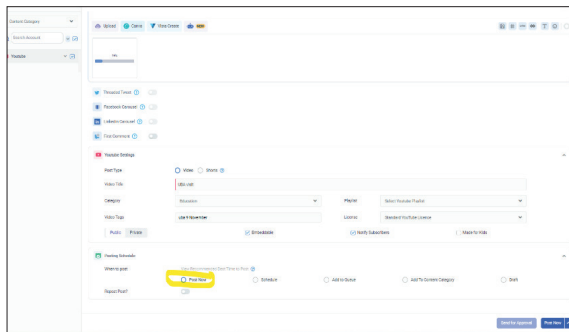
Step 2: Select Social media account



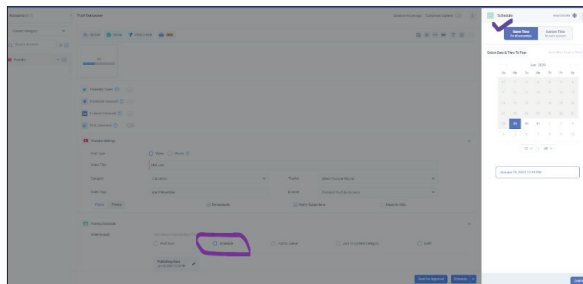
### Step 3: Select upload video



### Step 4a: Select Post now to post and click post now.



### Step 4b: Select Schedule to post at desired time and date and click Schedule



Video Successfully published

### 5. Select the Type of Content:

Select the type of content you want to create (e.g., text post, image post, video post).

### 6. Compose the Content:

Depending on the sort of content you've selected, write your post's content or add media files.

### 7. Add Links and Media:

Include links, pictures, and videos in your post if appropriate.

**8. Plan or Release:**

Select whether you want to schedule the post for publication later on or to go live right now.

**10. Explore Content Discovery:**

Content finding functions are included in certain social media management programs. Look through this section for worthwhile content to recommend.

**11. Monitor Analytics:**

To learn how well your posts are performing, examine analytics and performance data.

**12. Engage with the Audience:**

Make use of tools that let you interact with your audience, such the ability to reply to messages or comments straight from the platform.





# UPI Platform: Do's and Don't

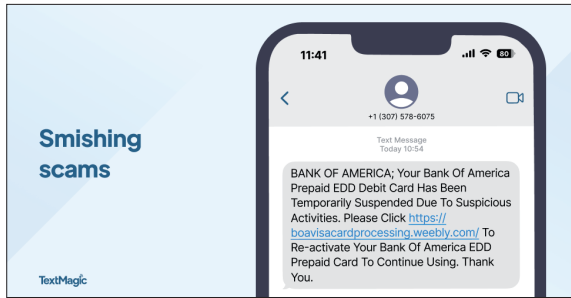
## a. Phishing : Fake UPI link case

Cybercriminals employ a dishonest technique called phishing to try and fool people into disclosing personal information like passwords, usernames, or bank account information. Phishing in the context of UPI typically entails sending emails or messages that impersonate trustworthy sources in an attempt to lure consumers into clicking on harmful links.

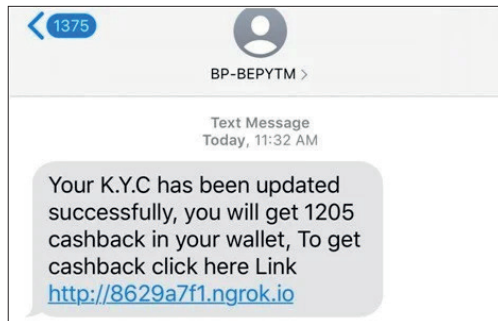
In the digital age, with the widespread use of online payment systems like UPI (Unified Payments Interface), cybercriminals have devised cunning methods to exploit unsuspecting individuals. One prevalent tactic is the use of fake UPI links in phishing scams. Understanding and recognizing these scams is crucial to safeguarding your financial information.

### **Fake UPI Link Scenarios:**

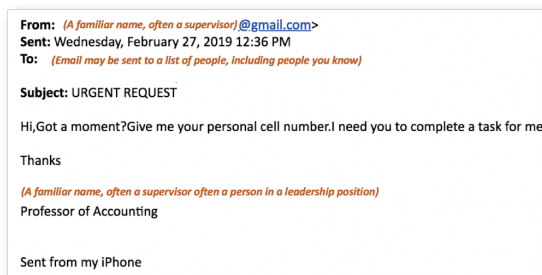
1. **Fraudulent Messages:** Scammers pretend to be from reputable banks or payment providers and inform you that anything is wrong with your account. A link that purports to take the reader to the solution of the issue is usually included in the message.



2. Prize or Offer Notifications: Rewards, discounts, or special offers are some of the ways that con artists entice victims. Phishing traps are set up where victims are tricked into clicking on a UPI link in order to get the purported prize.



3. Urgent Payment Requests: Scammers may pose as someone you know and send messages stating they are in urgent need of money. Frequently, these messages contain phony UPI links, tricking consumers into thinking they are supporting a friend or relative.



### Protect Yourself from UPI Phishing:

1. Educate Yourself: Be aware of typical phishing techniques and exercise caution when you receive unusual messages or offers.
2. Install Security Software: To safeguard your devices from possible dangers, install strong antivirus and anti-malware software. Eg: McAfee, kaspersky



3. **Enable two-factor authentication (2FA)** to further secure your accounts and offer an additional degree of protection to your UPI transactions.



4. **Report Suspicious Activity:** Report any phishing attempts you come across to your bank or the relevant authorities. This promotes awareness-building and the taking of preventative action.

- o **Phishing Real-Life case:**

The "**Google Docs Phishing Attack**" is a well-known and historical illustration of a significant phishing attack that happened in 2017.

Gmail users were the target of a major phishing attempt in May 2017. The attack consisted of sending a phony email requesting the recipient to see a Google Docs document, purporting to be from a known contact. When the link in the email was clicked, a phony Google login page was displayed to the recipient.

**Scenario:**

**Deceptive Email:**

An email appeared to be from a familiar person to the users. According to the email, the sender shared a Google Docs document with the recipient.

**Fake Google Login Page:**

Those who clicked on the email's link were taken to a phony Google login page that looked real. Users were asked to input their Google login information (password and email) on the page.

**Capture of Credentials:**

Users who unintentionally gave the attackers access to their Google account credentials did so by entering their login details on the fraudulent website.

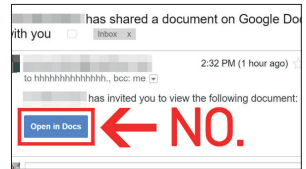
### Unauthorized Access:

With the credentials they had acquired, the attackers were able to access the Gmail accounts of the victims. Once inside, they might have access to contacts, emails, and other private data.

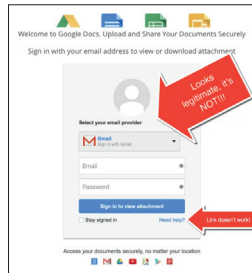
### Spread of the Attack:

There was a self-propagating element to the phishing attack. After an attacker obtained access to a user's account, they would use that information to send more phishing emails to the victim's contacts, thereby continuing the attack.

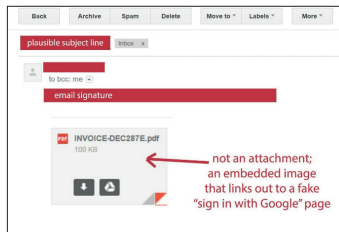
Fake open docs mail



Fake Login Page



Latest Phishing Attack



## b. Reversal of UPI transaction

Reversal of a UPI (Unified Payments Interface) transaction after a fraud incident involves a specific process that varies among banks and payment service providers.

An overview of how to start the reversal procedure following a UPI scam:

### 1. Contact Your Bank:

Get in touch with your bank's customer service as soon as you become aware of an illicit or fraudulent UPI transaction. Make use of the official means of communication—phone, email, or in-person visits—that your bank has offered.

## **2. Provide Transaction Details:**

Have the specifics of the fraudulent transaction, such as the date, amount, and transaction reference number, readily available. For the bank to look into and start the reversal procedure, this information is essential.

## **3. Lodge a Complaint:**

Send your bank a formal complaint about the fraudulent transaction. Certain banks might have a section solely focused on handling disputes or reporting fraud. To start the investigation, fill out the appropriate forms or supply the information needed.

## **4. Follow Bank Procedures:**

Initiate a reversal and report fraud by following your bank's instructions. Since different banks could have slightly different procedures, it's critical to follow the particular instructions given by your bank.

## **5. Urgent Blocking of UPI Credentials:**

Ask the bank to immediately block your UPI credentials in order to stop any more fraudulent transactions. This can entail adjusting your UPI PIN and implementing extra security precautions.

## **6. Cooperate with the Investigation:**

Give your bank's investigation your whole cooperation. This can entail supplying any extra data or supporting materials that are needed during the procedure.

## **7. Timeline for Reversal:**

The reversing process may take a different amount of time. While some banks might handle the situation swiftly, others might take longer. Have patience, but continue to inquire about the investigation's progress on a proactive basis.

## **8. If required, escalate:**

Elevate the issue within the bank if the reversal process takes too long or if you're not happy with the outcome. You can use the grievance redressal process available to most banks.

## **9. File a Police Complaint:**

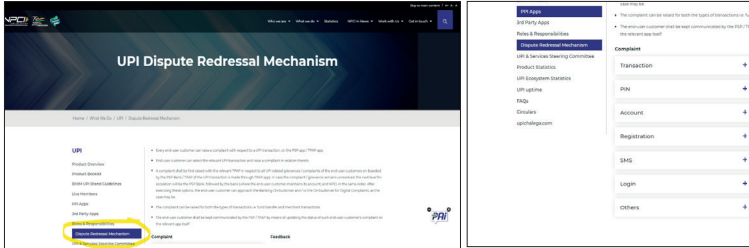
When fraud is severe, you should think about reporting it to the police. Give the relevant information and records to the law enforcement agencies.

## **10. Protect Your Account:**

By using two-factor authentication, changing your passwords, and keeping a close eye on your account activities, you can make your UPI account even more secure.

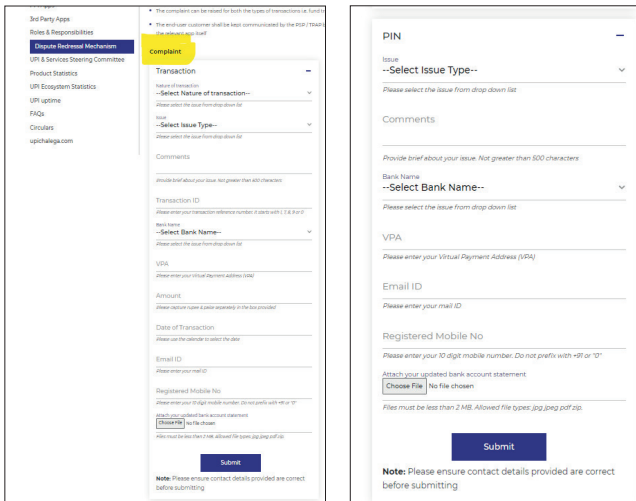
## c. National Payments Corporation of India (NPCI): UPI Dispute Redressal Mechanism

Every end-user customer can raise a complaint with respect to a UPI transaction, on the PSP app / TPAP app. If the dispute is not resolved at the bank level, and if both banks involved in the transaction are members of NPCI, the dispute can be escalated to NPCI for further intervention.



Following types of complaints, we can register on NPCI website:

1. Form to Register complaint: <https://www.npci.org.in/what-we-do/upi/dispute-redressal-mechanism>
2. Form to Register UPI related complaint:



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