

## REPORT

**MERI organized 7<sup>th</sup> International Conference on Data The New Catalyst: Creating a New Digital Culture on 13<sup>th</sup> & 14<sup>th</sup> September, 2019.**

The conference was sponsored by Ministry of Electronics and Information Technology.

The conference was divided into five technical sessions (Transformations of Business Models, Role of AI in Data Science, Machine learning and Digital Culture, Journalism in Era of Big Data, Challenges & solutions of Data analytics), and two Panel Discussions (Financial aspects of Data management, Big Data & Media management).

The **Chief guest** for the conference were **Prof.(Dr.) Yudhvir Singh, Department of Computer Science Engineering, UIET, MDU**. Prof. Yudvir highlighted the role of data analysis in understanding the uncovered aspects of Indian history and culture.

The conference was organized at a large scale and best efforts possible were made. The conference was quiet interesting and informative. Experts of various fields were called as Keynote speakers. Their knowledge made us understand the emerging technologies and the need of the change in present technologies very well.

### **Day 1, 13<sup>th</sup> September 2019**

**Session 1, on Transformations of business model**, the speakers **Dr. Leena A Kaushal** (Experienced academician with a demonstrated history of working in both education and corporate verticals. Strong education professional with a Post graduate certification in Advance Learning and Teaching from Lancaster University.) and **Dr. Amita Jain** (Professor at Ambedkar Institute of Advanced Communication Technologies and Research) led the session to very interesting path. Dr. Leena discussed about platform economy and importance of data analytics for start ups and Dr. Amita Jain highlighted the importance of Natural Language Processing (NLP) for business transformation. Their research touched all the aspects of the present business models and the transformations which can be made to make the business model more efficient. The session was quiet informative.

**Session 2, on Role of AI in Data science**, was the one which didn't allow audiences to let their ears off. The topic Artificial Intelligence (AI) is the one which will change the future of today's world. However, **Ms. Rakhi Singh** (Data Scientist, DBSchenker) talked about Big Data and AI while **Dr. Saurabh Agarwal** (Data Analysts and ML Trainer) discussed about how data science is getting affected by AI.

**Session 3, we came across the Machine Learning and Digital culture**. The Proficiency of Ms. Neha Srivastava (Speaker from IGDTUW), led the whole audience in a flow. She basically highlighted her research in the area of machine learning. Other than this the two research papers which were discussed there was deep diving in terms of technology. Various concepts discussed and presented or even being told about made everybody think about future perspectives of ML.

These sessions of day one for this conference were very knowledgeable and informative. Other than the sessions the arrangements made for the conference were quite satisfying and of course the information we gained was priceless. The key note speakers and the presenters were so intellectual that they made the first day of the conference succeed very well. The discussions were also very healthy and no doubt being part of this session was a great opportunity to understand the management and gain vast knowledge from so many successful and well known people in the Data sector.

## **Day2, 14<sup>th</sup>September 2019**

**First session**, which covered **Journalism in Era of Big data**, held smooth and was of great interest. The t keynote speakers Mr. Prateek Trivedi(News 18), Mr. Namit Hans (Assistant Professor, Delhi University), Ms. Divya Vasudeva(Rj Radio city 91.1FM) and Mr. Shayamanuja Das( Managing Director, B2B Tech, 9.9 Group and founder, DataJourno) flourished this session with the drops and their key mantras for the session. It was quite interesting to interact with such great personalities especially in this aspect of Conference. This session was not only focused on media but all the parts of data sciences too

**Second Session**, this session was a panel discussion among all the eminent speakers , chair person and the audience. The whole discussion revolved around the big data and media management. However, the delegates made us aware about the facts which create big data and how the media aspect is connected to big data along with the facts how to manage it. The discussion was informative and brief. Each speaker interacted with the audience and shared their knowledge and experience with us. The credit of making this session so interesting goes to the chairperson and the panel members who contributed their knowledge with the same energy and efficiency in the first session of this day.

**Third session**, again was a panel discussion among the panelists Ms. GL Manchanda (ex-assistant General manager at PNB), Mr. Dheeraj Batra (Senior General Manager, India Bulls), Mr. Ramanand Jha (Group head of internal audit at havells), Mr. Dhiraj Singh Lather(Senior General Manager at third party insurance). The topic of this session was Financial aspects of Data Management. Information shared in this session was not only technology oriented but marketing oriented too. Having attended this session made me understand a market side of data science too however, earlier I never thought the same. The discussion led to a interactive session. The knowledge shared among us all was humongous

The **fourth session**, the last session of the conference was on challenges and solutions of data analytics, which was discussed by the speakers Ms. Rashi Gupta(co founder rezo.ai), Mr. Dheeraj Kaushik(Senior technology Leader) and Mr. Rajiv Bhatia(IT Professional). Their knowledge and their works done taught us a lot. This session was quite fun since the speakers also shared their life experiences along with the way how they end up doing their research in the same field. This session also empowered our minds to a peak in which we got a opportunity to increase our knowledge.

We felt delighted since the conference brought various things to be learnt, we gained experience from the respective speakers experience and of course this brought lot of opportunities to us. The conference succeeded very well. All the duties and management tasks were handled well and of course the knowledge has never been on the lesser part.

This conference brought a very nice experience to us all!