

Build India Campaign
The Digital Future, Innovation & Societal Transformations through
Information, Communication & Entertainment (ICE) Technologies



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The developments in Computing and Cyber Technologies are breaking the barriers (time, language, distance) and the global trends to make the whole world a connected village. The economic, social, political, technological drivers show a stronger relationship between Information and Economy. There is going to be a sea change in the workplace, workforce and the future enterprises have to devise a new generation HR policies to retain and sustain global Knowledge workforce. The green computing and the environmental protection and sustainable development assumes a greater significance and trends in the Internet of Things (IOT/IOE) or Cyber of Everything (COE) drives and demands a collaborative, cooperative and coexisting workforce for sustainable development of the nation and world growth.

Creativity, Innovation, and Productivity are the three major factors to be nurtured and practiced by the People, Enterprises and the Nation for sustainable growth. A new era of cognitive systems where machines will learn, reason and engage with us in a more natural and personalized way. These innovations are beginning to emerge enabled by cloud computing, big data analytics and learning technologies all coming together, with the appropriate privacy and security considerations, for consumers, citizens, students and organizations for a better living in this Planet.

In the next five years, the following Societal Transformations are Predicted and Possible through Emerging ICT (source IBM COG Lab)

Smart Health Care coupled with Genomics and Analytics, Digital Guardian for online protection, promotion of Buying Local with Watson line application development platforms, Future Learning classrooms with new learning paradigms, Smart cities with dynamically adjustable to the citizens' needs will be facilitating and supporting the Societal Transformations.

To build a strong, vibrant and developed India, we have to start build India campaign and would like to describe the desirable attributes and characteristics of Good Ideal Professional Engineer/Graduate, and the respective role models to follow.

Innovation in Data Science/Engineering and Big data is fueling the growth economy of this emerging nation. In order to fully understand this growth, big data has to be viewed as more of an enabler than just a technical paradigm. Data volumes are growing and the pace of that growth is accelerating. Sensor data, log files, social media and other sources have emerged, bringing a volume, velocity, and variety of data that far outstrips traditional data warehousing approaches. Forward-looking organizations are harnessing these new sources in creative ways to achieve unprecedented value and competitive advantage. The large enterprises comprising a smaller fraction of the landscape are the most aggressive in their big data roll out strategies. These enterprises are looking to understand their customer segment better to increase sales. From analyzing customer influences on preferred telecommunications carriers to personalized customer offers, big data analytics is increasingly playing a vital role. Micro market segmentation and analysis is also playing a key role given the diversity and vastness of the local market. The public sector not only consumes but also generates a lot of data. Government sectors like security and finance are already relying on big data across most of the functional operations. Healthcare and industry policy reforms will be the next to embrace the wave. Increased data adoption in government will also considerably ease cross-functioning of the sectors and lead to better citizen services. Additionally, big data is helping the domestic industry to move more towards compliance and analytics is helping

ensure that we meet regulations per the local and international standards. This is helping local industries adapt to government policies and reduce compliance costs. The emerging trend is to move more and driving better business performance.

Fraud and Compliance: If you are responsible for security, fraud prevention, or compliance, then data is your best friend – if you can use it to identify and address issues before they become problems. The fact is, security landscapes and compliance requirements are constantly evolving, as are the methods that the bad guys are using to defraud your business and customers. In fact, these are applicable to all nations.

The Obama Administration's Big Data Working Group Entitled *Big Data: A Report on Algorithmic Systems, Opportunity, and Civil Rights -2016*, outlines the four significant areas of growth.

- Big Data and Access to Credit
- Big Data and Employment
- Big Data and Higher Education
- Big Data and Criminal Justice

The outcomes listed above are adaptable to all nations for faster growth and sustainable development. Shifting machine and operational data to the cloud, results in cheaper processing and enormous operational ROI. It is also forecasted that the small and medium industry will be a strong player given the limited resources to funds and the need to realize the potential of their data.

The Indian industry is on a major path of business transformation towards being customer centric that is only leapfrogged by big data analytics. While the momentum is picking up for big data, expect an equal thrust for borderless, global collaboration. Big data analytics is the key to unlocking the insights from all your data types, as it enables you to analyze all of your structured, semi-structured and unstructured customer data together. Operational Analytics Understanding Machines, Devices and Human Interactions Manufacturing, operations, service or product executives know all too well the intense pressure to optimize asset utilization, budgets, performance and service quality. It's essential to gaining a competitive edge

Acknowledgement: [Big Data](#), [Big Data examples in India](#), [Big Data use cases](#), [Big Data use cases in India](#), [DLE](#), [Flipkart](#), [IBM](#), [Jana Lakshmi Financial Services](#), [Kerala Water Authority](#), [Matrimony.com](#), [Reliance Games](#)
Source Dataquest 2015

New Rules for the New Economy

1. Embrace the Swarm. As power flows away from the center, the competitive advantage belongs to those who learn how to embrace decentralized points of control.
2. Increasing Returns. As the number of connections between people and things add up, the consequences of those connections multiply out even faster, so that initial successes aren't self-limiting, but self-feeding.
3. Plentitude, Not Scarcity. As manufacturing techniques perfect the art of making copies plentiful, value is carried by abundance, rather than scarcity, inverting traditional business propositions.
4. Follow the Free. As resource scarcity gives way to abundance, generosity begets wealth. Following the free rehearses the inevitable fall of prices, and takes advantage of the only true scarcity: human attention.
5. Feed the Web First. As networks entangle all commerce, a firm's primary focus shifts from maximizing the firm's value to maximizing the network's value. Unless the net survives, the firm perishes.
6. Let Go at the Top. As innovation accelerates, abandoning the highly successful in order to escape from its eventual obsolescence becomes the most difficult and yet most essential task.
7. From Places to Spaces. As physical proximity (place) is replaced by multiple interactions with anything, anytime, anywhere (space), the opportunities for intermediaries, middlemen, and mid-size niches expand greatly.
8. No Harmony, All Flux. As turbulence and instability become the norm in business, the most effective survival stance is a constant but highly selective disruption that we call innovation.
9. Relationship Tech. As the soft trumps the hard, the most powerful technologies are those that enhance, amplify, extend, augment, distill, recall, expand, and develop soft relationships of all types.
10. Opportunities Before Efficiencies. As fortunes are made by training machines to be ever more efficient, there is yet far greater wealth to be had by unleashing the inefficient discovery and creation of new opportunities.

Source and more details at: <http://kk.org/newrules/>