DELHI INSTITUTE OF ADVANCED STUDIES
Plot No. 6, Sector-25, Rohini, Delhi-110085
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NATIONAL SEMINAR TECHNO TRYST 2016
DIGITAL INDIA: TECHNOLOGICAL LEAPS FOR DEVELOPING SMART CITIES

Today, the world thrives over technology. It has touched every aspect of our lives. Last few years have witnessed the role of technology in revolutionising and empowering the nations worldwide in creating and enhancing businesses, services, intelligence, networking, security, and productivity. This has improved quality of living and overall growth of the nations. Today, information finds us before we find information. Every day electronic utilities such as mobile phones that have penetrated into our lives can potentially harvest data that can be analysed to make our lives simpler. This information collected from the Internet of Things can be made useful to make every movable object intelligent and capable of taking unsupervised decisions. Leveraging such technologies to connect and utilise the power of data for building smart cities is imperative in order to have efficient planning and management systems, optimised energy and water systems, all round education, good governance and administration, housing and infrastructure, public safety and medical care, transportation and navigation systems including traffic management, waste management systems, and sustainable environment. Digitising India initiatives are ambitious steps towards connecting the disparate departments of the government services and digitally connect the citizens to bring them under e-Governance and mobile governance. Enabling local area development and harnessing technology are the smart cities initiatives by the Indian Government for a smart future of the Indian cities. Scarcity of resources, growing population in urban agglomerations, increased urban immigration, shrinking budgets, and plain old legacy systems have made it necessary to build well-planned smart cities. This poses challenges as well as throws opportunities onto the technology researchers for Internet evolution, Governance and innovations that will drive the growth of the cities and lead to modern urban transformation.

These innovations include various leading technologies such as internet of things, internet governance, social media, cloud computing, networking techniques, web technologies, data analytics, resource optimization techniques, mobile computing, information and communication technologies, artificial intelligence, green computing and many more. The convergence of these technologies has gained momentum in enabling performance optimisation in all spheres of life and has already transformed how enterprises work today to improve their operations and increase profits. Social media has become an integral part of our lives today. People connect themselves to the social sites to share their preferences, thoughts, feedbacks and grievances over the social networking sites. The data generated by their postings acts as rich source of insight on user preferences and trends. Mobile technology today makes information available to the users anytime and anywhere. It also allows them to engage in online ecommerce transactions. Huge amounts of data available through social media and mobile connectivity needs to be analysed to give meaningful insights for efficient governance

and business decisions, which include traffic jam spots, emergency situations, citizen opinions, customers demand trends, financial optimization etc. Integration of multiple analytics techniques and methodologies like statistics, neural networks and weibull analysis has led to Advanced Analytics. Moreover, advent of virtual computing through untethered storage and access to data, applications, services, and more has scaled up applications and their efficiency many folds. Cloud services providers use economies of scale and try to make use of every bit of computing space to provide cost effective services to users. So a cloud based offering provides services from anywhere using any device at a much lower usage cost.

These technological leaps in diverse areas and their amalgamations have a great scope in bringing advances in the implementation of Smart Cities in areas ranging from traffic and infrastructure management, energy management, Internet governance, crisis response management, digital equality, to uplifted overall city experience.

To bring forth and provide a platform to deliberate upon technology innovations, their applications, and challenges in developing them for building smart cities and digitising India, Delhi Institute of Advanced Studies organized a national seminar, "Techno Tryst 2016: Digital India: Technological Leaps for Developing Smart Cities" on 19 March 2016.

INAUGURAL SESSION

The seminar started with inaugural session that was presided over by the Chief Guest, Dr. Govind, Formerly-CEO, NIXI & Senior Director, E-Infrastructure & Internet Governance, Department of Information Technology, Government of India, and the Guest of Honour, Mr. Gaurav Kant Tyagi, Director-Delivery, Nagarro Software Pvt. Ltd. Dr. R. C. Chadha, Group Academic Advisor, DIAS, Dr S.N Maheshwari, Professor Emeritus, DIAS and Dr. N. Malati, Director, DIAS.

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WELCOME ADDRESS BY DR. S. N MAHESHWARI, PROFESSOR EMERITUS AND ACADEMIC ADVISOR, DIAS

Digital technology is one of the globally-tested chief drivers of economic growth. The pace at which people are taking to digital technology defies our stereotypes of age, education, language and income. In this digital age we have an opportunity to transform lives of our people in ways that was hard to imagine just a couple of decades ago. Today digital technology is seen as a means to empower and as a tool that bridges the gap between hope and opportunity. Now it is

not important whether you are awake or asleep but whether you are online or offline. It has, therefore, been rightly said that "Building I-ways are as important as highways".

Keeping the above facts in mind, our Honorable Prime Minister Mr. Narendra Modi launched Digital India Programme on July 1, 2015. The main objective of the Digital India Programme is to improve the service delivery to our citizens, businesses, government employees and others by blending information and communication technology with administrative reforms. It is expected to transform India into a digitally empowered society and a knowledge based economy.

The programme has been divided into three major areas: Digital infrastructure as a utility to citizens; Governance and services on demand; and Digital empowerment of people. Digital India is not a mere technical issue and hence all the three areas have to work together to make it a reality.

With this context, Prime Minister Shri Narendra Modi's Vision "Digital India", has set an ambitious plan to build 100 smart cities across the country, making them citizen friendly and sustainable. They are to be satellite towns of larger cities and by-modernizing the existing mid-sized cities. It is pertinent to quote here our Honorable Prime Minister Mr. Modi: "Cities in the past were built on river banks. They are now built along highways. But in future they will be built on availability of optical fiber networks and next-generation infrastructure".

The road to digital empowerment in India has thrown up some great challenges and opportunities. Effective co-ordination, efficient monitoring system and capacity building are real challenges. All processes of various Government Departments and agencies will have to be revamped and re-engineered. Data Security is a big concern. Digital-divide between urban and rural areas must be bridged. Political parties unable to digest these developments are likely to throw up complications and retard progress. This requires strong commitment and co-ordinations of all stakeholders. A stable Government will go a long way in achieving the goal.

Dr. Maheshwari introduced the guests to the august audience.

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INAUGURAL ADDRESS BY

DR. GOVIND,

FORMERLY-CEO, NIXI & SENIOR DIRECTOR, E-INFRASTRUCTURE & INTERNET GOVERNANCE, DEPARTMENT OF INFORMATION TECHNOLOGY, GOVERNMENT OF INDIA

The inaugural address was followed by the inaugural address by the chief guest of the seminar, Dr. Govind. He explained the vision and mission of Indian Government initiatives towards making India digital. He discoursed elaborately on how the academia and industry are contributing in the efforts and in future as well corroborate to create smart cities exploiting technologies to their full potential. The Government of India is already shaping an endeavour to create technology rich environments even for everyone irrespective of their income strata, language, culture, abilities or disabilities, such as the physically challenged people through its programs. Additionally, there are opportunities aplenty to be tapped via Internet Governance, m-Governance and e-Governance in order to improve administration and services to the citizens. A secure network technology infrastructure with well defined protocols and their standardisation form the premises of a technologically sound system.

KEYNOTE ADDRESS BY GUEST OF

HONOUR,

MR. GAURAV KANT TYAGI

Indian industry today is both a major producer as well as a consumer of technology today. The IT and IT enabled services companies are chipping in to empower themselves as well as the consumers at large with Digitization. With technological advances, every aspect of the industrial sectors are at an advantage including optimisation of resource utilisation such as energy awareness, round the clock feedback and support services, and discovering data insights for marketing and product placement, to name a few. Smartness of the businesses is driven by leveraging upon latest and next generation technologies and improving operational efficiency.

VOTE OF THANKS BY DR. N. MALATI, DIRECTOR, DIAS

Technology and automation have enriched our lives in a number of ways. Things big and small can be controlled through technology. The country is on the cusp of building Smart Cities. In the Indian scenario, a Smart City is going to be an amalgamation of several factors such as basic infrastructure including water, electricity and solid waste management, affordability, education and healthcare to name a few. Digitalization will bring together all these aspects to present an environment that is fully smart. The Digital India initiative ties in well with the Smart Cities Project. The Digital India initiative by Government of India intends to make sure that all Government work goes online which will help citizens to avail benefits and get their work done easily and transparently. With the launch of Digital India programme, the

government is taking a big step forward to transform the country into a digitally empowered knowledge economy. The objective of the programme is to reduce paper, work, and connection and also increase the speed. The Smart Cities Project is working on the principle of convergence which will bring together several key policies. This naturally syncs it with the Digital India movement because technology has a big role to play here.

It is stated that Make in India is important but 'Design in India' equally important for digital India. We need to create products in different languages and age group. It is a market of 125 crore people. The future belongs to technology and the country and organizations large or small need to keep pace with the changes that it would bring.

National Seminar Techno Tryst 2016 provided an opportunity to highlight the research being carried out in this emerging area. The deliberations, discussions and exchange of ideas helped the academicians and researchers alike.

Dr. Malati congratulated the faculty members and students of the organizing committee for their efforts for organizing the National Seminar and getting the proceedings published for wider dissemination of knowledge.

TECHNICAL SESSION I

The technical session 1 was chaired by Dr. Vinay Thakur, Director, National e-Governance Division, Department of Electronics & Information Technology, Government of India. The speakers deliberated on topics like business intelligence, fuzzy theory, image processing, inferential techniques, and Internet of Things.

ADDRESS BY **DR. VINAY THAKUR**,

DIRECTOR, NATIONAL E-GOVERNANCE DIVISION, DEPARTMENT OF ELECTRONICS & INFORMATION TECHNOLOGY

Dr. Thakur elucidated the advancements in ICT that have driven up the efficiency in operational paradigms among various corporate and institutional users of technology. The Internet is transforming the conventional urban and rural planning models and compelling the planners to regard the deployment of Information

Technology as the efficiency drivers of the economy, environment, mobility and governance of an area. Indian cities must develop sustainable partnerships and cooperation strategies for ensuring the effective sharing of common city resources among citizens and businesses. Utilisation of high speed cost effective networks, using smart devices, developing energy efficient infrastructure and applying latest developments in cloud computing and the emerging IoT, open data, semantic web, and future media technologies would make cities grow smarter.

APPLYING A PROBABILISTIC INFORMATION MEASURE IN INTUITIONISTIC FUZZY THEORY TO SELECT LAPTOP COMPUTERS

DR. PRITI GUPTA, PROFESSOR, DEPARTMENT OF STATISTICS, M.D. UNIVERSITY, ROHTAK

DR. PRINCE GUPTA, ASSISTANT PROFESSOR, DEPARTMENT OF APPLIED SCIENCE, GURU KASI UNIVERSITY, PUNJAB

Advances in technology and market competition drive the addition of new services and features. There can be seen a tremendous growth in wireless communications, mobile computing and services. Today, information technology, internet and computer play a key role in the world. The use of laptop computer has rapidly increased in almost every aspect of life. The demand of laptop is more in the market as compared to other things due to their convenience in terms of availability, flexibility and adaptability. In every field of life like hospitality, railways, metro trains, corporate houses, academics, professionals etc. we found the use of laptop/computer for different purposes. Dr. Prince Gupta empathised that laptops can be considered as the important roles in human life because of their ability, portability and mobility and hence the selection of effective laptops according to the needs of buyers is essential. Dr. Priti Gupta and Dr, Prince Gupta performed a hypothetical case study to aid a customer in the selection of laptop brand by identifying factors that would increase the overall credibility of customer. Dr. Gupta explained their methodology of analysis. They applied Max-Min-Max composition and a probabilistic measure in intuitionist fuzzy set theory which contains membership function, non-membership function and π- entropy (hesitation index). The study was based on considering the factors price, operating features, portability, durability, and security.

Dr. Gupta concluded by telling that there are numerous social and economical factors and reasons that affect the interest of a customer like age education level, cost, portability, convenience, security, sturdy, durability, size, operating facilities or features, processor speed, connections, graphics card, advertisement, friends and colleagues recommendations etc.

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AKODARA: INDIA'S FIRST DIGITAL VILLAGE

MS. AASTHA GUPTA, MS. BHARTI CHAUHAN, MCA STUDENTS, DELHI INSTITUTE OF ADVANCED STUDIES, NEW DELHI

MS. ANITA KUMARI YADAV, ASSISTANT PROFESSOR, DELHI INSTITUTE OF ADVANCED STUDIES, NEW DELHI

Rural parts of India are home to more than half of the population of India but rural population contributes only a small part in total economy of India. Most of the villages in India depend on agriculture. There are a large number of farmers that are living their life with minimum facilities. Many of the schemes for the famers have been launched by the government but they have only limited effect. The literacy rate and the healthcare facilities are not good in most villages. Use of digital technologies can improve connectivity of villages to the outside world, make use of e-market places to buy and sell produce, get information about government scheme etc. By making the village digital, some basic problems can be addressed. This paper focuses on the case study of a digital village that has been already initiated in India. This paper discusses on the developments and the impact of those changes.

In many villages of India basic requirements such as clean water, health care, education and electricity are considered luxury. The areas are usually highly isolated and there is lack of access to government systems including health care facilities which are located at large distances. The rate of school dropout increases with the growing age because of people engaging in small scale activities for sustainability. The lack of employment forces people to lead a difficult life in these regions. As a result, the overall development and growth of a nation is affected thereby minimizing development initiatives in most regions of a country. Thus, in

making India one of the developed countries, rural development in India becomes one of the most important factors for the growth of the Indian economy. The presenters discussed many schemes launched by Governments in the past for the same which have not yet been much impactful. Henceforth, more efforts in the direction are needed. A Digital Village is a scheme dedicated to providing access to Information Technology mainly through computers and mobiles within rural areas where access to this information is normally limited. It involves ground up participation with increasing connectedness of mobile networks. This helps encourage and enhance communication between the villagers and the outside world. Some Digital Villages also provide e-learning allowing people to increase their knowledge in a particular field. A digital village will be self-sustaining and self-correcting because people will understand the benefits of being connected to each other and further will give more support to the cause.
Akodara village is in the Himmatnagar sub-district, Sabarkantha district in the State of Gujarat. The village is at a distance of around 90 kms from Ahmedabad city. The village is a home of 1100 villagers in 200 households. Most of the families here are involved in cattle rearing and farming. Farmers mostly grow cotton and wheat in the village. Many villagers are also in service profession employed in nearby cities.

The digital village's objective is to show that technology can be used to eliminate barriers between rural and urban India. Akodara is the first attempt for such a future. The concept of Akodara is based on three _C'. They are Cashless, Connected and Comprehensive.

Ms. Anita Yadav explained the various components of a digital village.and their implementation in Akodara. Further Ms. Yadav concluded by discussing the benefits of a digital village.

COMPARATIVE STUDY OF VARIOUS FACE DETECTION TECHNIQUES

MS. DEEPIKA MAHESHWARI, MS. DEEPIKA VERMA AND MS. SHRISHTY GAUTAM, M.TECH SCHOLAR, BIRLA INSTITUTE OF TECHNOLOGY, NOIDA

In the image analysis field, facial recognition is one the most successful applications. For Face Recognition, Face detection is one of the most fundamental requirements to be fulfilled. The various aspects like color of the skin, expressions, pose, position and orientation, facial hair, presence of glass, image resolution, lighting condition etc. make it even more difficult to be carried out. Another barrier in carrying out successful detection is the inability of a machine to understand emotions. A state of feelings like happy, sad, angry etc. is called as Emotion and it affects a person's thoughts, psychological changes and expressions. Decision making, perception and empathy understanding are affected in a positive way by emotions.

The presenters discussed the different architectures and models ANN provides for face detection and recognition. Since these models can simulate the way neurons work in the human brain, AAN models can be used in face detection and recognition. They described the differences among these technologies.

Today humans have discovered new ways of development in various fields, especially communication, security and privacy has become one of the most important issues. India is on the verge of a technological boom and in the race to becoming one of the top most countries in the world. Making Smart cities is one of our steps in achieving that. Face detection, in such a case will be very helpful in providing authentication to the people and will be another step in creating a smart India, through providing a smart and more accurate way to the citizens, and the administration, for security. It will help the government in keeping a better track of the citizens. It will be easier to identify and keep a record of the criminals and help in controlling un-authorized entry into the country.

The presenters concluded by telling that humans have a natural ability to recognize faces and identify persons but it is not the same case in machines. For exhibiting this capability in

machines there is a need to simulate recognition artificially. In order to create intelligent autonomous machines Artificial Neural Network plays a vital role.

GRAIN (BASMATI RICE) QUALITY ASSESSMENT BASED ON DIP & INFERENTIAL TECHNIQUES

MS. SWETA KUMARI, MR. PURUSHOTAM KUMAR, RESEARCH SCHOLARS, KIIT COLLEGE OF ENGINEERING, GURGAON

DR. PAWAN KAPOOR, DIRECTOR, CSIO, KIIT COLLEGE OF ENGINEERING, GURGAON

DR. KANIKA KAUR, ASSOCIATE PROFESSOR AND HOD ECE DEPARTMENT, KIIT COLLEGE OF ENGINEERING, GURGAON

India is considered to be one of the leading countries in food production. The major issue faced by the rice industry for quality assessment is quality analysis of rice grains is done by visually and manually by Human Inspectors. Sometimes, the decisions taken by Human Inspectors may be affected by some external factors like Tiredness, Revenge, Fatigue, Eyesight, Work pressure, Climate, etc. Moreover, this evaluation process is however tedious, time-consuming and is neither objective nor efficient.

The presenters proposed a solution to this problem by providing one method for quality analysis of Indian Basmati rice grains using Digital Image processing & Inferential sensing method (twin fold technique). The geometrical parameters of the grain (rice) would be estimated based on image processing algorithms using a camera, image grabber, computer interface and the image processing software. This method is fast, convenient, accurate, harmless, cost-effective and non-destructive.

The technique the presenters explained, would be established by comparing their findings with the results from standard test laboratory on quality which helps in fixing the price of the produced during transactions. It can achieve high degree of quality.

The working model would help in analyzing the unknown sample based on physical properties based classifications technique. After the success of the project a second phase of the project would be taken up to help towards the development of an engineering unit for long term field trials before the transfer of technology.

AN APPLICATION OF DASH BOARD: A CASE OF SUPERSTORE SALES

DR. MONIKA ARORA, ASSOCIATE PROFESSOR, APEEJAY SCHOOL OF MANAGEMENT, NEW DELHI, INDIA

MR. NIKHIL PAL SINGH, MR. PRANAV CHHABRA, PGDM STUDENTS, APEEJAY SCHOOL OF MANAGEMENT, NEW DELHI, INDIA

Business Intelligence traditionally focuses on using a consistent set of metrics to both measure past performance and guide business planning, which is also based on data and statistical methods. BI includes a diversity of implements, process, methodologies and application that permits the organizations to gather data from internal and external sources. This prepared data is used for analysis, develop queries and create reports. The dashboards and data visualizations make the analytical results available to corporate decision makers as well as operational workers. In this paper, it discusses the usage of BA tool as Dashboard.

The authors of the study focused on the analysis of the superstore data and dashboard is implemented to describe the overall sales at the store. The presenter discussed the benefits of

using dashboard as a BI tool. The dashboard represents a powerful executive reports, easy to design and take a great way to improve the future of business using data visualization skills. Excel dashboard gives you the flexibility, to design according to your requirement and imagination. And, best of all, one may want to implement it according to the prototype implementation. Excel dashboard is also the cheapest tool of business intelligence.

E-SELECTION OF CRICKET PLAYERS AND THEIR AUTOMATED EVALUATION

MR. DEEPAK SINGH, TRAINEE, NIIT TECHNOLOGIES AND MCA STUDENT, DELHI INSTITUTE OF ADVANCED STUDIES, DELHI

MS. CHARRU HASTI, ASSISTANT PROFESSOR, DELHI INSTITUTE OF ADVANCED STUDIES, DELHI

DR. BARKHA BAHL, HOD AND PROFESSOR, DELHI INSTITUTE OF ADVANCED STUDIES, DELHI

AKANKSHA JAIN, MCA STUDENT, DELHI INSTITUTE OF ADVANCED STUDIES, DELHI

Mr. Deepak Singh elaborated about current selection procedure of cricket players is affected by biasness. Cricket sport is not only an area of interest but a lucrative profession for people today. Various factors come into play while selecting a team. A human selection committee will invariably suffer from the shortcomings of unfair or biased judgment, human error, and overlooking of certain important points. A system is thus required which can effectively take into account all factors involved and give the optimal team, without human interference. This

system should take as input various performance characteristics like players history, his average scores if he is a batsmen, wickets taken and runs scored if he is a bowler, whether he is a wicket keeper, his performance as a fielder and so on.

The presenter discussed the current system, its lacunae and research technologies proposed by varied researchers, then discussed a technique in depth implemented to create an a web based application for automated selection of cricket players to alleviate biasness.

TECHNICAL SESSION II

The second technical session was chaired by Mr. Vivek Varshney, CEO & Managing Director, Vivtra Technologies and Solutions Pvt. Ltd.

ADDRESS BY MR. VIVEK VARSHNEY, CEO & MANAGING DIRECTOR, VIVTRA TECHNOLOGIES AND SOLUTIONS PVT. LTD

NCCP IN BUILDING SMART CITIES AND MOVING FORWARD FROM E-GOVERNANCE TO M-GOVERNANCE

DR. RAKESH GUPTA

SR. TECHNICAL DIRECTOR, NATIONAL INFORMATICS CENTRE, NEW DELHI

VIVEK GUPTA, TECHNICAL DIRECTOR

NATIONAL INFORMATICS CENTRE, NEW DELHI

RAMYA RAJAMANICKAM

SYSTEMS ANALYST, NATIONAL INFORMATICS CENTRE, NEW DELHI

Mobile phones have become an important component in Indian household. But the telemarketing calls are a major cause of worry not only for people in India, but across the globe. TRAI is proactively and constantly working towards curbing of UCC which also grew along with the telecom Industry. The Authority also faces various set of concerns like making consumers choose their preference of UCC messages they wish to receive, either to block them or partially allow them, escalation of complaints, resolution of complaint with in stipulated time frame, communication to customer regarding their complain status and to monitor all the Service Providers. The presenters gave an overview of NCCPR implementation, which aims to develop a collaborative and unified service platform to ensure seamless integration of various stakeholders, the consumers, the TM, The SP as a major step towards smart city delivering a transparent, accountable and 24x7 innovative platform. This is a unique initiative step in the country. Only few countries in the world have implemented solutions to curb UCC and handle them with respect to consumer preference.

RAKSHAK – A ONE TOUCH MICROCONTROLLER BASED SAFETY DEVICE FOR WOMEN/ELDERLY PERSONS

MR. SATISH KUMAR RANA, MR. SRINATHA MISHRA

RESEARCH SCHOLAR, ECE DEPARTMENT, KIIT, GURGAON

DR. KANIKA KAUR

ASSOCIATE PROFESSOR, ECE DEPARTMENT, KIIT, GURGAON

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MR. OMPRAKASH GOSWAMI, MR. AMIT KUMAR

ASSISTANT PROFESSORS, ECE DEPARTMENT, KIIT, GURGAON

In today's world, women safety has become a major issue of concern for all of us, as they find it difficult to move freely round for their office and domestic work in spite of enjoying the equality rights and productive laws prevalence in the nation. The presenters proposed a novel technique (RAKSHAK), to help dealing such situation to ensure women safety. With the development of this novel device, the criminal activities against women would be greatly reduced. RAKSHAK would be an inexpensive and a user friendly electronic device for minimizing the risk as well as providing a quick and instantaneous notification. RAKSHAK would act as an instantaneous action against sexual assault, rapes, sexual harassment, molestation, trafficking, and worse treatment of women in houses and in remote areas as well. This technique is based on wireless technology along with ARM Controller, GSM & GPS module. The presenters in the end emphasised on the highlights of the quick responding, cost-effective safety device for carefree movement of an individual especially the women.

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A STUDY ON "SECURITY INFORMATION AND EVENT MANAGEMENT (SIEM)"

MR. TUSHAR SHARMA, CO-FOUNDER AND LEAD SPEAKER, TOFEE & STUDENT, LAL BAHADUR SHASTRI INSTITUTE OF IT & MANAGEMENT, NEW DELHI

Mr. Tushar Sharma described that with increased use of technology, the risk to human privacy and security is also increasing. Cyber-attacks are increasing day by day. These attacks could be both External Threats as well as internal Threats. So to provide the comprehensive view of an organization's Information technology Security and to protect the confidential data of the organization, an approach to security management is required. The presenter explained the working of Security Information & Event Management system with different models along with the selection process based on the requirement so that the internal as well as the external threats of the organization could be avoided.

The SIEM describes the product capabilities of gathering the information, analyzing and presenting it from network and security devices. It monitors the usage in a network with the aim of the data security. It consists of both SIM (Security information management) and SEM (security event management) functions to achieve the objective of overall security. SIEM systems are typically expensive to deploy and complex to operate and manage. All the above mention tools have their own significance, their own merits and demerits. It depends on the project and organization that which tool the organization is using or will use in future on the basis of their requirements.

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THE POLICY OF SHOPPING MALLS ON THE INVESTMENT AND MALL MANAGEMENT IN INDIA

MS. RICHA ARORA

ASSISTANT PROFESSOR, LLDIMS, MANDI ROAD, NEW DELHI

MR. SUDEEP GAUTAM

ASSISTANT PROFESSOR, LLDIMS, MANDI ROAD, NEW DELHI

The retail background of India is continuously evolving and retailers and developers are increasingly adopting practices such as investment transparency, inventory management, appropriate store sizing and improved mall-management techniques. The radical improvements in mall management techniques are foreseen to take place. The dominance of efficient mall management techniques to ensure strong footfalls will be appreciated by retailers and developers alike. Also, due attention will be paid to the issue of sizing of stores for different catchments. Furthermore, policy and infrastructural blockages will be duly dealt with. Collaboration is the way ahead for the stakeholders in the retail industry. Developers, retailers and authorities have to collaborate to coordinate a superior retail experience for the new-age Indian consumer. Indian retail today stands at an inflexion point where the future looks promising albeit very different from the present-day scenario. The presenter discussed the growth of the shopping malls in India and the investment and mall management procedure for development of a mall in India including foreign direct investment policy and their impact on Mall development in India, the financing pattern of malls in India and, the Retail Asset Management policy and procedure for mall management in India.

BIG DATA STARTUPS: THE NEXT FRONTIER FOR INNOVATION, COMPETITION & PRODUCTIVITY

MS. RANJEETA POPLI, ASSISTANT PROFESSOR, GITTARATTAN INSTITUTE OF BUSINESS STUDIES, NEW DELHI

MS. DIMPLE CHAWLA, ASSISTANT PROFESSOR, DELHI INSTITUTE OF ADVANCED STUDIES, NEW DELHI

Ms Popli and Ms. Chawla evaluated the role of big data in developing small corporate companies utilising valuable information that can help them expand their businesses and define a better strategy for the future. Young startups can employ one of the broad variety of Big Data tools available in market. The tool the presenters used for anlaysing start-ups is BigML. BigML offers a highly scalable, cloud based machine learning service that is easy to use, seamless to integrate and instantly actionable. This is now easily used to do predictive analysis to implement data-driven decision making in their applications. The presenters then discussed significant challenges or difficulties highlighted in big data start-ups and the features of BIGML tool.

A MULTI-LEVEL HYBRID DIGITAL IDENTITY AUTHENTICATION SCHEME

ANJALI GOYAL, PULKIT MONOCHA, MCA STUDENTS, DELHI INSTITUTE OF ADVANCED STUDIES, DELHI

CHARRU HASTI, ASSISTANT PROFESSOR, DELHI INSTITUTE OF ADVANCED STUDIES, DELHI

Providing digital authentication to any network enabled device leads to providing more security to that system. Digitising any application or service makes it reachable to a larger user base available but with challenges and security threats. There are many techniques based on authentication such as alphanumeric passwords and graphical passwords, but each of these individually has some drawbacks. Mr. Pulkit discussed about the existing digital authentication techniques, their limitations, description about 3D passwords, their applications, and proposed an improved authentication technique which overcomes shoulder surfing threat and key stroke tracing attack by the hackers. This authentication scheme combines benefits of 3D passwords. 3D password includes various strategies in various fields. This paper depicts a strategy which is based on 3D virtual environment.

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VOTE OF THANKS BY

DR. BARKHA BAHL

EVENT CONVENER

Dr. Barkha Bahl, the Event In-charge extended her heartfelt thanks to the distinguished guest for agreeing to be the Chairperson & gracing the occasion. She also thanked all the paper presenters for sharing their work, findings & opinions. She expressed hearty thanks to Dr. S.N. Maheshwari, Professor Emeritus and Academic Advisor, for developing the culture of organising conferences, FDPs and seminars in the institute and also for being the guiding and inspiring force behind all the activities. She thanked Director, Dr. N. Malati, for providing continuous support and encouragement.

Dr. Bahl expressed her deep sense of appreciation to the co-coordinators, Ms. Charru Hasti and Ms. Dimple Chawla for their involvement and willingness to take on the completion of tasks beyond their comfort zone for organising the event right from the beginning. She thanked her colleagues and staff members for their whole hearted support. Lastly, she thanked the sponsors and all the students for participation in the coordination of this event, and being patient listeners and expressed her expectation to receive the same efforts from all in the future events to come.