



PHD CHAMBER
OF COMMERCE AND INDUSTRY
VOICE OF INDUSTRY AND TRADE



GENERATIVE MASTERCLASS

FOR PUBLIC SERVICE BODIES AND BUSINESSES

11TH – 12TH JULY 2024 | PHD HOUSE, NEW DELHI

For Registration



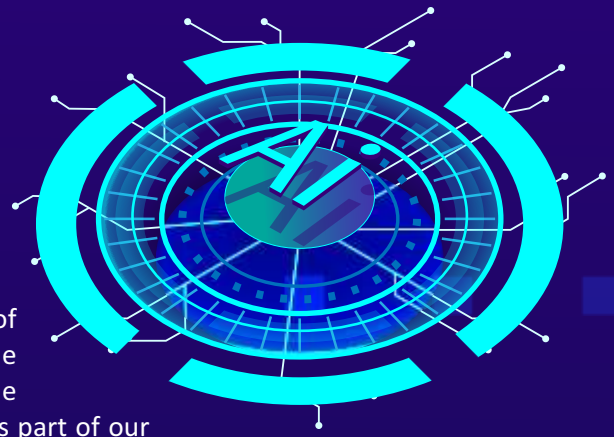
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OVERVIEW

As a vanguard of technological innovation, the PHD Chamber of Commerce and Industry (PHDCCI) has consistently been at the forefront of building capacities in the AI domain for both the private and public sectors. Generative AI (GenAI) Masterclass is part of our ongoing efforts to foster innovation and build capabilities in the field of artificial intelligence across various sectors.

The adoption of Generative AI technologies holds immense potential for transforming businesses and public service delivery in India. By addressing challenges, building necessary skills, and embracing innovative use cases across government functions, government bodies, Urban Local Bodies (ULBs), Parastatals, PSUs, etc. can harness the power of GenAI to enhance efficiency, transparency, and citizen satisfaction.

The Masterclass offers practical, real-world applications and interactive learning sessions led by experts in the field. This is a perfect opportunity for officials to gain valuable experience that can be directly applied to enhance the organization's operations. Attendees will also meet and collaborate with other forward-thinking leaders from various industries and public sector bodies. This networking could open doors to future collaborations and innovations.



KEY FEATURES

The Masterclass features are designed to provide a dynamic and immersive experience for participants, enabling them to gain valuable insights, forge meaningful connections, and catalyze collaborative action towards harnessing the power of Generative AI for enhanced governance in India.

- High-Level Keynote Addresses
- Panel Discussions with Thought Leaders
- Case Study Presentations
- Interactive Masterclass and Hands-on Training Sessions
- Networking Opportunities
- Interactive Technology Demos

SESSIONS

Session	Description
Introduction to AI and Generative AI	• Overview of AI, distinctions between AI, ML, and GenAI
Hands-on: Basic Tools and Platforms	• Introduction to GenAI tools, with simple exercises
Understanding AI Ethics and Data Privacy	• Key concepts in AI ethics, data protection • AI in Government and Public Policy • Addressing challenges related to data privacy, skill gaps, and regulatory compliance in GenAI adoption • Discussion on the role of governance frameworks and regulatory standards in guiding GenAI deployment
AI for Public Communication	• Hands-on session on using AI for effective public engagement
Hands-on: Creating an AI Chatbot	• Participants create a basic AI chatbot to interact with users
Text Generation Tools and Applications Image Generation: Technologies and Tools	• Exploring tools like OpenAI GPT, and use cases in writing and summarization • Detailed session on DALL-E, Midjourney, applications in public services • Explanation of key components and algorithms used in GenAI development • Practical examples illustrating the capabilities of GenAI in generating content, images, and simulations
Developing AI Models AI Project Planning and Management	• Introduction to building and training simple AI models • Integrating AI, and measuring impact
Implementing AI in Public Services Strategies for AI Deployment	• Use cases of AI in public sector services; participants plan a model implementation • Using GenAI for policy analysis, scenario planning, and program optimization • Implementing GenAI-driven solutions for citizen services, resource allocation, and operational efficiency • Streamlining administrative tasks, HR processes, and financial management through GenAI automation • Enhancing regulatory compliance, monitoring, and oversight using GenAI analytics • Leveraging GenAI for whole-of-government strategies, priority-setting, and resource allocation
Q&A and Feedback	• Open discussion on the Masterclass content and feedback from participants
	• Q&A session for clarifications and deeper understanding of GenAI concepts

TARGET AUDIENCE

- **Industry Leaders:** Executives and decision-makers
- **Government Officials:** Officials from various government departments and ministries responsible for policymaking, public service delivery, and technology adoption.
- **Public Sector Professionals:** Professionals working in public sector units, including administrators, managers, and practitioners involved in service delivery, operations, and regulatory compliance.
- **Academia:** Researchers, scholars, and educators from universities, research institutions, and academic organizations specializing in AI, data science, and public policy.
- **Technology Enthusiasts:** Individuals with a keen interest in AI technologies, innovation, and their applications in governance and public service delivery.
- **Policy Analysts:** Experts, analysts, and advocates focused on public policy, governance, and technology ethics, interested in exploring the implications of AI adoption in the public sector.
- **Startups and Entrepreneurs:** Founders and representatives of startups and entrepreneurial ventures developing AI solutions tailored for government and public sector applications.
- **International Delegates:** Representatives from international organizations, foreign governments, and diplomatic missions interested in learning about India's approach to AI adoption in the public sector.



DELEGATE FEE

OFFER
AND
VALIDITY

PER
DELEGATE

EARLY
BIRD
OFFER

INR 6,000/-
(+ GST)

STANDARD
FEE

INR 12,000/-
(+ GST)

(Till 10th June 2024)

(11th June 2024 onwards)

***The registration fee is non-refundable**

REGISTRATION LINK:

<https://www.phdcci.in/events/generative-ai-masterclass-for-public-service-bodies-businesses/>

FOR MORE DETAILS PLEASE CONTACT:

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