

### State level conference on “Statistics and Decision Making”

A two day UGC sponsored State level conference titled “Statistics and Decision Making” was organized by the Department of Statistics as a part of Golden Jubilee Celebrations on the 5<sup>th</sup> and 6<sup>th</sup> of March 2010. It was inaugurated by Dr. Y. S. Sathe, former Head of the Department of Statistics, University of Mumbai. Principal Dr. Harsha Mehta welcomed all the participants and spoke at length about the need for doing research work and organizing such conferences.

The conference was divided into four sessions spread over two days. Each session was chaired by an eminent and respected Professor of Statistics, including Dr. Mrs. Smita P. Nabar, Head of the Department Univ. of Mumbai

The conference began with a talk by Mr. Sanjiv Sen, Insights Director IMRB. He discussed some of the ways in which countrywide sample surveys are undertaken. He also illustrated “Demand estimation” using Time Series analysis and “Structural Equation Modeling”. The other techniques illustrated were “Biplot Analysis” and “Jaccard Analysis”.

The second speaker was Dr. Suresh Bowalekar , Managing Director, Pharma Net, Mumbai, India. His topic of discussion was “Statistics in Clinical Research”. He spoke on the commonly used study designs, sample size estimation and choice of an appropriate statistical test in clinical research.

The third speaker was Mr. Vivek Patkar, Operations Research Specialist, formerly with MMRDA. He illustrated how certain simple tools of operations research were used to solve Bus Service Planning, Passenger Orientation at Transport Terminals in Mumbai etc.

The concluding session of the day was a very lively talk by Mr. Parag Mahulikar, Dean Academics & Senior Prof. of Marketing , IES Management College and Research Centre on “Role of Statistics in Business Decisions”. He enumerated the use of various commonly used statistical tools in marketing.

The second day began with a presentation by Mr. Satrajit Das, Associate Manager, Nielsen Company on “Statistics and Market Research”. He illustrated how Brand positioning and optimum prices for various products are fixed using Choice Based Conjoint techniques.

This was followed by a talk on “Why Analytics Matter In Business” by Mr. Ajit Ghanekar, Senior Software Specialist, Analytics S A S R&D India Pvt. Ltd. He illustrated the role of Analytics in answering Complex Business Problems. The use of Cluster Analysis, modeling and simulation in Decision Making was very lucidly illustrated by him.

The post lunch session commenced by a talk by Mr. Waman Jawadekar, Information System and Technology Consultant, on Six sigma Applications in Industry. After explaining all the terms in six sigma theory, he presented case studies of six sigma in “Inventory Management in a Cable Manufacturing Company” and “Reduction of Losses in Polymer Plant”.

The final session was a very crisp and lively talk by Mr. A.K.Toprani, Director of Custodian Ministry of Finance, Govt. of India on “Use of Sampling in Decision making”. He elaborated on the constitution, functions and working of NSSO. He also illustrated the use of index numbers and sampling techniques undertaken for government surveys and how they are used effectively by the different ministries for efficient decision making.

All the speakers interacted with the participants and answered their queries. After each talk there were many deliberations and discussions.

Professors from various colleges from Maharashtra participated in the conference. Many of them said that this conference had ignited their inquisitiveness so much so that they would be interested in taking up research work and further studies. A synopsis of each lecture and its power point presentation was given to each participant in the form of a CD.