Online Knowledge Transfer Series
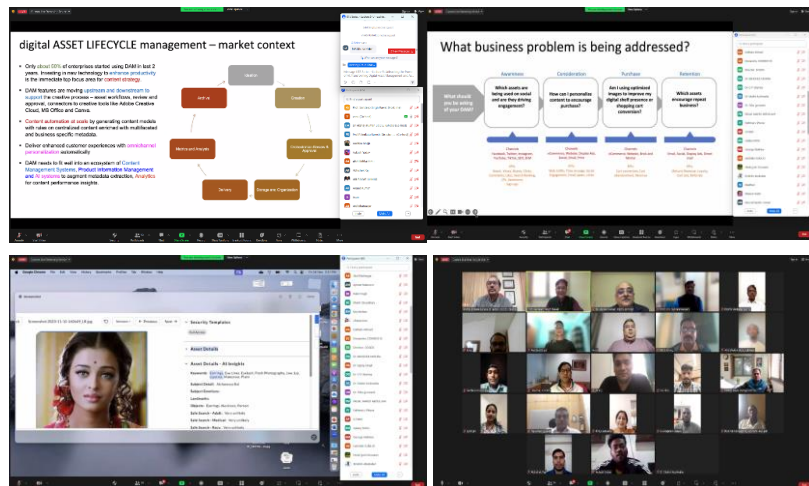
Report on Lecture #5 "Unleashing the Power of AI: Transforming Digital Asset Management and Asset Monetization"

School of Computer and Information Sciences (SOCIS) at IGNOU, New Delhi organized Lecture #5 titled **"Unleashing the Power of AI: Transforming Digital Asset Management and Asset Monetization"** on 24th November 2023. Dr. Venu Gopal was the resource person of the day. He has played pivotal roles across a spectrum of global organizations. As a Technical Advisor and Chief Technology Consultant, he contributed to large-scale business systems for government and non-government entities worldwide, including World Bank-funded projects. Prof. Sandeep Singh Rawat, Coordinator (KTS), first expressed his appreciation for the invaluable guidance of our esteemed Honorable Vice Chancellor, Prof. Nageshwar Rao, and the Pro-Vice Chancellor, Prof. Uma Kanjilal, in facilitating this online knowledge transfer series. He also conveyed his profound gratitude to the expert, Dr. Venu Gopal, for graciously agreeing to impart his knowledge to the participants. Prof. Rawat expressed his appreciation for this and extended a warm welcome to all the participants. The session commenced with Prof. P.V. Suresh, Director - SOCIS providing an introduction to the distinguished resource person, Dr. Venu Gopal.

Dr. Venu Gopal explores how AI significantly improves Digital Asset Management (DAM) by automating categorization, content recognition, and metadata enrichment. This includes optimizing search, streamlining workflows, and automating tasks to enhance efficiency and minimize errors in managing assets. Additionally, AI-driven personalized content creation and analytics yield insights into user behavior. Dr. Venu Gopal discusses various scenarios, highlighting how this holistic approach not only enhances asset management precision but also identifies opportunities for monetization. In essence, AI transforms DAM through intelligent automation, fostering a dynamic and efficient system for handling a variety of digital assets.

AI's Transformative Impact on Digital Asset Management: Insights from Dr. Venu Gopal during the session.

A total of 95 participants from various regions of India and abroad actively engaged in the session. The Q&A segment proved to be a valuable opportunity for participants to acquire deeper insights into the subject matter. In closing the event, Dr. Akshay Kumar of SOCIS proposed a vote of thanks. He offered his thanks to our esteemed Honorable Vice Chancellor - Prof. Nageshwar Rao, and Pro-Vice Chancellor - Prof. Uma Kanjilal, for their timely guidance in organizing the online knowledge transfer series. Special thanks were extended to our resource person, Dr. Venu Gopal, for graciously accepting our invitation and delivering Lecture #5, titled **"Unleashing the Power of AI: Transforming Digital Asset Management and Asset Monetization"**. Furthermore, Dr. Akshay expressed appreciation to all participants, including learners from BCA, MCA, and Ph.D. programmes, as well as faculty members from other schools. The feedback received for the webinar was overwhelmingly positive.

Prepared by: Prof. Sandeep Singh Rawat, Coordinator (KTS), SOCIS