

Computer Society of India and  
Bombay Management Association  
Present

National Conference on



# India IT 2020

Global Leadership for Business & Society

BUSINESS

INFRASTRUCTURE

TECHNOLOGY

SOCIETY

[www.it2020india.com](http://www.it2020india.com)



27th - 29th January 2009,  
Hotel Grand Hyatt, Santacruz (E),  
Mumbai.

## Conference Overview

The rapid advancement of technology throws up myriad challenges as well as opportunities. It is imperative to understand the business impact of emerging technological trends and pick and choose from the wide variety of new alternatives being thrown up almost every day.

India IT 2020, jointly organized by Computer Society of India and Bombay Management Association, defines a roadmap for the strategic deployment of emerging technologies for maximum positive impact on business, infrastructure and society in the country.

Our national leaders, scientists, industry doyens and other great thinkers have outlined their vision for a developed India by 2020, a knowledge superpower, empowered by the efficient deployment of state-of-the-art technologies in every sphere. India IT 2020 discusses how best we can leverage emerging Information Technology advancements to make Vision 2020 a reality for India.

Insightful keynotes, thought-provoking panel discussions and powerful presentations will enable delegates to put together the pieces of the jigsaw and exploit emerging technologies for personal and organizational competitive advantage.

India IT 2020 presents the economic scenario and the growth patterns that are likely to pan out in the country, against the backdrop of emerging technologies and empowered businesses.

From wireline to wireless, network infrastructure to collaboration, open source to proprietary architecture, urban to rural, traditional business verticals to emerging areas in entertainment, sports and gaming – India IT 2020 addresses it all.

Learn from special focus sessions that provide a realistic perspective on the telecom and connectivity scenario in the country, and understand where we stand in terms of security and privacy. Future technologies for network infrastructure development are key to business expansion, as are business applications of mobile computing advancements and trends. India IT 2020 gives you a heads-up on what's practical today, and what's most likely tomorrow.

Listen to India's leading CEOs and CIOs deliberate on long-term strategies for building a robust environment for efficient IT deployment in alignment with business goals and objectives.

## Conference Highlights

- ✦ Thought Leadership for Business and Society Transformation
- ✦ Road Map for India's socio-economic growth
- ✦ Alignment of business objectives with country goals
- ✦ Innovative solutions for cost-effective organizational transformation
- ✦ Evolving Collaborative Business Models
- ✦ Key emerging technologies dissected

## Target Audience

CEOs, CIOs and Top Management:

- ✦ Get an overview of technologies and issues of tomorrow
- ✦ Align organization strategy with country vision
- ✦ Understand needs of society and build community development programs
- ✦ Hone strategic thinking skills for competitive advantage

CTOs and IT Managers:

- ✦ Understand emerging and evolving technology paradigms and architectures
- ✦ Optimize organizational methodologies, processes and tools based on technology trends
- ✦ Transform organizations with cost-effective deployment of new technology

Academicians, Analysts and Researchers:

- ✦ Improve research relevance by understanding needs of society and business
- ✦ Utilize platform for sharing of knowledge and experiences
- ✦ Realign courseware to match technology roadmaps

Entrepreneurs and others:

- ✦ Understand emerging technologies and their impact on society and business
- ✦ Identify opportunities for future personal and professional growth
- ✦ Participate in the evolution of India IT 2020 vision

View the future,  
See the world of tomorrow today



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## Day 1 : 27th January 2009

## Tutorials

Timing	TUTORIALS	
08.30 - 09.30	Registration	
09.30 - 13.00	<b>"How to Create IT Strategy: Methodology &amp; Drivers"</b> <b>Amit Mitra</b> , Global Consulting, TCS	<b>Collaborative Computing: Trends and Options</b> <b>Dr. Anand Deshpande</b> , Persistent Systems
13.00 - 14.00	LUNCH BREAK	
14.00 - 17.00	<b>Terrorism: Intercept Electronically For Safer India</b> <b>Vijay Mukhi</b>	<b>Business Software Alliance (BSA), Software Governance</b> <b>Keshav Dhakad</b> , BSA, Arpinder Singh

## Day 2 : 28th January 2009

## Conference

08.30 - 09.30	Registration			
09.30 - 11.00	<b>Keynote</b> <b>Session Chair: Mohan Seetharaman, BMA President</b> <b>Managing Downturns</b> <b>Ashok Sinha</b> , Chairman and Managing Director BPCL  <b>Empowering India with Quality Education : Role of Technology</b> <b>Global Technology Outlook</b> <b>Ravi Venkatesan</b> , Chairman, Microsoft India <b>Dr. C Mohan</b> , IBM Fellow & Chief Scientist IBM India			
Timing	TECHNOLOGY	INFRASTRUCTURE	BUSINESS	TODAY
11.30 - 13.00	<b>Session Chair : Dr. Pushpak Bhattacharya</b>  <b>Natural Language Processing: Foundations and Frontiers</b> <b>Venkat Ramana</b> , CEO Valuepitch Technology  <b>Dr. Swaran Lata</b> , Director Language Technology Ministry of IT  <b>Prof. Anupam Basu</b> , IIT Kharagpur  <b>Padma Bhushan Dr F C Kohli</b> , Former Dy. Chairman, TCS	<b>Session Chair: Y I Shah</b>  <b>Cloud Computing: Technologies to bring a Billion New Internet Users</b>  <b>Kaustubh Phanse</b> , Wireless Architect, AirTight Networks,  <b>Telecom Infrastructure: Future and Policies in India</b>  <b>Jayesh Kotak</b> , VP & Product Management	<b>Session Chair : R P Dumasia</b> ,  <b>Emerging Business Model in Financial Market</b>  <b>Ravi Apte</b> , CTO NSE  <b>Value Optimisation : Business Alignment</b>  <b>Amit Mitra</b> , Global Consulting, TCS  <b>Venki Muthanna</b>	<b>Session Chair : Rajiv Gerela</b>  <b>Business Process Planning</b>  <b>Pradeep Pendse</b> , Welingkar Inst. Mgmt. & Research  <b>Kalpana Iyer</b>  <b>Role of Information Technology in Green Energy for the 21th Century</b>  <b>Dr. Alan Nunns</b> , Independant Consultant Microsoft
13.00 - 14.00	LUNCH BREAK			
14.00 - 17.30	<b>Session Chair: Rajesh Jain</b> , CEO, Netcore  <b>Trends in Mobile Technology and Services</b>  <b>Veer Chand Bothra</b> , Mobile Pandit  <b>Krishna Durbha</b> , Head VAS Reliance Communication	<b>Session Chair : Prof. Krishnayya Jaswant</b> , Director, System Reserch Instute  <b>IT Vision for Indian Cities</b>  <b>Dr. Sameer Pande</b> , CEO, Multiversity	<b>Session Chair: Pradeep Pendse</b>  <b>Future of E Commerce</b>  <b>Chakrapani Appalabattula</b> , Global Scholer  <b>Web Media and Content Planning</b>  <b>MG Paremashwaran</b> , DraftFCB+Ulka Advetising  <b>Outsourcing</b>  <b>Uma Iyer</b> , IBM	<b>Session Chair: Rajiv Gerela</b>  <b>Managing Technology in Difficult Times</b>  <b>Abhijit Sen</b> , CFO, Citigroup India  <b>Effective Education Methodology for 21st Century</b>  <b>Dr. Kannan M Moudgalya</b> , IIT Bombay
16.00 - 18.00	<b>PANEL</b> <b>How do you survive economic downturn coupled with security concerns?</b> <b>S Mahalingam</b> , CFO TCS, Panelist : <b>Baru Rao</b> , CEO, Capgemini, <b>R Ramanan</b> , CMD, CMC Ltd., <b>Satish Doshi</b> , MD, Sampooma Computer People, <b>Ashwin Khakar</b>			
18.00 - 19.00	High-Tea			
19.00 - 20.30	CIO Club <b>CIO Club Meet</b>			
20.30 -	Gala Dinner			

09.30 - 11.00	<p><b>Keynote</b> <span style="float: right;"><b>Session Chair: Prof. N L Sarda, IIT Bombay</b></span></p> <p><b>IT Services Roadmap for Vision 2020</b>      <b>IT Industry Perspective</b>      <b>Technology in Sports</b></p> <p><b>Ajai Chowdhary</b>, CEO, HCL Infosystems      <b>Ashank Desai</b>, Former Chairman Mastek      <b>Harsha Bhogale</b>, Prosearch</p>			
11.00 - 11.30	<b>BREAK</b>			
	<b>TECHNOLOGY</b>	<b>INFRASTRUCTURE</b>	<b>BUSINESS</b>	<b>TODAY</b>
11.30 - 13.00	<p><b>Session Chair: Dr. M Sasikumar</b>, Associate Director Research CDAC</p> <p><b>Business Solutions of Open Source Software</b></p> <p><b>Dr. D Krishnan</b>, <i>Director, AU-KBC Research Centre.</i></p> <p><b>Sitaram Chamarty</b>, Principal Consultant, TCS</p> <p><b>Venkatesh Hariharan</b>, <i>Head Open Source Affairs Red Hat</i></p>	<p><b>Session Chair: V L Mehta</b></p> <p><b>Suprabhat Chatterjee</b>, CISCO</p> <p><b>Security in Recessionary Economic Times</b></p> <p><b>Ms. Nina Godbole</b>, IBM Pune</p>	<p><b>Session Chair: Saurabh Sonawala</b></p> <p><b>Aiding Strategy: Emerging Role of the Chief Insight Officer</b></p> <p><b>Asim Das Mathur</b>, Microsoft India</p> <p><b>Technology and Business Trends in Entertainment</b></p> <p><b>A K Madhavan</b>, CEO CREST</p>	<p><b>Session Chair: Srinivas Eranki</b></p> <p><b>Social and Business Networking</b></p> <p><b>Dr. Prasad Bhaarat Ram</b></p> <p><b>Research Opportunities in troubled times</b></p> <p><b>Sandhya Shekhar</b>, CEO, IITM Research Park, IIT Chennai</p>
13.00 - 14.00	<b>LUNCH BREAK</b>			
14.00 - 16.00	<p><b>Session chair : Prof. Varsha Apte</b>, Associate Prof. IIT Bombay</p> <p><b>Next Generation Virtualization Technologies</b></p> <p><b>Dr. Harrick M. Vin</b></p> <p><b>Jagadish Babu</b></p> <p><b>Pallavi Kathuria</b>, Director-Server Technology, Microsoft</p>	<p><b>Session Chair: M R Datar</b></p> <p><b>Managing Virtual Environments in Today's Data Centers</b></p> <p><b>Ashok Swaminathan</b>, Sr. Consultant, CA India, Technologies</p>	<p><b>Session Chair: Vinay Thaly</b></p> <p><b>Web Media &amp; Content Planning</b></p> <p><b>M G Parmeswaran</b>, ED &amp; CEO, DraftFCB+Ulka Advertising</p> <p><b>Buisness Strategy</b></p> <p><b>Rishiksha T Krishnan</b>, Prof. Corporate Strategy, IIM Blr.</p>	<p><b>Session Chair : Nand Kumar Sarvade</b>, IPS, GM ICICI Bank</p> <p><b>Society &amp; Security: New Model for Safer Computing</b></p> <p><b>Technology Trends and their impact on societal security</b></p> <p><b>Dr. Sundeep Oberoi</b>, TCS</p> <p><b>Bank on your Desktop - How to protect the customer</b></p> <p><b>Vishal Salvi</b>, CISO, HDFC Bank</p>
16.00 - 17.00	<p><b>D. PANEL</b> <span style="float: right;"><b>Session Chair: Prof. Sivakumar, IIT Bombay</b></span></p> <p><b>Will Indian IT companies increase focus on domestic market with global, &gt; economic downturn?</b></p> <p><b>Moderator : Dr. D B Phatak</b>, IIT Bombay, <b>Panelists: Srinivasan Ramakrishnan</b>, CDAC, <b>Mr. K G Deshpande</b></p>			

## Partners

