

## ES follow-up on Artificial Intelligence: India

### Implementation Report

As part of the efforts of the World Bank to understand the impact of the development and rollout of generative artificial intelligence (AI) on the private sector, the Enterprise Analysis unit is conducting follow-up surveys on recently completed Enterprise Surveys (ES) in several countries. These short surveys follow the baseline ES and are designed to provide quick information on the impact and adjustments that AI has brought about in the private sector.

The follow-up surveys re-contact establishments [sampled in the standard ES using stratified random sampling](#). The universe of inference is all registered establishments with five or more employees that are engaged in one of the following activities defined using ISIC Rev. 4.0: manufacturing (group C), construction (group F), wholesale and retail (group G), transport (group H), accommodation and food services (group I), information and communication (group J), professional services (group M) and select services sectors (codes 79 and 95).

The baseline ES for [India](#) contains a total of 10,479 interviews conducted from April, 2025 to April, 2026. The follow-up data can be merged with the baseline data set using the variable **idstd**.

This first wave of follow-up surveys was implemented as follows:

- Method of Data Collection: **Computer Assisted Telephone Interviews (CATI)**
- Data Collection Period: **March, 2026 – April, 2026**
- Total Sample: **1,355**
- Sample Frame Source: **Completed interviews in India 2025 WBES**
- Implementing Agency: **NielsenIQ (India)**
- Interview Languages: **English, Hindi, Tamil, Telugu, Kannada, Malayalam and Assamese.**

For the purposes of the AI follow-up survey, one sector-based stratum was defined:

- AI-intensive sectors:** pharmaceutical manufacturing [ISIC Rev. 4, 21], computer, electronics, and electrical equipment manufacturing [26-27], the manufacturing of motor vehicles and other transport equipment [29-30], water & air transport [50-51], publishing [58], telecommunications [61-62], and professional activities [69-75].
- Not AI-intensive sectors:** other manufacturing [10-20, 22-25, 28, 31-33], construction [41-43], wholesale and retail trade [45-47], land transport and warehousing [49, 52-53], accommodation and food services [55-56], and repair of personal goods [95].

This stratification classification was based on the realized sector information as provided in the baseline WBES (d1a1a\_v4).

The dataset contains two weight variables. The baseline weights from the ES are denoted **wt\_ES**. Since not all the firms interviewed in the baseline participated in the follow-up survey, the weights are adjusted so that the follow-up sample remains representative of the original survey universe. Therefore, final weights were constructed by chaining the baseline sampling weights with a second-stage adjustment factor. Therefore, the weight **wt** in the dataset is constructed as follows:

$$wt = wt\_ES \times \frac{N_h}{n_h}$$

where  $N_h$  is the total number of completed interviews in stratum  $h$  in the baseline ES, while  $n_h$  is the number of completed interviews in the follow-up survey.

For more information regarding the WBES, visit: <https://www.enterprisesurveys.org>