M.V.Yugandhar   July 11, 2019
Programme Director

Dear Sir / Madam,

Programme on

Leveraging Artificial Intelligence and Machine Learning to Drive Business Outcomes

(November 18 - 20, 2019)

The Administrative Staff College of India is pleased to announce a 3-day programme on "Leveraging Artificial Intelligence and Machine Learning to Drive Business Outcomes" from November 18 - 20, 2019.

This programme is aimed at creating awareness among the IT and business managers about the opportunities of using Big Data to enhance business outcomes. By participating in this programme, the participants will have a good working knowledge of the technology, statistical techniques and ethical / privacy issues while identifying and driving Artificial Intelligence / Machine Learning Projects in their organizations.

The programme brochure and nomination form are attached for your perusal. Photocopies of the nomination form can also be used. We look forward to receiving nominations from your organisation.

The Nomination form, duly filled in, together with the programme fee should reach us by November 11, 2019. Please contact me or the Programmes Officer in case you need any further information. My e-mail address is mv.yugandhar@asci.org.in

With Regards

M.V.Yugandhar

Enclosure: Programme Brochure and Nomination Form.

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Leadership through Learning

Machine Learning

Statistical Analysis

Artificial Intelligence

Natural Language Processing

Deep Learning

Programme on

Leveraging Artificial Intelligence and Machine Learning to Drive Business Outcomes

November 18-20, 2019

Administrative Staff College of India

PROGRAMME OVERVIEW

Artificial Intelligence and Machine Learning skills are increasingly becoming valuable for professionals in both government and private sector globally. Governments and businesses are continuously exploring ways to take advantage of these skills to a enhance a variety of outcomes ranging from increasing productivity, reducing costs, improvement of citizen services and effectiveness of government policy decisions.

As an outcome of deployment of Information Technology to enable the business processes, organizations have more digital data at their disposal than they previously had. This data when properly harnessed can provide insights that can give the organizations a competitive edge. Organizations that do not have the wherewithal to process the data and obtain the insights will be missing out on competitive strategies.

Artificial Intelligence applications are providing new sources of competitive advantage in organizations both in the public and private sector. This competitive advantage can come from operational efficiencies, new product development and augmented solutions.

PROGRAMME COVERAGE

This three-day intensive programme will cover the overview of the leading technologies, their implications on how organizations will work, the applications and the opportunities it opens in both public and private sectors.

The programme will demystify Artificial Intelligence and Machine Learning, what it means for businesses and how organisations can take advantage of these technologies. The programme will focus on key AI technologies, machine learning, natural language processing and robotics.

The following topics will be discussed:

- ◆ Descriptive Statistics and implementation in R / Python
- ◆ Machine Learning algorithms – Logistic Regression, Decision Trees, Neural Networks, implementation in Python
- ◆ Deep Learning – Implementation in Tensorflow
- ◆ Case Studies to discuss the technical and business dimension of the technologies
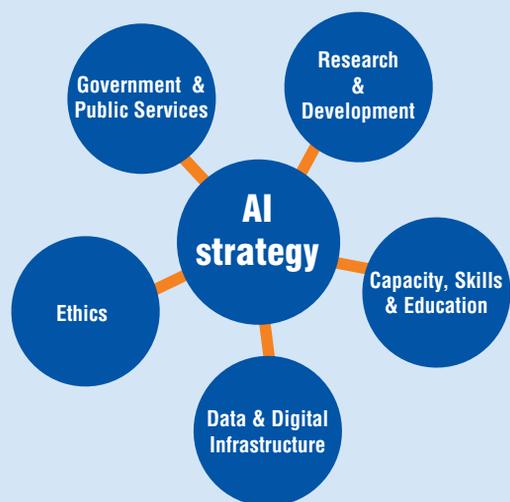
LEARNING OUTCOMES

After taking this programme, participants should be able to do the following:

- ◆ Learn emerging trends stemming from Artificial Intelligence & Machine Learning, their applications and how they can transform business and government
- ◆ Identify opportunities that exist in data to streamline operations and create new products / services
- ◆ Understand the ecosystem of tools and technologies in Machine Learning and Artificial Intelligence
- ◆ Understand the technology, quantitative and domain related issues in business analytics
- ◆ Be able to interact competently on the topic of Business Analytics and Big Data as applicable in driving business profitability
- ◆ Explore implications of Artificial Intelligence and Machine Learning from ethical and privacy protection standpoints

TECHNOLOGY

We will use the following open source & commercial tools to demonstrate Machine Learning Models for classroom learning:

- ◆ R and R Studio
- ◆ Python and Jupyter Notebooks (IDE)
- ◆ Tableau
- ◆ SAS

WHO SHOULD TAKE THIS COURSE

This programme is designed for both technology professionals and functional managers working in close contact with technology who would like to know how Artificial Intelligence and Machine Learning will transform their business environment and their operations. Participants seeking broader understanding of the impact of AI in their work, organisation and competitive landscape will benefit from the programme.

Organisational sponsorship is essential

VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single occupancy rooms. However, the College does not provide accommodation for the family. Transport between Airport / Railway Station and Venue will be arranged by the College. The College is WiFi enabled in a comprehensive way.

DURATION

The Programme duration is from **November 18 - 20, 2019**. The Participants are expected to arrive a day before the commencement and may leave after the conclusion of the Programme.

PROGRAMME FEE

Residential Fee: Rs. 37,500/- (US $700 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.31,500/- 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 made into our Bank account before **November 15, 2019**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code **(Prg/19-20/1/53)** to **e-mail: poffice@asci.org.in** for confirmation.

Bank details are given below:

For Indian Participants :

Bank A/c 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 A/c 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 (Optional)	6550992180

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 hospitalisation.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for sending nominations is **November 11, 2019**. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

November 12, 2019. 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 ASCI Alumni Association.

CERTIFICATE OF PARTICIPATION

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

Programme Director

Prof. M.V. Yugandhar

email: mv.yugandhar@asci.org.in

About ASCI

ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward each year with a strong alumni of over 1,40,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2019-20.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.

Faculty Profile

M.V.Yugandhar is an Associate Professor at Administrative Staff College of India in the Information Technology and Innovation Area. He holds B.Tech. from IIT Kharagpur and PGDM from IIM Ahmedabad. He has over 25 years of experience in the areas of Marketing and Sales, Operations Management, Management Consulting and Information Technology. Yugandhar's experience in Information Technology has mostly been in the area of Data Warehousing, Business Intelligence and Analytics.

Yugandhar has worked in companies like Escorts Limited, Satyam Computer Services Limited (Tech Mahindra) and Dell.

Yugandhar has taught courses related to Business Analytics at Indian School of Business, IIM Udaipur, Great Lakes Institute of Management, IMT Hyderabad and Narsee Monjee Institute of Management Studies. He has conducted trainings at Caterpillar, Ashok Leyland, Dupont India and Oracle.

He is a Certified Predictive Modeler using SAS Enterprise Miner and Microsoft Certified Professional in Analyzing Big Data using Microsoft R.

He is currently pursuing PhD from School of Management Studies at University of Hyderabad in the area of Data Sciences.

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C-24, Institutional Area
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New Delhi-110 016.
Tel: 011–26962204, 26961750, 26961850

Balaram Graphics : 040-23706326

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Nomination Form

Leveraging Artificial Intelligence and Machine Learning to Drive Business Outcomes

(November 18 - 20, 2019)

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