IMC
Chamber of Commerce and Industry

How to Use AI for Business Applications ?

Artificial Intelligence

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📅 *Thursday, October 19, 2023*

🕐 *10:00 am to 05:30 pm*

📍 *Babubhai Chinai Committee Room, 2nd Floor, IMC Chamber of Commerce and Industry, Churchgate, Mumbai-20*

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Content

TIME	TITLE	TOPICS
SESSION 1		
10:30 to 11:45	*Introduction to Artificial Intelligence*	• AI: When it started and how it has evolved • Tools, technologies and techniques that model intelligence and are part of AI right from classical AI to modern AI. • Modelling and Solving problem using AI. What can be done using AI • Machine Learning, Deep Machine Learning, Generative AI, Natural Language Processing, etc. • What is missing in current AI and issues with AI
11:45 to 12:00	Tea Break	
SESSION 2		
12:00 to 13:15	*Business Applications of Artificial Intelligence*	• Using effective combination of classical and modern AI: integrating data driven intelligence v/s knowledge (cognitive) driven intelligence • How organizations using effective ACID (AI/Analytics, Cloud, IOT and Data) to enhance customer experiences, optimize operations and offer new business models?
13:15 to 14: 00	*Lunch Break*	
SESSION 3		
14:00 to 15:15	*How to Build a AI Driven Solution*	• Understanding filtering techniques: collaborative filtering, content filtering, demographics and knowledge-based filtering and their roles in P&R (personalization and recommendation) • Modelling N=1 (segment of 1), real time and contextual intelligence • Integrating intelligence everywhere: in touch-points, channels, UIs, work-flows and processes.
15:15 to 15:30	Tea Break	
SESSION 4		
15:30 to 16:45	*Solving real-world problems using AI*	• Case studies on AI • Interaction with participants, understanding their problems and discussing solutions
16:45 to 17:30	*Guest Speaker Session on Generative AI*	Business Use Case - Mr Avi Vaid / Mr Varun Jain, Instabase • An overview of a few apps that have made waves in the past year. • What is an LLM. Why is generative AI a big deal. How will it impact you • How Fortune500 companies process unstructured documents with AI. • Building an AI App.

Registration Fees : Rs. 6000/- per person + GST
If more than 3 participants from one organisation : Rs 5000/- per person + GST
Bonafide Students : Rs 4500/- per person + GST

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Partnering for Sustainable Growth

Speakers Profile

Prof Rajendra Sonar is Professor of Information Systems and Technology at SJMSOM, IIT Bombay. Prof. Sonar has more than 32 years of mixed experience: software development, training, teaching, entrepreneurship, research and consulting. He is more of hands-on person having fair amount of knowledge, skills and hands-on experience on various programming languages right from C to Python, database systems, frameworks and tools. Did his first AI subject in 1992 as part of Master's degree and has been working on applied AI since 1996. He holds bachelor's, master's and Ph.D. degrees in Computer Science.

His research interests include Applied AI, intelligent systems (hybrid AI: integrating expert system, artificial neural networks, case-based reasoning and genetic algorithms and applying them to solve business problems), N=1 analytics, hyper personalization using AI. Has guided serveral PhD students and has published several papers in international journals and conferences and a book on his topics of interest.

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