

India's GCCs emerge as nerve centres for global GenAI adoption

With access to talent, tech, and transformation frameworks, GCCs are shaping the future of enterprise AI

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WHAT role do GCCs now play in driving global enterprise digital transformation and innovation?

Several multinational corporations are in the process of moving to a Digital & AI-first paradigm, and they are looking at their GCCs to provide Digital & AI prowess to drive this transformation. Digital Transformation has taken a robust foothold in the

GCCs, with their talent, powering evidence-backed, data-driven decisions for their parent organisations. The next generation of the GCCs is providing autonomous decision-making capabilities and AI- and analytics-augmented digital services, products, solutions, and prototypes. In addition to core technology capabilities, many GCCs are also expanding their mandates to include innovation labs, cross-functional digital accelerators, and centres of excellence focused on emerging technologies.

GCC leaders (MDs/Data, AI, and Analytics heads) are making good use of the burgeoning power of Digital Transformation to inform the decisions they make as a corporation, automate repetitive, low-value tasks, and reinvent business models for the continued efficiency and effectiveness of their organization in the new world of business. Thus, GCCs are vital for driving global enterprise, digital transformation and innovation in today's day and age.

What makes GCCs particularly positioned to drive enterprise GenAI adoption?

GCCs are best positioned for driving Enterprise Gen AI adoption for triggering innovation & transformation, capability expansion, cost arbitrage, and value ar-

bitrage.

Further, GCCs are evolving with a new rendition of being strategic and transformative to parent organisations on the ensuing parameters of effectiveness, business continuum, rapid experimentation & prototyping, cost of talent, insights & decisionmaking leading to new application and adoption scenarios in Gen AI in business

function areas ranging from CX, Marketing, Sales & Operations, Risk & Fraud, Supply Chain including procurement to FP&A, HR, Marketing, and IT function.

With access to a rich talent pool skilled in emerging technologies, deep domain knowledge, and close collaboration with global business units, GCCs can act as incubators for GenAI innovation at scale. Their ability to orchestrate cross-functional collaboration and integrate GenAI into existing enterprise ecosystems enables rapid deployment and value realisation. Moreover, their central positioning allows for unified governance, risk compliance, and ethical AI implementation across use cases.

In addition, AI to Gen maturity roadmaps, jumpstarting Gen AI use cases: agentic workflows, computer vision, image classification, conversational AI, algorithmic decision making, and AI insights experience hub are a few other areas that make GCCs best suited to drive enterprise Gen AI adoption.

Can you provide instances of how GenAI is enabling new business capabilities in GCCs, such as marketing, HR, finance, and product development?

Several GCCs are deploying state-of-the-art Gen AI strategies & adoption scenarios for their parent organisations in the business enabling functions w.r.t market-

DIGITAL Transformation has taken a robust foothold in the GCCs, "with their talent powering evidence-backed, data-driven decisions for their parent organizations," says Sameer Dhanrajani, CEO of AIQRATE and 3AI in an exclusive interaction with Bizz Buzz



Sameer Dhanrajani, CEO, AIQRATE



How will GCCs shape boardroom AI initiatives and future business models?

GCCs are having a tight alignment with enterprises to shape AI initiatives in the boardroom and future business models. A tighter coupling of business strategic imperatives and annual operating plans is enabling Indian GCC leadership to contribute strongly to the parent organisation's top & bottom line through AI initiatives. India GCCs are equipping themselves with creating strong & deep AI leadership pools across levels by making them go through contemporary state-of-the-art leadership programs, ecosystem exposure, and business acumen, and building C-level advocacy and this is driving the building of AI Fluency across boardrooms and enterprises.

In addition, GCCs are increasingly becoming co-creators of enterprise AI roadmaps by embedding AI ethics, governance frameworks, and responsible AI deployment into the decision-

ing, HR, customer service, supply chain optimisation systems, inventory forecasting systems, sales forecasting, profit optimisation, and many others. Multiple Financial Services & Insurance GCCs are putting innovation in improving customer service across their insurance and financial services portfolio by offering an online loan in three minutes, thanks in part to a customer scoring Gen AI tool that uses an internally developed face-recognition capability that is more accurate than humans. GCCs are also enabling hyper-personalised marketing campaigns using GenAI-driven segmentation, sentiment analysis, and content generation engines tailored to diverse customer cohorts. In HR, they are applying GenAI to enhance talent acquisition through intelligent screening, predictive attrition analytics, and personalized learning journeys.

In finance, intelligent assistants powered by GenAI are automating compliance checks, reconciliations, and financial forecasting. Product development teams with-

making process. They are working hand-in-hand with business leaders to prioritise high-impact AI use cases aligned with long-term growth strategies. GCCs help validate and scale AI solutions more quickly by acting as innovation test-beds, which reduces time-to-value. Furthermore, the GCCs contribute to the reimagining of traditional business models by combining cross-functional data, experimenting with sophisticated models, and operationalizing insights. This includes a shift from product-centric to experience-led, from reactive to predictive, and from isolated operations to integrated intelligent ecosystems. The way businesses compete and prosper in an AI-driven future is being directly shaped by their strategic influence, which is transforming them into reliable transformation partners.

How are the GCCs using AI and GenAI to transform from operational efficiency to strategic value creation?

Gen AI & AI can potentially mould GCCs to revolutionize from operational efficiency player to strategic value driver by unleashing several Gen AI initiatives that redefine enterprise workforce productivity and engagement in ways beyond straightforward automation. A novel application is AI for constructing a dynamic, data-driven employee experience. With real-time feedback, employees to instantly know their strengths and weaknesses. This feedback loop is continuous and serves not only to keep employees engaged but also helps them utilize new knowledge and skills better in their jobs. For businesses, where upskilling and training on a large scale is the key, this aspect ensures that the employees are al-

Global Capability Centres (GCCs), particularly in India, have evolved into strategic innovation hubs for multinational enterprises. As digital and GenAI transformation takes centre stage, GCCs are driving autonomous decision-making, hyper-personalised solutions, and boardroom-aligned AI strategies across functions like HR, finance, marketing, and product development—turning them into enterprise-wide transformation centres

ways up to date and confident in their jobs.

Aside from talent development, GCCs are using GenAI to facilitate cross-functional collaboration by dismantling silos and allowing real-time insights among departments.

Use cases now encompass AI-driven product innovation cycles, smart supply planning, and anticipatory customer service models. GCCs are also incorporating GenAI into strategic planning capabilities, such as more accurate forecasting, early

Risk detection, opportunities, and speeding up faster evidence-based decision-making.

GCCs are thus becoming full-fledged enterprise transformation centers, driving long-term strategic value through scalable AI innovation that supports business objectives and competitiveness.

Cancer before 50: Uncovering the role of plastics and modern living

Scientists explore if our modern environment—and especially plastics—could be silently reshaping cancer risks for a new generation

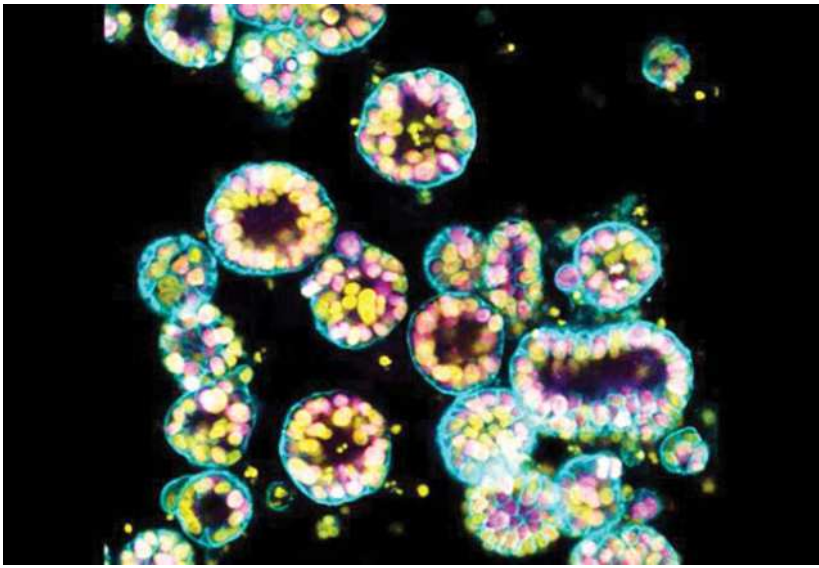
SARAH DIEPSTRATEN &
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CANCER is traditionally known as a disease affecting mostly older people. But some worrying trends show cancer rates in younger people aged under 50 are on the rise. This week's ABC 4 Corners suggests chemicals, including plastics, may play a role in rising rates of these early-onset cancers. So, what does the evidence say is causing this increase?

And what can we do about it? Why does cancer mostly affect older people? Each cell in your body contains a copy of your DNA – the instructions needed to keep that cell functioning properly. However, DNA can be damaged or "mutated" in such a way that a cell will no longer do the job it's supposed to. Some mutations will allow a cell to make too many copies of itself and grow out of control.

Others can protect it from dying. And others still allow it to move around and travel to other organs where it doesn't belong. Accumulating too many of these DNA mutations can lead to cancer. Every time a new cell is made in our body, a copy of our DNA is made too. Sometimes, due to random chance, mistakes occur that introduce genetic mutations. Think of it like making a photocopy of a photocopy, and so on. Each copy will be slightly different than the original. Most DNA mutations are harmless. But your cells are making billions of new copies of themselves each day.

So the older you get, the more DNA copies you will have made during your lifetime, and the more likely you are to have dangerous mistakes in those copies. As we get older, our bodies aren't as good at recognising and removing cells with dangerous mutations. That's why cancer is much more common in older people. What's causing cancer in younger people? One of the reasons increased cancer rates in younger people is so worrying is it means there are likely environmental factors involved that we don't yet know about. Environmental factors are anything outside of our bodies: things such as chemicals, viruses and bacteria, the amount we exercise, and the foods we eat. Many of these environmental factors can increase the likelihood of DNA copying mistakes or even directly damage our DNA, increasing our risk of cancer.



Cancer has long been considered a disease of aging, but a troubling trend is emerging: more people under 50 are being diagnosed with cancer, and scientists are scrambling to find out why. While factors like obesity, diet, and microbiome shifts are under scrutiny, increasing attention is being paid to chemicals in our environment, especially plastics. From food additives to airborne pollutants, the modern world presents a complex web of potential risks. Though no single "smoking gun" has been found, researchers agree that reducing chemical exposure, improving lifestyle habits, and staying informed may help protect the younger generation

One well-known example is ultraviolet (UV) radiation from the sun, which can lead to skin cancer. Another is smoking, which can lead to lung cancer. Fortunately, public awareness campaigns about the dangers of sun exposure, and reduced rates of people smoking cigarettes, have led to falling numbers of skin and lung cancer cases in Australians under 50 over the past 30 years.

But other types of cancer – including cancers of the liver, pancreas, prostate, breast and kidney – are increasing in young people in Australia. The trend is global, particularly among richer, western countries. What role do chemicals play?

Researchers are working to understand the causes of these increases. Currently, chemicals are in the spotlight as an environmental factor of particular interest. We're exposed to more chemicals in the modern day than many of our ancestors were – things such as air pollution, food additives, plastics and many more.

Alcohol and cigarette smoke aside, most chemicals that are definitively linked to cancer are not ones most people would regularly encounter, as they're restricted to spaces such as industry. One of the main chemicals of concern are plastics, which are ubiquitous: almost everyone encounters them, every day. Experts

agree plastics represent an overall massive general risk to human health and the environment.

However, there are thousands and thousands of plastics, making it difficult to pinpoint specific ones that cause specific problems, including cancer. Studies using animals can give strong evidence one way or another. But in humans who are exposed to thousands of different environmental factors every day, it's difficult to definitively state "risk factor X contributes to cancer Y". So, it's not possible to point to a single "smoking gun" in the case of the increasing early-onset cancer rates.

Let's use colorectal cancer (also called bowel cancer) as an example to illustrate the issue. Why are young people getting bowel cancer? In older people, bowel cancer rates are actually falling. This is thought to be in part due to improved testing and screening helping to catch and destroy dangerous cells before they actually become cancer. But early-onset bowel cancer rates are rising. Some people speculate this may be due to increased exposure to plastics, as the digestive system is exposed to these through the food we eat. This includes things such as nano- or micro-plastics, or chemicals leaching out of the plastics into foods, such as PFAS (per- and poly-fluoroalkyl substances).

But there are other potential culprits, such as diet and lifestyle, with obesity and alcohol intake correlating with increased cancer rates. Bacteria may also play a role: the types of bacteria found in your microbiome are thought to contribute to bowel cancer risk. Even exposure to certain bacterial toxins has been linked to bowel cancer risk. How can you reduce your risk of cancer? While there is no definitive evidence linking chemicals to increased cancer risk in young people, this is an area of intense ongoing research.

Reducing your use of and exposure to plastics and chemicals, where possible, is still probably a healthy thing to do. On top of that, you can reduce your overall cancer risk through regular exercise and maintaining a healthy, balanced diet. If you have any concerns, and particularly if you have a family history of cancer, consult your doctor.

(The writers are Senior Research Officers at Walter and Eliza Hall Institute of Medical Research, WEHI)

Shipping and waterways key role in boosting exports: Min

Shantanu Thakur emphasised equal and balanced focus on dev of each sector is crucial



The minister mentioned the need for improved communication to establish a robust connectivity infrastructure, spanning from the Northeast region to the Northwest part of India, encompassing both first mile and last-mile connections

SHIPPING and waterways will play a vital role in enhancing India's exports as the country is headed to become the third largest economic power, Minister of State for Ports, Shipping and Waterways, Shantanu Thakur, said on Thursday.

Addressing a conference on exports logistics organised by the Confederation of Indian Industry (CII) here, the minister emphasised that equal and balanced focus on development of each sector is crucial.

Thakur highlighted that reduction of the turnaround time of ships in the transportation of goods is of paramount importance. "As 70 per cent of trade happens through shipping, there is a need for vast development of the shipping industry," Thakur pointed out.

He also said that the use of artificial intelligence is an imperative for deeper development of the shipping and logistics sector.

The minister mentioned the need for improved communication to establish a robust connectivity infrastructure, spanning from the Northeast region to the Northwest part of India, encompassing both first mile and last-mile connections.

Speaking at the conference, Rajesh Agrawal, Special Secretary, Department of Commerce, highlighted three important factors in India's logistics journey. First, the container revolution played an important role in enhancing the role of Global Value Chains (GVC). He further emphasised the sig-

nificance of India's ongoing and past free trade agreement (FTA) negotiations in enhancing India's participation in GVCs, adding that identification of gaps in multimodal transportation and bringing all stakeholders together will bring down the logistics cost, driving exports and growth in India's economy.

Secondly, Agrawal mentioned that there is a need for more air cargo space, port space, rail and road space, in addition to enhancing cold chain logistics in India's agriculture sector.

He further highlighted that to achieve Net Zero by 2027, there is a need to see that the logistics journey that India embarks upon is sustainable, with minimum carbon footprint.

Vijay Kumar, Chairman, Inland Waterways Authority, deliberated on India's transformative journey and the role of Inland Waterways in actualising India's ambitious goal of achieving \$2 trillion in exports by 2030, and net zero emission target by 2070.

"If the cost of logistics has to be brought down to single digit, we have to meet the twin goals of economy and sustainability, then inland waterways transport is the solution," he added.

Kumar also discussed the crucial steps taken by the government to address major industry issues including water availability and draft variability, highlighting the importance of multimodal connectivity and cargo aggregation hubs to bring down first mile and last mile costs.