



AMITY UNIVERSITY  
UTTAR PRADESH

## AMITY BUSINESS SCHOOL

### 3<sup>rd</sup> Technology Conference “INFINITY’2020”

**Theme: Digitally Transformed World: New Challenges and Strategies**

**Supported by:**



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### **Report: “INFINITY 2020”**

Amity Business School, under the visionary leadership of our Hon’ble Founder President, Dr. Ashok K Chauhan, motivation of respected Chancellor, Dr. Atul Chauhan and consistent guidance of Vice Chancellor Madam, organized its third edition of Technology conference “**INFINITY 2020**” on the theme “**Digitally Transformed World: New Challenges and Strategies**” having four plenary sessions.

INFINITY 2020 scheduled on 24<sup>th</sup> and 25<sup>th</sup> September, 2020 showcased academic and corporate viewpoints, research work and discussions on the above contemporary theme. This two-day event had expert talks and a national level student event. The conference was attended by distinguished speakers, delegates and executives from industry, academia, government and research organizations. Senior corporate leaders and distinguished academicians also participated in various plenary sessions. The main objective of this conference was to discuss and deliberate on the emerging and digital transformations and their business implications. The outcome of these discussions is in alignment of our newly reinvented curriculum. In addition to Inaugural session which was held on 24<sup>th</sup> September 2020, there were 4 Plenary sessions on the following themes:

Plenary Session 1 : Technologies aiding Digital Transformation and Security Concerns.

Plenary Session 2 : Digital Transformation in Business & Education

Plenary Session 3 : Digital Transformation in Retail and Supply Chain

Plenary Session 4 : Digital Transformation in Healthcare and Hospitality Industries

**Inaugural Session : Following were the guests during inaugural session of INFINITY 2020 which was held on 24<sup>th</sup> September, 2020**

1. Shri. Abhishek Singh, President & CEO, National e-Governance Division(NeGD)

2. Dr. Mamta Agarwal, Additional Secretary, Association of Indian Universities(AIU)
3. Dr. Balvinder Shukla, Vice Chancellor, Amity University Uttar Pradesh .
4. Mr. Kairav Modi, Executive Vice President & CFO Digital Industries, Siemens Limited.
5. Dr. JS Sodhi, Group CIO & Sr. Vice President & Co-Chairperson INFINITY 2020

During the inaugural session, **Dr. Teena Bagga, Co-Chair and Convener** opened the house for the guest by giving a glimpse on how digitization has been transformed the world, especially in the middle of the current pandemic. Being the first digital conference organized by Amity Business School, AUUP, she enlightened the audience about the theme of the conference.

**Dr. J.S Sodhi, Group CIO & Sr. Vice President and Co-Chairperson INFINITY 2020** enlightened the audience on the theme of the conference. He spoke about how work culture and technological use is changing during such times. He motivated the audience to use this time as a beneficial tool to come up with more efficient way of working. According to him, IOT and machine learning has helped customers fulfill their needs. As per him these two days of event will surely bring a lot of learning for the students.

**Dr. Sanjeev Bansal, Chairperson of INFINITY 2020 and Dean FMS and Director ABS** addressed the speakers and the audience by speaking about the theme of the conference. Being a student of Mathematics, he started his address by explaining the importance of “Infinity”. Prof. Sanjeev Bansal talked about his first encounter with the computers and field of technology. He became nostalgic, as he remembered a high profile Scholar came to him for his guidance on the topic of cyber security.

Dean FMS & Director ABS gave a glimpse of past INFINITY conference held in ABS, AUUP. As Chairperson of the conference, he shared about the relevance of the conference theme, especially in the time of a pandemic. Moving towards the end of his address, he introduced all the speakers to the audience and welcomed them.

**Chief Guest** of the conference, **Shri. Abhishek Singh, President & CEO, National e-Governance Division (NeGD)** was welcomed by the co-chair, Dr. Teena Bagga. According to Shri. Abhishek Singh, the present time is more disruptive than the world wars. Especially for the students who were supposed to graduate this year. Everyone’s plan came sliding down the hill. However, he sees this as a challenge and how one can adapt to this new normal. He believes in the adaptability of human race. Talking about the technology, he saw how Universities and schools have beautifully adopted the technology.

He advised the Management students to come up with the solutions and product to mitigate the crisis. Further, he threw light on how GOI has been using the technology aspect to help the citizen of India. Information transmission done by the GOI, has helped in bringing citizen and government closer. He talked about the importance of communication to tell people about the concept of social distancing using videos and audios. How a WhatsApp chatbot was used to spread information related to Covid19. Arogya Setu app, the World’s

biggest contact tracing app was launched by GOI to ensure that people are protected in the right way. All the early warning systems, thanks to technological inventions of MyGov, which helped India control the spread of Covid19 to some extent. Before he concluded his talk, he talked about the importance of AI and invited the students to the upcoming conference on Artificial Intelligence being organized by the government. Finally, he thanked ABS for welcoming him and motivated the students to stay strong during these times.

**Dr. Balvinder Shukla, Hon'ble Vice Chancellor, AUUP** was welcomed by Dr. Sanjeev Bansal, Dean FMS and Director ABS. She talked about how time has changed since the world is hit by Covid-19 pandemic. Further, emphasized how technology has helped everyone to cope with this new change for which the world was completely unprepared. She talked about how technology appeared as a life savior for the businesses and education domain and how this pandemic situation has accelerated the use of technology. She also discussed about the challenges faced by the education sector due to pandemic such as conducting classes, examination, remote location of students etc. She also thanked, Founder President, Dr. Askok K Chauhan and Dr. Atul Chauhan, Chancellor of AUUP for their vision which helped Amity University in facing this challenge with the help of available technology infrastructure. She touched upon the points of impact of technology on every aspect of human life

Vice Chancellor also said that the digitalization has created a threat to the data due to which the privacy and protection of data has become more important as the global usage of digital platform has increased. She also talked about how Amity University prepared itself for this transformation by conducting workshops, training, FDP to enable the faculties and students to use technology. She discussed how block chain technology, 5G, ultra fast technological devices, data analytics, AI, machine learning, etc. will prove to be the future of the new world post pandemic era. She complimented the organizers on choosing such a theme and welcomed rest of the speakers.

**Mr. Kairav Modi, Executive Vice President and CFO Digital Industries, Siemens Limited** was the **Keynote speaker** during the session. He talked about the importance of technology and digitization in the present scenario and also its future importance. He focused upon the challenges faced by the manufacturing enterprises such as speed, flexibility, quality, safety, security, sustainability, etc. He emphasized that the key to sustain our self in this era is Holistic digitalization approach. He said that output driven approach, empowering employees and participative approach in management can be the key to success for the current and post pandemic situation .He also talked about the Digital Twin Model by Siemens which helps by integrating and digitalizing the entire value chain across process, discreet and hybrid industries. He also draws light on Industrie-4.0 and its importance, challenges and opportunities. He talked about blockchain technology which can be used to verify and trace the product and data security. He focused on the key ingredients for an organization to successfully transform while embracing uncertainty viz. Digitalization strategy, Digital mindset and Robust ecosystem. Towards the end he talked about how we can exploit this situation to benefit our businesses and change our current

input approach to output approach. He said that post pandemic the approach will be completely different from now which will be output driven not only for the organization but also for the employees where the result and the output will matter instead of the input. He thanked all the speakers and, Amity Business School for welcoming him.

**Dr. Mamta Agarwal, Additional Secretary, Association of Indian Universities**, Former Joint Secretary, University Grants Commission was the **Guest of Honor** for this session. She started her speech with the importance of technology in all the aspects of human life. She focused on the paradigm shift in the teaching and learning process, talked how the dominant education sector has changed to participative platform for both the teachers and students in this learning ecosystems.

She also emphasized on the usage of internet and its impact on human life. She said that the change in the mindset and its adaptation in our culture will help us in facing the challenge posed by the Covid-19 pandemic. This change was to come gradually but this pandemic has forced it to be a much faster and monumental thought process change than being a gradual change. She talked about how after 34 years a new ray of hope in education sector has emerged by the introduction of the new National Education Policy which is a progressive, participative, dynamic and student centric approach of learning.

Dr. Mamta Agarwal in her speech also focused on various government initiatives to provide platforms for smooth transition of brick and mortar education system to digitalized teacher student learning process. Discussed about Swayam- a government of India initiative designed to achieve the three cardinal principles of education policy viz., access, equity and quality. She also highlighted other initiatives taken by Indian government such as PM e-vidya programme, Swayam Prabha, e-PG Pathshala etc., and the importance of these platforms even for the students sitting in the remote location of our country. At last, she thanked everyone for organizing such event which is a great platform to discuss the various challenges and opportunities of digitally transformed world.

Ms. Kritika Dasgupta, Chief-coordinator delivered vote of thanks to the guests and speakers present in the inaugural session and expressed her gratitude to all the speakers for their esteemed words and guidelines.

## **Plenary Session 1 : Theme: Technologies aiding Digital Transformation and Security Concerns (24.09.2020)**

### **Resource Persons:**

Ms. Khushbu Jain, Advocate, Supreme Court ·  
Mr. Amit Dubey, Author and National Security Expert. ·  
Col. Inderjeet, CIO & CISO, Vara United, Society for Data Science ·  
Mr. Sahil Kapoor, National Head - 360 Realtors

Introduction to Plenary Session 1 was made by **Dr. Anita Venaik, Professor, ABS and Member-INFINITY 2020**. She welcomed all the guest speakers for this plenary session and then gives the brief introduction about the topic of the session that is how technologies aiding digital transformation and security concern.

**Ms. Khushbu Jain, Advocate, Supreme Court** spoke about digital transformation, digital security, cybercrime, and cyber law. Digital transformation is the adoption of digital technology, adoption of non-digital (manual) activities and replaying the older version of technology. Digital transformation provides the faster innovation, provide strategies and empowerment and also the advance way of doing work. With the benefits carried by the technological advancements, the cyberspace today has become a common pool used by citizens, businesses, critical information infrastructure, military and governments in a fashion that makes it hard to induce clear boundaries among these different groups. The cyberspace is anticipated to become even more complex in the upcoming years, with the increase in networks and devices connected to it. Cybersecurity denotes the technologies and procedures intended to safeguard computers, networks, and data from unlawful admittance, weaknesses, and attacks transported through the Internet by cyber delinquents. The cyber security policy is a developing mission that caters to the entire field of Information and Communication Technology (ICT) users and providers. cyber-crime is that the cyber-crime involves in a crime related to computers. She spoke about the I.T. Act, 2000. She told how the data and information breaches should pay penalty or face imprisonment. The data protection bill used to secure sensitive and personal data. She also spoke about the Chinese apps banned by the government under section 43 A because these apps shared and used Indian user's data. She clearly mentioned that the most serious challenges of the 21st century are the prevailing and possible threats in the sphere of cybersecurity, public safety, security of nations, stability of the globally linked international community.

**Mr. Amit Dubey, Author and National Security Expert** started his presentation by explaining about the dark side of the web. The cyber space is an intricate environment that involves interactions between people, network services, devices and software. It is maintained by the worldwide distribution of information and communication technology.

Mr. Amit Dubey spoke about the dark side of the cyber space which is consist of the surface web, deep web and dark web. The surface web where most of our day to day

activities take place, like to visit sites through search engines like Google, Bing and Wikipedia. Deep web where information is more hidden or restricted such as academic database newspaper archives, medical records etc. Dark web where internet within an internet, designed to be anonymous and obfuscated. Deep web contains 90% of the information on the internet. but is not accessible by surface crawlers. Dark web is the part of deep web accessible only through certain browsers such as Tor designed to ensure anonymity. Deep web technologies have zero involvement with the Dark web. The dark web responsible for circulating illegal information, Drug trafficking sites, Tor -Encrypted sites, political protests, private communications. He further explained the process of exploring dark web, the dark web can't be Google. The dark web is about real stories and myths about hitmen, creates unauthorized passport in a false manner, creates false ID card, provide duplicate shopping and visa cards illegally, leaked confidential and sensitive data, leaked information on certain minor government databases, providing list of sites for finding leaks, database and dumps. This has become the major security concern in today's digital mediated environment which requires strict treatment.

**Col. Inderjeet, CIO & CISO, Vara United, Society for Data Science** started his presentation by explaining the use of Artificial Intelligence in cyber security. The disruptive technologies provide value economy through consideration of five digital disruptive technologies like internet of things, big data analytics, AI and machine learning, Block chain. All these technologies should provide cybersecurity, cyber resilience and data privacy. The value economy in this digitalized world is the aggregation of digital economy, data economy, crypto economy and service economy. Digital transformation is driving ever new technique accelerating changes in attack surfaces Like IIoT, 5 G, container workload, artificial intelligence and blockchain. He further explains the cyber security challenges that are visibility challenge, privacy and regulations, talent shortage, Disjointed security, new technologies constantly exposing new threats, phishing, alert overload in the SOC and ransomware. He further suggested the ten cyber threats and trends like data privacy risk and leaks in cloud, internet of things OT security internet /e-payment fraud, cybersecurity privacy etc. the tomorrow business is very complex to handle due to digital eco system , global distribution , mobile and remote worker the handling and security of information will be very difficult. The information security problems are network security, endpoint security, application security, data security, cloud security, transaction security mobile security and web security etc. the security for data source can be provide with good firewall, secure wi-fi, antivirus alert, authentication logs, endpoint logs. The artificial intelligence in security can be used with malware identification, phishing detection and communication analysis. The dangers of AI are pentagon AI fail, blacklisting of windows executable, data biases, facial recognition privacy, malware detection failure. The security can be provided at the three level first is network security, endpoint security and use security. Escaping the security and mouse game by proactiveness, protection and automation, understand the behavior of humans and machines, follow the risk based and risk adaptive approach and apply the decentralized data and analytics. The rationale for the new paradigm should be to understand the threat intelligence and behavior intelligence.

**Mr. Sahil Kapoor- National Head - 360 Realtors** started by saying that “Internet Addiction” is a growing problem. As more individuals gain internet access every year, the number of people becoming obsessed with and then addicted to a digital lifestyle is increasing as well. As internet, smart phone, and social media addictions are increases the issue related to privacy and security of individual also increases. The small habit of technology can give rise to the many social and cyber theft. We simply cannot ignore the technology because it provides so much of convenience but same time we use it with so many precautions. If we will not use the technology with precautions we could be treated as the product which is being sold to the market. The marketer can easily track every single behavior of consumer like window shopping, searching, ordering, payment pattern through machines. Apart from shopping the other activities like the political ideology, religious opinion and social movement of every individual can also be traced in this internet mediated environment. He further explains the threats and step by step measures to counter these threats like how to build privacy in cyberspace, hacking, beware of trolls, social protected, olx scam in marketing space. He urged the need to educate our younger children and elders about the privacy and security issues in cyber space. He told everyone to use 2-step verification in our online accounts, and also, not to pre update others about our daily location, check-ins because security is much bigger than the communication. Technology provides so much of convenience and is changing our lifestyle but at the same time it is very risk to use.

Dr. Anita Venaik, Professor ABS thanked the guests and the participants of the Plenary session.

## **Plenary Session 2 : Theme : Digital Transformation in Business & Education (24.09.2020)**

### **Resource Persons:**

Mr. Archie Jackson, Senior Director- Incedo Inc.

Mr. Tamier Affifi, Chief Architect – Digizilla, (Odo ERP gold partner) Cairo, Egypt

Mr. Satyendra Tripathi- Vice President IT & CIO, Emami Agrotech Limited.

**Dr. Ramesh Bagla, Professor, ABS** chaired the session and welcomed all the distinguished panel members. Talking about digital transformation, he said it is the new way of living life. He said that adoption of various digital transformation in the workflow and processes will lead to an improvement in basic productivity and bring in more efficiency in work culture.

**Mr. Archie Jackson, Senior Director- Incedo Inc.**, explained the concept of transformation and gave 5 reasons why it is required to have transformation. To generate new value, to unlock new opportunities, to deliver new efficiencies, to drive new growth and to survive, sustain and surpass.

Mr. Jackson said to have a digital transformation in business, it is necessary to transform customer experiences, transform operational processes and transform the business models. Talking about Digital Transformation in business, he explained that adoption of digital transformation increases efficiency. He also talked about various digital inventions and innovations like introduction of 5G, artificial intelligence etc. While including digital transformation in education, he explained the concept the proctored examination which works on its own, keeping surveillance on students giving examination. In the end, he concluded his session with the concept of VUCA. Giving the examples of companies like OYO and AirBnB, who were killing the whole hospitality industry, started losing their whole business due to Covid-19. Introduction of VUCA is a necessity now, as the future is purely uncertain and thus, people are shifting from long term strategies to short term strategies, considering only the short term return.

**Mr. Tamier Affifi- Chief Architect – Digizilla, (Odoo ERP gold partner) Cairo, Egypt** began his address by comparing the two ages of technology that are floppy disk age and cloud storage age. He then moved on to discuss the successes and failures in digital transformation. Explaining the difference between digital transformed businesses and digital native businesses, he gave an example of amazon. He discussed that adding technology is not digital transformation; but creation of something new is transformation. Therefore, digital transformation is more about an organizational change. He expressed that we should engage, empower, optimize and transform business process through technological integration. He measured the need of digital transformation based on scalability, customer engagement, productivity, revenue increment, competition. He also explained that digital transformation strategy should be data driven, predictive, experimental and agile. Lastly, he explained the digital transformation process as Monitor – Analyze – Measure – Update – Sustain.

**Mr. Satyendra Tripathi-Vice President IT & CIO, Emami Agrotech Limited** began his address by citing the importance of communication in the business processes and how digitalization has made communication as seamless as it can be. Not just communication, the collaboration has also become easier than before with the help of channels like MS teams, Zoom meetings etc. Corporates such as Microsoft are now working upon building the better artificial intelligence for the attendees such as emoji experience, background images for the presenters and many more such features.

He explained that digitalization has also made attendance process, payroll process, logistics process more efficient than before. Especially how the FMCG sector which also represent essential commodities sector survived in the covid-9 times, it is all because of seamless integration of technology into business processes. Not just the better experience, digitalization is also helping businesses to retain customers and suppliers, sustain profits with low volumes with the special assistance of strategizing technological integration. He even suggested that in the upcoming future, we may have completely virtual universities to educate students from remote areas.

Dr. Ramesh Bagla asked questions from the panel members and the vote of thanks was given by Elaine Lilly Sajan, ABS student.

### **Student Event: Technovanza on 25<sup>th</sup>September, 2020 as part of INFINITY 2020**

The IT Club Team, Nishant Janoti, Ashish Kumar, Naman Agarwal, Radhika Goyal and Arushi Sachan under the leadership of Prof. Teena Bagga and guidance of Prof. Anita Venaik and Dr. Swati Upveja, organized a student event Technovanza on the second day of Infinity 2020. Technovanza, an all India Online Competition aimed to engage the students across India in various technical rounds focusing on Disruptive Technologies and Digital Transformations. Total 438 participants registered for Technovanza on D2C platform. There were total five rounds in the event, the first round was conducted on the D2C platform and other four were conducted on MS Teams. The top three winner of Technovanza were Abhishek Shah ,Jubin and Namit Khurana.

### **Plenary Session 3 :Theme : Cyber Security and Digital Transformation in Retail and Supply Chain (25.09.2020)**

#### **Resource Persons:**

Mr. Rakshit Tandon -Cyber Security Expert and Consultant Safe Surfing Campaign at IAMAI Internet and Mob. Asso. of India.

Dr. Kamal Karnataka – Group CIO-RJ Corp .

Mr. Harcharan Singh – Group CIO – Blackberry

**Ms. Swati Bhatnagar, Assistant Professor, ABS** welcomed all the guest speakers for this plenary session and then gives the brief introduction about the topic of the session and what challenge everyone is facing in this digitalized world.

**Mr. Rakshit Tandon -Cyber Security Expert and Consultant SafeSurfing Campaign at IAMAI Internet and Mob. Asso. of India**said that the biggest challenge today is to fight against the cyber danger that is present online in the form of hackers, data breaching. He mentioned about various government portals where one can report cyber incidents. He said, “Data is an oil to the cyber security”. It is significant to bring amendments to cyber security laws. He applauds the recent effort by government of India in the direction of cyber security. He also, appraised the attendees that the cyberspace is anticipated to become even more complex in the upcoming years, with the increase in networks and devices connected to it. He advised students to take the data security very seriously. It should also be the duty of the mobile companies to protect the security of the customers. At the end, he pauses the discussion and tries to motivate the students to take precautions while working with technology. He quoted “Let’s harness the technology and not harnessed by the technology”.

**Mr. Kamal karnatka – Senior Vice President and Group CIO – RJ Corp** conveyed to the participants that no company can survive without adding lives to the customer supply. Customer supply is imperative part of digital transformation. He in detail explained the sales transformation process and presented several case studies to explain the importance of digital transformations.

**Dr. Harcharan Singh– Group CIO- BLACKBERRY** presented the digital transformation journey of Blackberry. He talked about several business challenge they faced and how technology helped them to overcome those challenges.

**Dr. Garima Malik**, Associate Professor thanked the guests and the participants of the Plenary session.

#### **Plenary Session 4 : Theme : Digital Transformation in Healthcare and Hospitality Industries (25.09.2020)**

##### **Resource Persons:**

Mr. Harish Chandra – CTO - Sarovar Hotels ·

Ms. Nilofer, Commercial Pilot- Delta Airlines, California, USA ·

Mr. Manish Nigam, Chief Executive Officer, Dalmia Health

**Dr. Vandana Ahuja, Professor, ABS** introduced the topic and talked about the positive impact of technology in healthcare, advent of tele-medicines, AI enabled medical devices, blockchain etc. She also mentioned how hospitality industry is transforming and aspects like data analytics, AI are going live, recent researches shows how pharma companies have gone digital and how Covid era has led to the transformation digitally, due to the coming of chat bots, apps, digital marketing, social media etc.

**Mr. Harish Chandra – CTO- Sarovar Hotels** reminded the audience of those days when we bought mobile phones after 2000 and when we created our Facebook and LinkedIn accounts. He spoke that, "The days are gone when we called a call centre to book our hotels or flights, we have an app for everything. We see the ratings, the ambience and how hotels provide 360° assistance to their customers. Hotels invest a lot of money in consumer recreation as well". He discussed how the usage of videos, pictures have led to a better customer engagement. In addition to that, he presented, how hotels have changed their payment systems and customer services with technologies. He stated several examples to present the advantages of digital transformation.

**Ms. Nilofer, Commercial Pilot- Delta Airlines, California, USA** started her speech by mentioning the need to stand out, and how mediocrity has no place in the world, she spoke about the various aspects of aviation industry and how the digital transformations are so important in this sector.

**Mr. Manish Nigam, Chief Executive Officer, Dalmia Health** started his presentation by stating that the digital transformation would unlock value for customers, and how much big data is important in hospitals. He also, mentioned about the various technologies such as Virtual Reality&Augmented Reality, Mobile Technologies and wearables which are of great significance and are transforming the healthcare industry. In-addition, he mentioned cyber security as a great challenges, in order to safeguarding the patients' sensitive and confidential health and insurance information.

The session was concluded by Dr. Sanjeev Bansal, Dean FMS & Director ABS thanking all the panel members, the organizing committee and invited everyone to join INFINITY 2021.