



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

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

☎ : 0091-40-66533000, 66534247, Fax : 0091-40-66534356,

e-mail: poffice@asci.org.in URL: <http://www.asci.org.in>

Prof. Nirmala Apsingikar
Dr. Sutanuka Dev Roy
Programme Directors

September 24, 2018

Dear Sir / Madam,

Programme on
Leveraging Big Data and Analytics

(December 19 - 21, 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, sdevroy@asci.org.in).

We thank you and look forward to hearing from you.

With regards,

Yours sincerely,

Nirmala Apsingikar

Sutanuka Dev Roy

Encl: Programme Brochure and Nomination Form



Administrative Staff College of India

Programme on

Leveraging Big Data and Analytics

December 19–21, 2018



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 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.

Organisational Sponsorship is essential

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 **December 19 - 21, 2018**. The participants are expected to arrive a day before commencement and may leave after the completion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 34,000/- (US \$ 690 for foreigners) plus GST as applicable, presently 18% per participant. The fee covers tuition, board 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, presently 18% per participant. The fee covers tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is credited into our Bank account before **December 17, 2018**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/18-19/1/79)** to e-mail: income@asci.org.in for confirmation.

Bank details are given below:

For Indian Participants :

Bank Account Number 62090698675
Beneficiary Name Administrative Staff College of India
IFSC Code SBIN0020063
Bank Name State Bank of India
Branch Address Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

For Foreign Participants:

Bank Account Number 62090698960
Beneficiary Name Administrative Staff College of India
Swift Code SBININBBH04
Bank Name State Bank of India
Branch Address Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Nostro Account 6550992180
(Optional)

MEDICAL INSURANCE

The 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 form. Last date for receiving nominations is **December 12, 2018**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

December 13, 2018. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of the College 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. Sutanuka Dev Roy

E-mail: sdevroy@asci.org.in

About the Programme Directors:

Prof NIRMALA APSINGIKAR is Professor and Chairperson of the Information Technology Area and presently I/c Director General at ASCI. She has been with ASCI for over 32 years. She started her career in the Information Technology Industry. Her areas of specialization include IT Strategy; IT-enabled Business Process Improvement; Knowledge Management, Enterprise Solutions, 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 directs and teaches in several announced as well as organization-based General Management Programs at ASCI. She graduated with honours in Physics from IIT Kharagpur and holds a PGDM from IIM, Bangalore.

She has been the recipient of research and training fellowships during her career.

DR SUTANUKA DEV ROY is currently working as an Associate Professor at the Centre for Economics and Finance. She has completed her MA and Ph.D. in Economics from Clark University, Massachusetts, USA. Her areas of specialization are Applied and Spatial Econometrics and Quantitative Methods and Analysis. She has also completed formal training in 'Statistical Data Linking, Integration, and Data Imputation Program' conducted by the United States Census Bureau. She has worked as Faculty of Economics and Statistics at Clark University, USA, and as Adjunct Faculty at Worcester State University, USA. She is also a Certified Insurance Broker from NIA, Pune.

Her areas of interest also include Labour Economics, Macroeconomics and Policy, Industrial Organization, Decision Theory and Analysis, Insurance and Risk Management.

Prior to joining ASCI, she worked as a Consultant at GTFS Multi Services Ltd., where she has experience working in various areas such as Insurance, Mutual Funds, and, Micro Finance.



Administrative Staff College of India

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

Nomination Form
Programme on
Leveraging Big Data and Analytics
(December 19 - 21, 2018)

Nominee's Contact Information :

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

Sponsor's Details

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN :	_____
Address :	_____

	Pincode : _____
Phone(s) :	(Off) : _____
	(Mobile) : _____
e-mail :	_____
	Fax : _____

Fee Particulars

Amount Payable :	_____	Mode of Payment (DD/Chq/NEFT) :	_____
Name of the Bank :	_____	Date of Instrument/Transfer :	_____
Instrument Number :	_____	UTR Number for NEFT :	_____

Medical Insurance

Name of the Insurance Agency	Policy Number	Validity upto
Note : Coverage should be available in Hyderabad, India		

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in