



## ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

☎ : 0091-40-66533000, 66534247, Telefax: (Programmes Office) 0091-40-23324365,

Fax : 0091-40-66534356, e-mail: [poffice@asci.org.in](mailto:poffice@asci.org.in), URL: <http://www.asci.org.in>

**Prof. Nirmala Apsingikar**  
**Dr. Avik Sinha**  
Programme Directors

December 28, 2017

Dear Sir / Madam,

Programme on  
**Leveraging Big Data and Analytics**

(March 14-16, 2018)

Advanced analytics, particularly in Big Data settings, can add significant value to decision making and operations in several areas including production, logistics and Service delivery, marketing and customer relationship management, customized product and service design, risk management, and fraud detection among others.

ASCI's **3-day programme on Leveraging Big Data and Analytics** provides knowledge, perspectives and insights on creating value with strategic data assets and big data analytics. Through examples, demonstrations, case studies, and discussion in groups, participants will learn how organizations are using big data effectively in various fields.

This programme will equip participants to recognize the opportunities and initiate and take forward Big Data and advanced Analytics Strategies for their organizations. The enclosed brochure provides details about the programme.

We invite you to nominate your executives/officers belonging to senior and middle management levels from business/functional areas as well as information technology.

Please do reach us for any further information/clarifications (e-mail: [nirmala@asci.org.in](mailto:nirmala@asci.org.in); [avik.sinha@asci.org.in](mailto:avik.sinha@asci.org.in) ).

We thank you and look forward to hearing from you.

With regards,

Yours sincerely,

**Nirmala Apsingikar**

**Avik Sinha**

Encl: Programme Brochure and Nomination Form

Programme on  
**LEVERAGING BIG DATA AND ANALYTICS**

March 14–16, 2018



**Administrative Staff College of India**

## THE PROGRAMME

Pervasive information and communication technologies and extreme connectivity have resulted in the emergence of “Big Data”, a term that refers to a large volume of multidimensional structured and unstructured data being generated, often at high speed, from a variety of sources including log records, opinions and sentiment expressed on social media, sensors and other recording devices, and other application systems. Big data is a disruptive force that presents opportunities as well as challenges to organizations. To successfully derive value from big data, organizations need new ways to harness, analyze and mine their big data assets for rich insights.

Big Data and Analytics are of great relevance to several sectors such as Oil and Gas, Manufacturing, Telecommunications, Banking, Financial Services and Insurance (BFSI), Retailing, Hospitality and healthcare, where core transaction processing systems are already in place and large volumes and of data are available, from a variety of data sources, both internal and external.

Advanced analytics, particularly in Big Data settings, can add significant value to decision making and operations in several areas including production, logistics and service delivery, marketing and customer relationship management, customized product and service design, risk management, and fraud detection among others.

Several Ministries of the Government of India have launched major initiatives notably UID, myGov, CCTNS, 100 smart cities, MCA21, among others. These initiatives involve large scale collection and digitization of data and/or generation of large quantities of data from diverse sources. Big Data platforms and Big Data analytics provide opportunities to gain deep insights that will enable effective, timely decision making and improved responsiveness in governance, public service delivery and policy making.

In order to put in place a Big Data strategy, organizations need to understand the potential of big data applications in their own contexts. They need an exposure to the big data landscape –from the frameworks, technologies and tools for the management and processing of big data, to the analytical techniques that are used to derive insights. Organizations also need to understand how best they can integrate big data with existing IT platforms and systems that are in place.

ASCI's 3-day programme on Leveraging Big Data and Analytics will provide knowledge, perspectives and insights on creating value with strategic data assets and big data analytics. Through examples, demonstrations, case studies, and discussion in groups, participants will learn how organizations are using big data effectively in various fields.

Through this programme participants will gain the perspectives and knowledge to recognize the opportunities and initiate and take forward Big Data and advanced Analytics Strategies for their organizations.

## OBJECTIVES

The programme is designed to enable participants to

- ◆ Understand how big data and advanced analytics can provide significant business value to various fields and functions, both now and in the future.
- ◆ Gain exposure to the frameworks, technology platforms tools and techniques associated with Big data and advanced Analytics.
- ◆ Appreciate the processes and issues involved in defining, taking forward big data and advanced analytics Strategies for the organization.

## PROGRAMME THEMES

1. Overview: Big Data Context, Characteristics, and Value Propositions
2. Overview: fundamental business analytics including applications
3. Essentials of Data Science and Data Models: Data preparation and processing, basic and advanced data models.
4. Discovering Structures in Big Data
  - Analysis techniques in Big Data environments;
  - Big data Visualization.
5. Big Data Execution Strategies - Operationalizing Big Data:
  - The Big Data landscape. Popular Frameworks and platforms for Data processing; Relational and non-relational Databases for Big Data; Data warehouses, data marts, data lakes; Proprietary and open source platforms for advanced analytics using Big data;
  - Building and implementing Big data Strategies: Case studies and experience sharing

## PROGRAMME PEDAGOGY

Pedagogy includes sessions from Faculty, exposure to techniques using data analysis software packages such as “R”, SPSS, and SAS; Case studies and experience sharing with industry practitioners in Data Science and Analytics, presentations from solution providers and implementers, and discussions in groups will be used.

Participants will be encouraged to apply big data and analytics concepts in the context of their own organizations defining problems that could benefit from the application of big data concepts, brainstorming sources of data, and applying analytics.

## WHO CAN PARTICIPATE

This programme will benefit executives/officers in senior and middle management representing business areas/functions as well as information technology, from organizations in the services, manufacturing, government and institutional sectors. A team of two or more executives representing technology, analytics and functional areas would derive maximum value from this programme.

## VENUE

The programme is fully residential and the participants will be accommodated in single occupancy air conditioned rooms. The college does not provide accommodation for the family. College will arrange transport between airport / railway station and venue. The College is Wi-Fi enabled in comprehensive way.

## DURATION

The programme duration is 3 days from **March 14-16, 2018**. The participants are expected to arrive a day before commencement. Participants can plan their return by flights/trains leaving Hyderabad between Friday (March 16) evening and Saturday (March 17) afternoon.

## PROGRAMME FEE

Rs.34,000/- (US \$1495 if foreign) plus GST as applicable per participant. The fee covers tuition, boarding and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee: Rs.28,000/- plus GST as applicable per participant. The fee covers tuition, courseware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the programme fee for participation of three or more participants from the same organization will be given, provided the payment is credited into the College bank account before the commencement of the Programme.

## MEDICAL INSURANCE

Nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalization.

## LAST DATE FOR NOMINATION

Please use the prescribed/attached nomination form. The Last date for nomination is **March 1, 2018**. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

## LAST DATE FOR WITHDRAWAL

The last date for withdrawal is March 6, 2018.

## ASCI ALUMNI ASSOCIATION

Participants of ASCI programmes will automatically become members of the ASCI alumni association.

## CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the programme.

### Programme Directors

**Prof. Nirmala Apsingkar**

E-mail: nirmala@asci.org.in

**Dr. Avik Sinha**

E-mail: avik.sinha@asci.org.in

## About the Programme Directors:

**Prof. Nirmala Apsingikar** (BSC. (Hons) IIT Kharagpur; PGDM – IIM-Bangalore) is the Area Chairperson for Information Technology at ASCI.

She has been with ASCI for over 31 years. She started her career in the Information Technology Industry. Her areas of specialization and interest include IT Strategy; The Digital Enterprise; IT-enabled Business Process Improvement; Knowledge Management, Enterprise Solutions, Big Data, e-Governance and Business Strategy. She has undertaken several consulting, research and training assignments in these areas, mainly for organizations in the core/infrastructure/ strategic sectors.

She designs, conducts, and teaches in programmes on Knowledge Management, Strategic Use of IT, enterprise solutions and Business Intelligence and Big data. She also directs and teaches in several announced as well as organization-based General Management Programmes at ASCI. She has been the recipient of research and training fellowships during her career.

**Dr. Avik Sinha**, (BE – NIT Durgapur; PGDM – ITM Mumbai; FPM – IIM Indore) is Assistant Professor in the area of Economics, at the Centre for Economics and Finance at ASCI.

He started his career in Information Technology Industry. His primary job responsibility was Business Analysis, IT Strategy, Functional Architecture Designing, Business Process Reengineering, and Quality Control. He is proficient in analytical tools and techniques, and modern econometric applications. He has carried out several studies based on these techniques.

He has conducted several workshops on Data Visualization, Quantitative Research methodology, and Advanced Econometrics. He has also given training on IT Infrastructure, Business Analysis, and Software Quality Control.



### **Administrative Staff College of India**

Bella Vista, Raj Bhavan Road, Khairatabad,  
Hyderabad - 500 082, India.

**Telefax (Programmes Office) : 0091-40-23324365**

Phone : 0091-40-66534247, Fax : 0091-40-66534356

### **Delhi Campus**

C-24, Institutional Area  
South of IIT, Behind Qutub Hotel

New Delhi-110 016.

Tel: 011-26962204, 26961750, 26961850

**Nomination Form  
Programme on  
Leveraging Big Data and Analytics  
(March 14 – 16, 2018)**



**ADMINISTRATIVE STAFF COLLEGE OF INDIA**  
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)

**Nominee's Contact Information :**

Name (Mr/Ms) :	Date of Birth :
Designation :	Qualification :
Organisation :	
Address :	
Phone(s) :	(Off) : (Mobile) : Home :
e-mail :	Fax :
Education :	

**Sponsor's Details**

Name of the Sponsoring Authority _____	Designation _____
Organisation :	
GSTIN :	
Address :	
	Pincode : _____
Phone(s) :	(Off) : (Mobile) :
e-mail :	Fax :

**BANK PARTICULARS**

**For Foreign Participants:**

Receiver's State Bank of India, New York  
 Correspondent Bank SWIFT: SBINUS33  
 ABA Routing No.: 026009140  
 For Credit of State Bank of India, Treasury department,  
 Hyderabad, India,  
 SWIFT-SBININBB602 NOSTRO  
 A/C No.: 2111001212001 REF.NO.05055  
 Ultimate Beneficiary Administrative Staff College of India,  
 Account No.: 62090698960,  
 State Bank of India, Bellavista,  
 Rajbhavan Road Branch, Hyderabad.

**For Indian Participants :**

Bank Name State Bank of India  
 Address line 1 6-3-1092, 1st floor, A Block  
 Address line 2 Bellavista Branch, Raj Bhavan Road  
 Address line 3 Hyderabad – 500 082  
 Beneficiary A/c Name Administrative Staff College of India  
 Bank Account Number 62090698675  
 Bank MICR No 500002306  
 NEFT IFSC Code SBIN0020063

**Note: Details of Bank / Wire transfer may be sent to fo@asci.org.in for confirmation.**

**Medical Insurance**

Name of the Insurance Agency	Policy Number	Validity upto
<b>Note : Coverage should be available in Hyderabad, India</b>		
Amount Payable :	Mode of Payment (DD/Chq/NEFT) :	
Name of the Bank :	Date of Instrument/Transfer :	
Instrument Number :	UTR Number for NEFT :	

Signature of the Sponsoring Authority :

Date :

Name :

Designation :

**NOTE :** Forward nomination form to : **Ms. V. Naga Swapna, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Telefax: 0091-040-23324365, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in