PRESS NOTE

Digital India Ask Our Experts

- **Episode 59 highlights AI can assist creativity, but human imagination remains at its core**
- **AI should be seen as a creative tool rather than a replacement for artists**
- **Human experience, cultural understanding and artistic intent remain central to authentic art**
- **Students and aspiring artists should combine AI skills with strong foundations in art, theory and cultural traditions**

New Delhi: Artificial Intelligence is transforming the way visual content is created, but it cannot replicate the human experiences, cultural understanding and intent that give art its distinctive character. This emerged during the latest episode of Digital India Ask Our Experts, which explored the evolving relationship between Artificial Intelligence and human creativity.

The episode, titled "Artists & AI: Is Technology Changing the Meaning of Creativity?", featured Dr. Bhupesh Chandra Little, Professor of Applied Arts and Photography at Jamia Millia Islamia. The discussion examined how AI is influencing applied art and visual communication, the opportunities it creates for artists, and emerging questions around originality, ethics, copyright and employment.



Watch the episode on
https://www.youtube.com/watch?v=FV61yWbB22Q&list=PLHdRh1lHRECkYclg1W6E3Q7UMlQimjTUj&index=1&t=9s

AI as a tool for artists

Dr. Little emphasised that AI should be viewed as a tool in the creative process, much like artists have traditionally used brushes, paints and other technologies. “AI can assist artists by automating repetitive and time-consuming tasks, including certain aspects of photo editing, thereby allowing them to devote greater attention to creative thinking and execution,” he said.

However, he underlined that human imagination remains central to creativity. Art created by people is shaped by lived experiences, emotions, social surroundings, cultural knowledge and individual intent, dimensions that AI systems can simulate but do not experience themselves.

AI and India’s traditional art forms

The discussion also examined the implications of AI for India's rich artistic traditions. While AI systems can generate visuals resembling traditional styles, understanding the cultural context, history and nuances behind these traditions remains important. At the same time, AI and digital technologies can contribute positively to the digitisation, documentation and archiving of traditional Indian art, helping make such knowledge more accessible for education and research.

Questions of originality, credit and copyright

The episode highlighted emerging ethical questions surrounding AI-generated art. Since AI systems learn from large volumes of existing human-created material, questions arise when they reproduce or closely imitate the distinctive style of an artist. The discussion touched upon evolving approaches internationally and in India around the rights of original creators, acknowledgement, consent and compensation. The conversation underlined the need to find a balance between encouraging technological innovation and protecting the interests of creators.

Preparing young artists for an AI-enabled future

Addressing students and aspiring creative professionals, Dr. Little advised them not to fear AI, but to learn how to work with it effectively**.** As AI changes certain tasks and roles within the creative industry, proficiency in using new tools is likely to become increasingly important. At the same time, knowledge of the fundamentals of art, technique, theory, cultural history and the nuances of different artistic genres will continue to distinguish human creators.

The discussion emphasised that the way forward is therefore not a choice between AI and the artist, but an approach in which technology supports human creativity while human judgement, imagination and cultural understanding remain at the centre. The episode concluded with a message for young creators to continue learning, experimenting and adapting while strengthening the fundamentals of their craft — because while AI can produce many things, the human perspective behind art remains irreplaceable**.**

Digital India Ask Our Experts is an interactive knowledge-sharing initiative that brings experts directly into conversation with citizens on technology, digital services and emerging areas impacting everyday life. The programme also provides a platform for citizens to engage with experts and understand the technologies. For more information on upcoming episodes and Digital India initiatives, visit www.digitalindia.gov.inand www.negd.gov.in.