

# AICTE Training and Learning (ATAL) Academy

Sponsored

## Online Faculty Development Program

on

### GENERATIVE AI: INNOVATIONS IN CREATIVITY, INDUSTRY APPLICATIONS, AND ETHICAL CHALLENGES

16.12.2024 - 21.12.2024



Organized by

Department of Artificial Intelligence  
and Data Science



Sri Shanmugha College of  
Engineering & Technology

(An Autonomous Institution)

Accredited by NBA and NAAC with A Grade

[Affiliated to Anna University, Chennai & AICTE, New Delhi]

Pullipalayam, Sankari, Tamil Nadu – 637304



#### CHIEF PATRON

**Thiru. K Shanmugham**  
*Chairman, Sri Shanmugha Educational Institutions*

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**Thiru. A.Thirumoorthy**  
*Executive Director, SSEI*  
*Founder and Director, Aakam 360*

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*Professor and Dean – Computing Sciences*  
*Sri Shanmugha College of Engineering & Tech.,*

#### COORDINATOR

**Dr. M.Sakthivel M.E., Ph.D**  
*Professor & Head | AI&DS*

#### CO- COORDINATOR

**Dr. G.Nagarajan M.E., Ph.D**  
*Assistant Professor | AI&DS*

#### ORGANIZING MEMBERS

Dr. P.Kanagaraju	<i>Assoc. Prof.   CSE</i>
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Mr. G.S.Sarath Krishnan	<i>Asst. Prof.   AI&amp;DS</i>
Ms. K.Thenmozhi	<i>Asst. Prof.   AI&amp;DS</i>

#### ABOUT THE INSTITUTION

Sri Shanmugha College of Engineering and Technology (SSCET) was established in 2011 by the Sri Shanmugha Educational Charitable Trust, under the visionary leadership of Shri K. Shanmugham. With a mission to transform technical education and make it accessible to all, particularly to students from rural areas, SSCET is committed to excellence in teaching, research, and innovation. Located on a 120-acre campus near Sankari railway station, SSCET is a self-financing institution approved by AICTE and affiliated with Anna University, Chennai. It is recognized by the UGC under Sections 2(f) and 12(B), accredited by NAAC with an A grade, and holds NBA accreditation for ECE and Mechanical Engineering programs. Offering eight undergraduate and two postgraduate programs, SSCET also houses Anna University-affiliated research centres in Mechanical, Chemistry and Physics.

#### ABOUT AAKAM 360

Aakam 360 is a visionary initiative led by SSCET's Executive Director, Thiru Thirumoorthi, aimed at driving innovation and sustainable growth. It is a charitable foundation with the mission to connect industries and educational institutions. It aims to stand out by bringing industries to engage with students much earlier in their academic journey. aakam360 engages students' with industry ready curriculum for skill development and showcasing potential from second year onwards, industries can invest in training and nurturing talent from an early stage.

aakam360 focus extends beyond internships to include incubation and innovation culture promotion. Incubation centres within campuses support entrepreneurship culture by providing resources and infrastructure to local entrepreneurs. Collaboration between research scholars and tier two, tier three companies fosters an innovation culture. The initiative focuses on empowering individuals, businesses, and communities globally by providing impactful and creative solutions to effectively address complex challenges.

## OBJECTIVES OF THE FDP

Generative AI is revolutionizing industries by enabling the autonomous creation of art, music, text, and designs. Technologies like GPT, GANs, and diffusion models are driving innovations in content creation, healthcare, finance, and personalized marketing. This Faculty Development Programme aims to provide a comprehensive understanding of generative AI, exploring advancements in AI-driven creativity and their real-world applications across sectors such as entertainment, healthcare, finance, marketing, and advertising. Participants will also discuss ethical challenges, including intellectual property issues, misinformation, and job displacement, while gaining insights into the transformative potential and broader impact of these technologies across the various industries and societal domains.

## OUTCOMES OF THE FDP

- In-depth Understanding of Generative AI: Gain a solid foundation in Gen AI exploring key technologies like GPT, GANs, and diffusion models, and understanding their capabilities and applications.
- Real-World Applications: Discover how generative AI is transforming sectors such as healthcare, media, finance, entertainment, and marketing, driving efficiency and creativity.
- Ethical Considerations: Address key ethical concerns, including intellectual property, misinformation, and job displacement, ensuring responsible AI deployment.
- Integration with NEP: Learn the significance of National Education Policy (NEP) to foster innovation and improve educational practices.
- Responsible AI Practices: Advocate for the ethical, responsible use of AI in both academic and professional environments.

## RESOURCE PERSONS

### Mr. Kiran Adimatyam

*Head of Emerging Tech @ Citi*  
Irving, Texas.

### Mr. Rishabh Aggarwal

*Business Developer - Manager*  
Florence Quantum Labs, California.

### Mr. Ajay Shenoy

*Business Consultant*  
Unicourt.

### Dr. Arunkumar A

*Founder*  
Deep Medicine Labs, Chennai.

### Mr. Venugopal R

*Data Scientist*  
Infosys, Chennai.

### Mr. P Sathishkumar

*Founder and CEO*  
i18n Solutions

### Mr. Karthick T

*Data Science Expert*  
GUVI Geek Networks, Chennai.

### Dr. V.Shanmuganeethi

*Professor / CSE*  
NITTTR, Chennai.

### Dr. G.Nagarajan

*Professor / ECE*  
Puducherry Technological University.

### Dr. V.Masilamani

*Professor / CSE.*  
IIITDM, Kancheepuram.

### Dr. M. Iyapparaja

*Professor, SCORE*  
Vellore Inst. of Tech., Vellore.

### Dr. M. Prakash

*Associate Professor, Data Science & Business Systems*  
SRM IST, Chennai.

## TOPICS TO BE COVERED

- Generative AI: Concepts and Evolution
- Architectures in Generative AI: GANs, VAEs, and Transformers
- Gen AI in Creative Industries: Art, Music, and Literature
- Applications in Healthcare: AI-Driven Diagnostics and Synthetic Data
- AI in Marketing, AI in Education, Media and Entertainment
- Building Generative AI Solution for Climate Change
- Sustainability and Generative AI
- Ethical Challenges: Copyright, Ownership, and Intellectual Property
- Future Trends in Generative AI: Responsible Innovation and Societal Impact

## GUIDELINES & WHO CAN PARTICIPATE

- Faculty, Research scholars, PG students from AICTE approved Institutions, and Industrial Professionals can participate.
- **NO REGISTRATION FEE** for the participants.
- Registration must be done only through

**<https://atalacademy.aicte-india.org>**

- Select **Month --> December** , **Mode --> Online** ,  
Search Application No.: **1730699412**

To earn the certificate, participants must maintain at **least 80% attendance and achieve a minimum score of 70%** on the assessment.

## **CONTACT**

### **Dr. M.Sakthivel**

*Professor & Head, AI&DS*  
Mobile & Mail: 9790022639 & hod.ai\_ds@shanmugha.edu.in

### **Dr. G.Nagarajan**

*Assistant Professor, AI&DS*  
Mobile: 8072826386