



**FICCI TNSC joins with
IEEE CS & CSI Chennai & Div IV
in inviting your participation in the one day
conference on**



Internet/Social Media Networks: Opportunities & Challenges

On 9 Feb 2012 (Thursday) at GRT (Southern Crown Banquet Hall), Chennai

Today, all Global Companies ranging from Consumer products to IT products & services to Manufacturing companies to the Recruitment Companies, they all do invest on the Social Media. Even the Healthcare fraternity no longer ignores the Social Media.

People obtain information, education, news and other data from electronic media and print media. Social media are distinct from industrial or traditional media, such as newspapers, television, and film. They are relatively inexpensive and accessible to enable anyone (even private individuals) to publish or access information, compared to industrial media, which generally require significant resources to publish information. Apart from Email, Instant Messaging which have been extensively used, a few of the other examples of Social media are the Twitter, Facebook, etc.

A recent report by indicate that Indian's are now spending more time on social media sites. Social Media in India is growing at close to 100 % and is likely to touch 45 million users by 2012.

The flip-side of all the virtues of Social Media is that there seems to be no universal guideline on usage of the social media. Though we have increasingly more social network users the question that stands out is how familiar they are with these social networks and what precaution have they taken to safeguard themselves against any information leak or against their vulnerability. Off-late, it is been felt in various forums that we need legalized checks to rein in the opinions being expressed, intrusions of privacy all of which may hurt people and their sentiments.

It is reported that 99% of the cyber intrusions and losses are not reported to the Cyber Crime cells as the corporates, due to fear of damage to their credibility and brand image, try to find the culprit by their own resources and ultimately inform the Cyber Crime cell only for getting the culprits punished legally. Perhaps Cyber Insurance and severe statutory regulations may be useful to set the house in order.

In light of the above, FICCI TNSC is organizing a one-day programme on "**Internet/Social Media Networks**" which focuses on highlighting the Opportunities and Challenges in Social Media. Also, the conference addresses the below objectives:

1. To share the best practices of Cyber Insurance policies and its benefits.
2. To enhance the framework of Information Security within organizations and society at large with specific thrust on Social Media.
3. To familiarize the importance of security function and its contribution in the overall business ecosystem of an organization.

Mr Pavan Duggal, Senior Advocate of Supreme Court & President of Cyberlaw Asia, **Dr D Narayana Reddy**, Consultant in Sexual Medicine at Apollo Hospitals and **Dr Gulshan Rai**, Director General, CERT-In, Department of Information Technology, Ministry of Communications & Information Technology have agreed to participate in this conference.

We have invited speakers from Google, Twitter, Facebook, Yahoo, Wipro, Infosys, CISCO, Fortiner, Watchguard Tech, Symantec, Netgear, Kaspersky, SonicWALL India, AGC Networks, eScan, Scope International, Truth Labs, Sai Global, BSI, Insurance Companies and Tamil Nadu Government Officials elaborating the current issues on Social Media. We are expecting over 100 delegates to attend the conference.

We believe that this conference would benefit you and your organization.

The registration fee for the members of FICCI, CSI & IEEE will be Rs. 900/= and rs. 1200/= for others.

A discount of 20% is allowed for more than THREE registrations from a single organization.

Kindly send the duly filled-in Delegate Registration form along with the payment to:

Mr Sudharsan
Assistant Director
FICCI – Tamil Nadu State Council
5, Vivekananda Road, Off Spur Tank Road,
Chetpet
Chennai - 600031

T:+91-44 - 42849613, 42849614, 42849615 F:+91-44 - 4232 6263
M:+91 9003052624 E: sudharsan.ramu@ficci.com



Registration Form



Internet/Social Media Networks: Opportunities & Challenges

9 Feb 2012 (Thursday) : GRT (Southern Crown Banquet Hall), Chennai

We would like to nominate the following Delegates from our company to attend the conference:

S.No	Name	Designation	Phone/Cell	Email
1				
2				
3				

Nominated by: _____

Company: _____

Address: _____

Phone No: _____ Email: _____

Fax: _____

Category	Amount
Members – FICCI, CSI and IEEE	Rs.900/-*
Non Members	Rs. 1200/- *
* Inclusive of the service tax of 10.3%	

20 % Discount for more than 3

LIMITED DELEGATE SEATS available, Hence Registration is on First-Come-First-Served basis, Please

Please find enclosed the cheque/DD for the amount of Rs.....drawn in favour of “FICCI Tamil Nadu State Council” towards registration fee for the conference

Kindly send the duly filled-in Delegate Registration form to:-

Mr Sudharsan
Assistant Director
FICCI – Tamil Nadu State Council
5, Vivekananda Road, Off Spur Tank Road,
Chetpet, Chennai 600031
T: +91-44 - 42849613, 42849614, 42849615 F: +91-44 - 4232 6263
M: +91 9003052624 E: sudharsan.ramu@ficci.com W: www.ficci.com