

THE ANONYMISER **HACKATHON**



Enabling Trust in Privacy

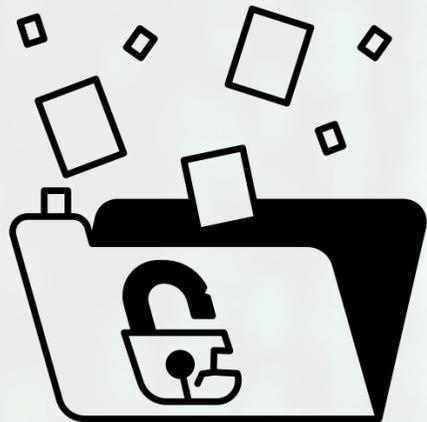
Supported by

Department of IT and Electronics
Government of West Bengal

In association with

SAPIO
ANALYTICS

WHY TRANSACTIONAL DATA IS NEEDED?



Transactional Data

- Transforms the way we live and work...
- Enables organisations and institutions to make more informed decisions, develop theories, identify key complex problems, reduce rework, and boost productivity...
- Results in the development of technologies that have the potential to improve the world...

HOW BIG THE MARKET CAN BE?

Global Big Data Services Market



The market growth will **ACCELERATE** with a **CAGR** of over **30%**



The market share is slated to grow by **\$220B** in 2021 to **\$343.6B** in 2030

Data is the New Gold

The market for transactional data is huge as Data is the New Gold of this century and it is utilised by various **domestic and global players** to provide better services to consumers



Growth Drivers

- Initiatives taken by government to promote digital economy and connectivity infrastructure
- Exponential increase in data generation

BUT ON THE OTHER END, THIS HAS ALSO LED TO



**Large Personalised
Identifiable
Information (PII) and
individual attributes
being digitally
available**



**Increase in cyber
threat**



**Harassments and
targeted marketing
based on the PII**

IMPEDIMENTS



Data breaches can result in

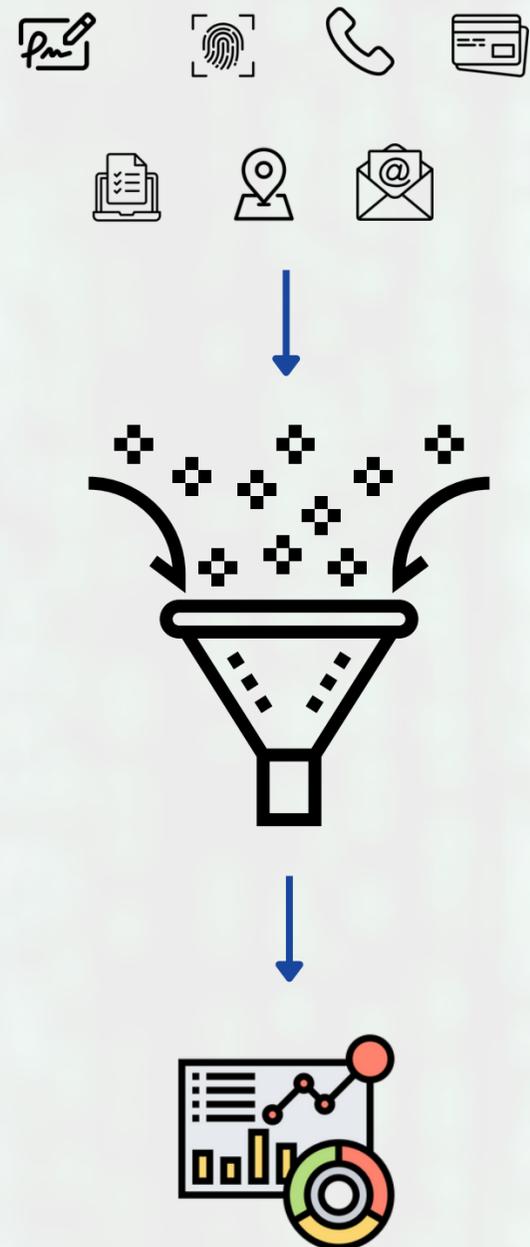
- Loss of consumer trust
- Ruined business reputation
- Regulatory fines
- Disclosure of trade secrets

Spilling of data in turn can lead to severe penalties specially in Global consumers through



and many more...

WHAT IS AN ANONYMISER?



Raw and PII Data

The Revolution

Anonymiser

Anonymised Data - which can create large impact

An anonymiser can anonymise personally identifiable information from given sets of data, in a way that any combination of auxiliary datasets cannot deanonymise the same, where personally identifiable information includes person, entity, or even an incident. **This anonymiser can change the way we see and experience the current data revolution**

ANONYMISER HAVE BEEN CREATED IN THE PAST, BUT...



It has been seen that simple masking of PII data has never led to true anonymisation, as auxiliary data can be easily used to do the relevant deanonymisation



There are certain research works on A.I. based anonymisers, and they have the limitation that in the name of anonymisation, they take away the predictive value of the said datasets



Another major limitation with existing high end deep tech anonymisers is that they fail to consider contexts and hence are low on accuracy



It has been clearly identified that mere masking cannot be considered anonymisation, and any code bases based on pre-trained data sets may not be enough

TO CREATE THIS REVOLUTION, WE WOULD NEED



Students



Academicians



Entrepreneurs



Industry Experts

Coming Together to Create a Solution

that can help to achieve



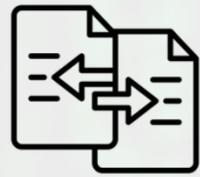
Data Safety and privacy

Increased Collaboration for Datasets

Techniques for enabling effective utilisation of data

Awareness amongst the masses on their data rights

WHY IT IS SIGNIFICANT?



We need multiple data sets to be shared with entities beyond the owners and come together to derive intelligence. Intelligence extracted out of such data can transform lives



But making data available openly cannot come at the cost of privacy abuse. Well intentioned organisations who made their data public, have seen the negative impact, in the form of harassment of individuals



Without an anonymiser layer, data privacy can be challenged. We may miss out on the data revolution that is going to transform our existence forever



Therefore, the creation of a truly intelligent anonymiser, can transform our existence by enabling the acceleration of the data revolution. This hackathon is not only significant, but also critical!

HOW TO BECOME PART OF THIS REVOLUTION?

Ideathon



- Do you know of any scenario that can invade your privacy? Are there any problem statements you feel maybe relevant to be resolved to help create this revolution?
- Ideathon would be organised in multiple cities amongst relevant stakeholders of the society who can share their thoughts, identify the key problem statement associated with data privacy and anonymisation as well as share it with a larger audience.

Hackathon

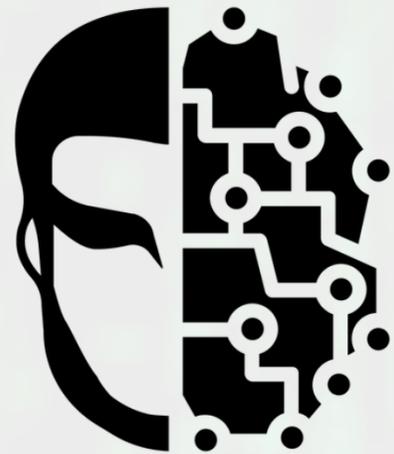


- Do you think you and your team has the capability to develop solutions which can create this revolution? Or you think you may have potential ideas to address the data anonymisation and privacy?
- Hackathon would be **organised on a global scale** where multiple teams would be asked to participate to develop solutions, either deep tech based or non-tech based which can address the above mentioned issue.

IT&E department, Government of West Bengal in association with Sapio Analytics has taken a mandate to create this revolution



Announcing



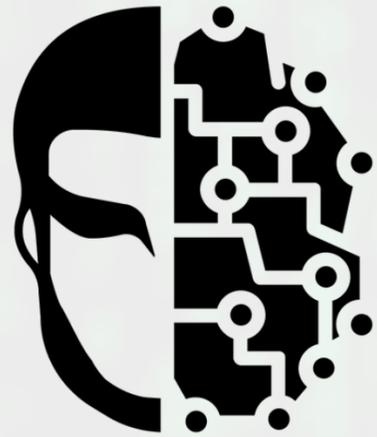
THE ANONYMISER HACKATHON



Supported by
Department of Information Technology and Electronics
Government of West Bengal

A hackathon with the objective of understanding the problem statement, developing a solution, formulating policies, and executing real-world scenarios

WE ARE LAUNCHING



**THE ANONYMISER
HACKATHON**

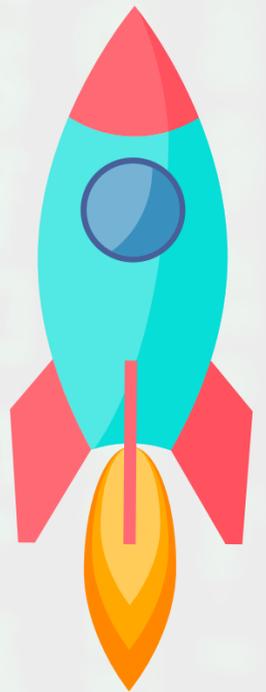
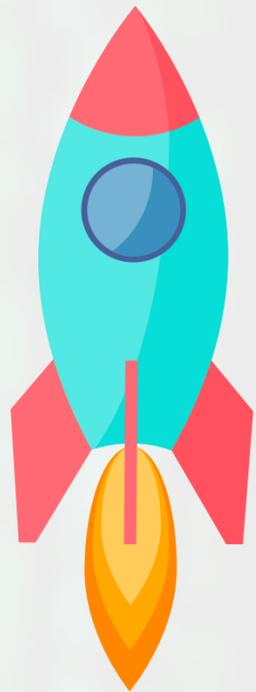


Supported by

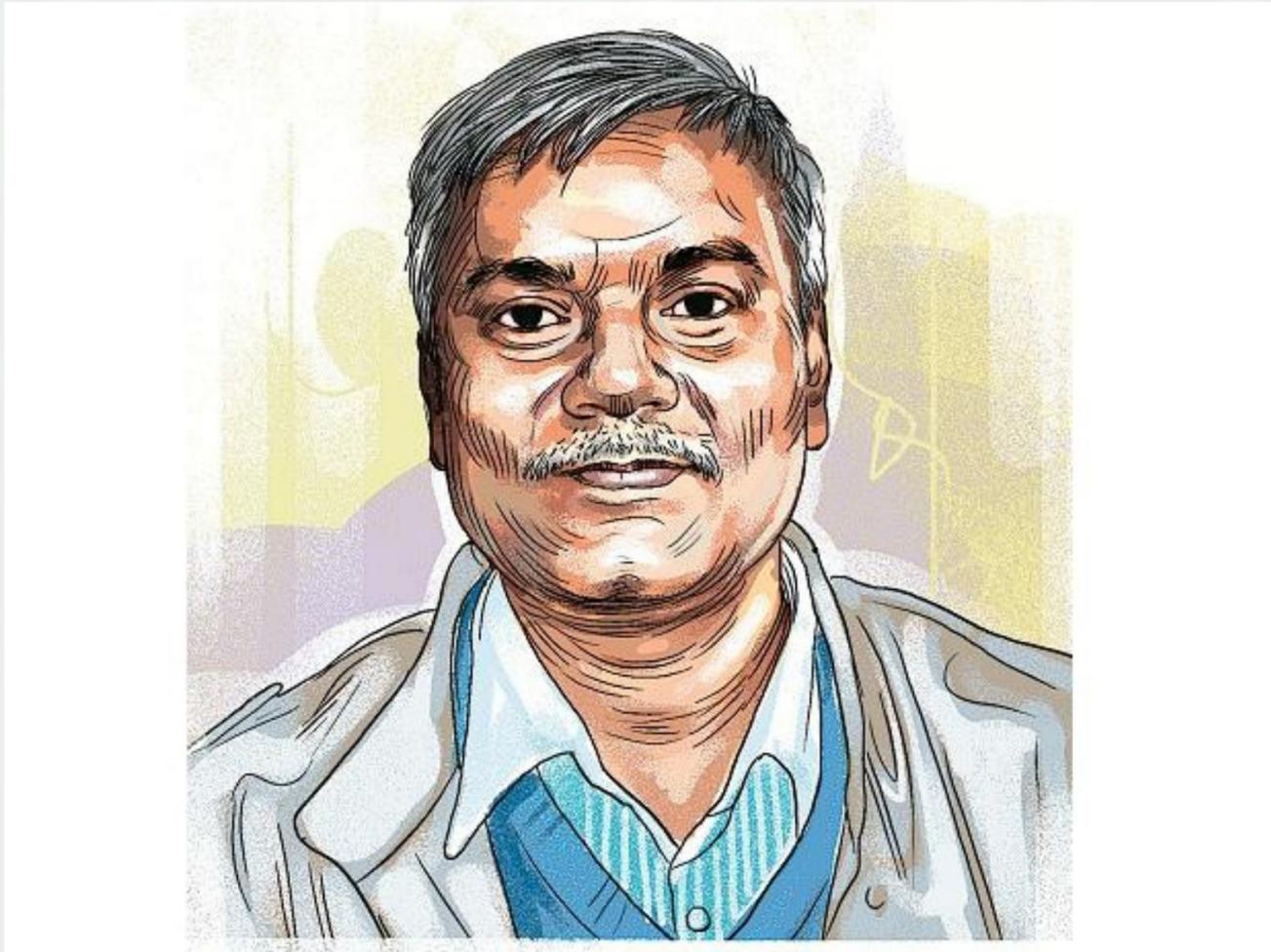
**Department of IT and Electronics
Government of West Bengal**

In association with

SAPIO
ANALYTICS



MENTORED BY THE BEST



Prof Bimal Kumar Roy
Chief Mentor

Former Director, ISI Kolkata
Former Chairperson, NSC, Govt of India
Padma Shri Awardee



Leaders associated with the greatest global
innovation factories

ARE YOU READY TO BE PART OF THIS REVOLUTION?

To register

Visit us: <https://anonymiser.wb.gov.in>

Send your queries at: hackathon@wb.gov.in

Feel free to contact us:

Avanish Pandey
avanish@wuelev8.tech
+91-7905490934