

Unlocking Opportunities in Smart Cities

Comprehensive, Multi-disciplinary, Holistic Master Class For
Aligning Strategy, Implementation, Business and Technology for Cities



Course Date: June 27th, 28th, 29th 2017

Venue: BSE Institutes

The Smart City opportunity is happening now.

Are you and your business prepared to capture this opportunity?

Learn from our global thought leaders on Smart Cities to understand the ecosystem, win business and deliver impactful solutions

Introduction

As India's Smart Cities Mission gathers momentum, it is poised to become one of the key economic and employment pivots for the country over the coming decade. Cities are conceptualizing thousands of smart projects, and every week new tenders are being announced across the country. But even as cities - and their consultants and implementation service providers - are proceeding at a rapid pace, they are facing the challenge of finding suitably skilled people for planning and implementing these projects.

Smart cities projects require exceptional leaders and interdisciplinary thinkers, agile change agents and aspiring technical and planning teams that can seamlessly understand strategic planning, bid management, new age digital technologies and urban planning, solutions and scenario planning, financial structuring, and more. This is a paradigm shift from the earlier focus on specialist skills. Technologies, too, are changing fast and those skilled in the earlier approach of repeatable application of proven technologies cannot automatically adapt to the new requirements. This has led to a huge gap between the skills required and what is available.

Businesses, too, are trying to identify opportunities within smart cities. Given the depth, breadth and time horizon of this development, businesses need to identify how best to position themselves, who to partner with, how to craft multi-lateral solutions, and how to build locally relevant yet globally cutting edge solutions that solve real problems of urban India.

This course enables individuals and companies to transform core skills and seize new opportunities to address the huge market for Smart Cities. Taught through live case studies and examples, interactive lectures and discussions, this dynamic course taught by seasoned experts, is designed to help you understand a fast evolving ecosystem, and learn to lead and steer your organization towards success in a new sector.

What to Expect

This course will immerse you in deep knowledge of an exciting interdisciplinary area. It will help you discover how to position your existing strengths and experiences, while understanding the breadth and interplay of people, processes, assets, systems, technologies, functions, services, finance, planning and thinking tools, innovation, policies and regulatory frameworks needed to succeed in building the Smart Cities of tomorrow.

This course will help you gain multi-disciplinary knowledge and seek opportunities in planning,

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advisory or implementation of Smart Cities projects. You will build a network of seasoned industry contacts in this field. Specifically, you will learn to:

- Apply systems and design thinking approach towards strategic and technological planning
- Understand the interconnected nature of wide area urban problems
- Blend innovation, partnerships, multi-party solutions, citizen centric designs in implementing solutions
- Negotiate effectively to create viable multi-disciplinary solutions
- Measure, monitor, and manage metrics that matter to cities and citizens
- Lead your organization towards solving complex wide-area problems and creating breakthrough change

Course of Study

The course will be conducted over three intense days and blend lectures, guest speakers, case studies, interactive discussions, group activities and simulations. It will give you an overview of the concepts and practices in the development, feasibility and sustainability of Smart Cities. The course will focus on stages of Smart City development and the design of New Urban Systems for mobility, energy, utilities, city command and control, citizen engagement, and new modes of living & working. We explore how the design of these systems can be resilient, scalable, and reconfigurable. The focus will be on the broad strategic imperatives for improving smartness, efficiency and quality of life in smart cities, along with an in-depth consideration of the technology and information infrastructure requirements, ways to measure success, and the interface of technology with infrastructure projects that are essential parts of the program. We will develop frameworks to identify problems fit for Smart City consideration in view of the local socio-economic challenges, including the funding of such cross-functional projects.

This course will be equivalent to a university-level executive education course and would cover the following modules:

- A. What is Smartness? What are Smart cities? Understand the Indian Smart Cities Mission, its goals and processes.
- B. Systems and Design Thinking for Smart Cities – integrating projects coherently
- C. Smart Urban Design and Integrated Architecture and Infrastructure
- D. Telecommunications & Sensors – Networked infrastructure
- E. Information Systems & Analytics – Drawing out the intelligence
- F. Responding to Tenders, Process, Policy & Funding – learning to participate in the game

Learning Objectives

1. Understand the Indian Smart Cities Mission, its processes and how it addresses the current environmental, energy and environment, housing, health, sanitation, transportation and mobility issues facing cities.
2. Develop new concepts and designs by participating in sessions that focus on core issues connected to real-world implementation.

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3. Evaluate and critique the technological, design, economic, and policy implications from the follow-up discussions.
4. Understand the different technologies like telecom, Internet of things, digital applications, process automation, sensors etc. that can be linked via common processes and systems.
5. Learn how to apply Design, Systems and Futures Thinking frameworks in designing solutions.
6. Learn the rules of the game for participating in the Smart Cities ecosystem.

Who should attend

This course is aimed at business and technology executives, policy makers, investors, entrepreneurs, and aspiring professionals interested in Smart Cities.

Participants could have around 10 years of experience in any function or industry including urban planning, administration, urban technology, information technology, policy making, design and architecture, application and solution development, transportation, public healthcare, energy and utilities. It is also suited for technology and IT professionals looking to reskill themselves to address a different set of challenges in the country.

Participants would be business unit leaders, managers and entrepreneurs in:

- Financial and investment firms seeking to invest in cities or startups
- Family businesses and entrepreneurial ventures seeking opportunities in Smart Cities
- Engineering and infrastructure firms, built environment, mobility and transit, energy, and other firms interfacing Smart Cities
- Design and urban planning firms, Technology and IT firms interfacing Smart Cities
- Multinational firms seeking partnerships and growth in Smart Cities segment in India

The course will enable each specialist to understand the broad array of interdisciplinary requirements in Smart Cities. Participants will gain awareness about the opportunities in the Smart Cities program in India and abroad, and become a part of the next generation of workforce required for the next generation of India.

Faculty

Participants will learn from faculty who are global thought leaders in the space of Smart Cities, have taught courses on Smart Cities at Carnegie Mellon University, and served as urban development experts with Ministry of Urban Development, World Bank, US Aid, Asian Development Bank, Bill and Melinda Gates Foundation. They are active corporate board members and authors. They have spoken at various international platforms including TERI, TM Forum, United Nations COP-21 and written about smart cities, technology, strategy, marketing for global

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and national media. As a group, they have leveraged their experiences to provide advisory and build solutions for wide area urban challenges. This teaching team will enable you to view Smart Cities from multiple perspectives and challenge you to think in new ways.

Course Instructors:

DR. SUMIT D CHOWDHURY

Visiting Faculty on Smart Cities at Carnegie Mellon University & Founder & CEO, Gaia Smart Cities

Sumit is a global thought leader in the field of Smart Cities, Telecom & Information analytics. He is also the Program Director for PMU for Swachh Bharat Mission (Clean India Initiative) with the Ministry of Urban Development. He is the ICT Expert in several Smart Cities in India. Having helped 14 Indian cities complete their Smart City Plans, Sumit brings a wealth of knowledge about the scope and scale of the Smart Cities Mission.



As a business leader, and entrepreneur, he has led large, hyper-growth, multinational telecom and consulting companies in US, Australia & India. He was a President & CIO of Reliance Jio, VP with IBM and CIO with the Reliance ADA Group. He was also a Managing Partner of KPMG Consulting and CEO of BearingPoint in Australia.

He is a Visiting Faculty teaching a course on Smart Cities at Carnegie Mellon University (USA) & Academic Advisor to UWS (Australia), & Dean's Advisory Council of Heinz College, Carnegie Mellon University. He is an expert with TM Forum Smart Cities Global Network and has spoken at more than 30 conferences in the last 2 years across the world.

He provides mentoring & funding to entrepreneurs in areas like M2M, Internet of Things, Smart Cities, health-care, mobile internet & career services. He is serving on the Board of several Start-ups. Sumit is a graduate of IIT Kanpur followed by MS and Ph.D from Carnegie Mellon University. He has a Certificate Diploma from Australian Institute of Company Directors.

He is the author of a bestselling career management book, 'Rules of the Game' published by Bloomsbury India that empowers readers to enhance productivity and fast-track their careers. He is represented by 'The Outstanding Speakers Bureau' and speaks in different forums on technology, career and management ideas. He is also a TEDx speaker, an avid painter, a trained musician and an active marathon runner and cyclist.

KARUNA GOPAL

President, Foundation for Futuristic Cities

Karuna Gopal, is an Internationally acclaimed Thought Leader, Columnist, Keynote Speaker and Advisor on SMART CITIES. She is the Founder President of Foundation for Futuristic Cities, a Think Tank that has influenced Urban Transformation in India for over a decade.



Karuna contributed to the design of the 100 SMART CITIES MISSION of Government of India and has been an invited speaker at the launch of the mission by the Prime Minister. At the event, her innovation "CITIZENS for CITY" a disruptive tool to engage citizens in governance, has been

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showcased as a national best practice and her publication "SCULPT your CITY – 2009" has been reprinted distributed to all dignitaries at the launch of the Mission. It is a matter of pride that FFC's central theme Co-Creation has found a prominent place in the Smart Cities Mission guidelines developed by the Union Urban Ministry.

Karuna was a member of the Speaker delegation representing the Union Ministry of Urban Development at COP21-United Nations Framework Convention on Climate Change (UNFCCC), PARIS 2015. In the past, she served as an Urban Expert for The World Bank, DFID (Department for International Development, UK), USAID (United States Agency for International Development), BMGF (Bill and Melinda Gates Foundation) & ADB (Asian Development Bank).

Karuna has also in the past served on the Chief Minister's Advisory Council of Andhra Pradesh (erstwhile united Andhra Pradesh) and was instrumental in forging a Sister State Partnership between Washington State, USA and Andhra Pradesh, India and as city representative, India for Council on Tall Buildings & Urban Habitat (CTBUH, Illinois, USA). As part of the International Visitor Leadership Program, she worked with leaders from Sweden, UK, Finland, China, Singapore et al.

Karuna been Interviewed widely both by National and International Media like *The Economist*, *National Geographic* and *WEF (World Economic Forum)* etc. Her articles have been incorporated into Parliamentary Documentation of Lok Sabha for their policy relevance. She chairs and addresses conferences around the world and is a special invitee to meetings of FII (Foreign Institutional Investors) exploring investments into India.

AMRITA CHOWDHURY

Strategy, Marketing & Design Thinking Expert



Amrita is a business strategist and innovator. She has led growth and early stage businesses in India. She was President of DY Works, a branding firm part of Future Group portfolio. She served as Country Head for South Asia for Harlequin. She served as Associate Director, Education for Harvard Business School. Prior to that, she has provided strategy consulting and Board advisory for Fortune, FTSE, ASX listed clients with AT Kearney in the US and Oppeus in Australia working with clients across mining, automotive, consumer goods, government, waste management, legal, education, technology, services, insurance, and more. She is an independent director on the board of BSE listed Simmonds Marshall, and on the board of a social sector tech startup Drishant. She holds 7 US patents in semiconductor manufacturing for work done at Applied Materials.

Amrita is a graduate from IIT Kanpur, followed by MS from UC Berkeley and an MBA from Carnegie Mellon- Tepper Business School. She has authored two books and writes frequently on strategy, marketing, branding and design thinking for Huffington Post, Founding Fuel, and national print, digital and online media. She has written whitepapers for government entities on Design Thinking for Smart Cities and spoken at various national platforms on governance, education, marketing and branding.

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Amrita will be conducting the session on Design Thinking, Linking Strategic Planning to Implementation Planning, and Branding of Smart Cities.

Dr. PRASHUN DUTTA

Ex-CIO, Tata Power and Reliance Infrastructure; Systems Thinking, Technology & Automation Expert



Prashun is a veteran with over three and a half decades of work experience, mainly in India but with brief stints abroad. His experience is an interesting mix of management consulting and industry. As a management consultant with the National Productivity Council and later with Tata Consultancy Services (TCS) he has worked in the areas of strategy, structure and systems for an array of business and governmental organisations. Later as a senior executive with Reliance Industries Prashun started off managing the Business Analysis function for the Polyester Fibre group and went on to assume the role of Chief Information Officer (CIO) at Reliance Infrastructure. Subsequently he took charge of the CIO role at Tata Power.

Prashun is an engineering graduate with a post graduation in Industrial Engineering and a Fellow (equivalent to Ph.D) of the IIM Calcutta. His upcoming book "Systems Thinking" offers advice to organizations on using systems thinking approach to strengthen business.

Dr. Dutta will be conducting the session on Systems Thinking and need for automation of processes across city functions.

MAYURI NAIK

User Experience & Design Expert



Mayuri is a passionate Strategy and User Experience professional with extensive global exposure in Telecom, IT, E-Learning, Design, Advertising, and Multimedia. Mayuri has worked on projects for reputed organisations such Asian Development Bank, World Bank, Reliance Jio, Reliance Communications, BARC (Broadcast Association Research Council), Aditya Birla Group, IL&FS, Advanced Digital Broadcast [Europe/APAC], PT Linknet [Indonesia], Signa Touch [USA], Celgene [USA], VCAA [Australia], Ogilvy & Mather to name a few. Mayuri has managed large scale projects, UX & Product/Service Strategies [Business/User Requirements, Market Landscaping, Workflows & Processes to designing and developing end-to-end UX and UI experiences] with a portfolio spanning multi-screen multi-media solutions for Enterprise Applications, Converged TV [IPTV-Satellite-Cable], Web, Broadband, Mobile, Kiosks, Advertising & Media, eLearning and more.

An alumna of London Business School [Exec Education], Mayuri also holds a Masters in Virtual Communications from the Royal Melbourne Institute of Technology and Bachelors in Applied Arts from Sir. J. J. Institute of Applied Arts, Bombay University.

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Mayuri will be conducting the session on Need for Design and User Interface to increase adoption of any technology.