

World Telecom and Information Society Day at IETE HQ
on
Big Data for Big Impact

IETE Headquarters observed **49th World Telecommunication and Information Society Day** on the theme **‘Big Data for Big Impact’** on 17th May 2017. **Lt Gen Ashish Ranjan Prasad, AVSM, VSM, ADC**, Signal Officer-in-Chief graced the event with his presence as a Chief Guest. President IETE, **Lt Gen (Dr) AKS Chandele, PVSM, AVSM (Retd)** extended a very cordial welcome to him.

Prof (Dr) KTV Reddy, Chairman, Technical Programmes and Publicity Committee and Director, PSIT, Kanpur welcomed the guests. The VIPs on the dais were :- **Shri PK Garg**, former Wireless Advisor to Government of India; Keynote speakers included:- **Ms Rama Vedashree**, CEO, Data Security Council of India and **Ms Rashmi Verma**, Founder and Executive Director, MapmyIndia.

Shri PK Garg sketched historical background of establishment of International Telecommunication Union, at Paris when 20 European countries signed the landmark charter on 17th May 1865, paving the way for synergistic global cooperation in the vital field. He mentioned that India joined ITU in 1868 -- eight years before discovery of telephone by Graham Bell in 1876!

Lt Gen (Dr) AKS Chandele, PVSM, AVSM (Retd), President IETE, in his address highlighted the role & activities of the institution.

Keynote speaker, **Ms Rama Vedashree** emphasized three V’s that characterize ‘Big Data’ -- namely, Volume, Variety and Velocity. It’s the ‘Velocity’ aspect of the data which is so crucial to impact corporate performance. She remarked that as much as 80% of the gigantic data being generated is ‘Unstructured’: *e.g.* photos, SMS, emails etc. Today’s challenge in view of this enormous variety of data is to obtain ‘Actionable’ information. This is made possible by what is termed ‘Advanced Analytics’. Earlier, this phenomenon was known as ‘Business Intelligence’. In present context, we encounter the term, BDA, *i.e.* Big Data Analytics -- the field, where majority of job openings are available. Thus there is dire need to re-skill today’s IT work-force. She explained that drivers of ‘Big Data’ include Digital payments, banking and financial services, modern diagnostic health services and so on. Impact of Big Data Applications is equally sweeping. Citizens be they in urban or rural areas have rising aspirations. To meet their expectations, governments need to provide optimum governance besides efficient transportation, health and secure financial services, while giving due regard to privacy. All these become feasible via leveraging Big data analytics that enhance productivity, while ensuring fraud detection and entailing customer segmentation. Cognitive computing will dominate future.

Keynote speaker, **Ms Rashmi Verma** revealed that all data involves location-based significance. Therefore her company focused on map-based analytics that enhance operational efficiencies in whole range of applications such as public services, last mile delivery, e-commerce, business intelligence, e-commerce, social media and so on. She predicted that we are heading towards quiet a disruptive milieu, where electric cars will dominate the scenario and you will not own a car, but nevertheless avail its use possibly on shared rental basis to cut costs and be environment-friendly. She remarked that most car companies will be bankrupt! Another scary prediction was that 70-80% jobs will disappear in the next decade, entailing continuous need for re-skilling. She highlighted the phenomenon of leapfrogging in India, where for example, in some rural pockets people who never got hold of a traditional landline now merrily use affordable smart-phone to avail host of government's digital-enabled services. She was enthusiastic that Impact of Big data Analytics shall usher effective waste management, forest fire detection, location-based concentrated pollution-control strategies, tackling parking issues, combating electromagnetic radiations, and noise – in essence enhancing our lifestyle.

Chief Guest, **Lt Gen Ashish Ranjan Prasad, AVSM, VSM, ADC**, Signal Officer-in-Chief asserted that future wars will see proliferation of sensors, where each soldier will be embedded with tiny sensors to convey real-time field information for to plan a unmatched battle strategy. Such 'Big Data' shall naturally feature two more V's, namely 'Veracity' and 'Value-addition'. Outlining the challenges ahead, **Lt Gen Prasad** explained the imperatives of cost-effective analytics for implementing management cycles in a speedy time-frame for heterogeneous data. All in all, the impact of 'man behind the machine' is to be kept in mind so that we have access to technically-proficient people in each segment. Issues like 'secure storage' of personal data to avoid theft that may cause acute embarrassment assume paramount importance. He remarked that the new scenario will fundamentally alter the relationship between citizens and the governments. He was optimistic that improved governance made possible via Big Data analytics shall usher a new phase of Enhanced Quality of Human Life.

Ms Shikha Srivastav Group Leader, C-DoT, demonstrated the use of innovative 'Panic Button' on smart phones developed and designed by C-DoT for ensuring user-security, especially useful for persons trapped in distressed situations.

The audience comprised of Past Presidents, Distinguished Fellows, Governing Council Members, Corporate Members, Students and staff of IETE and officials from other Departments/Organisations. The ceremony ended with the presentation of mementoes to the dignitaries by the President, IETE and a summing up & vote of thanks by **Maj Gen PK Jaggia, VSM (Retd)**, Secretary General, IETE.

The programme ended with the National Anthem.

