



India Joins UN Panel on Big Data

[Source: TH](#)

Why in News?

India has become a member of the **United Nations (UN) Committee of Experts on Big Data and Data Science for Official Statistics (UN-CEBD)** after its recent induction into the **United Nations Statistical Council (UNSC)**, signaling its growing influence in **global statistical frameworks**.

What is the United Nations Committee of Experts on Big Data and Data Science for Official Statistics (UN-CEBD)?

- **About:**
 - **UN-CEBD** is a specialized body under the **United Nations**, established to **leverage [Big Data](#) and data science** for strengthening global statistical systems.
 - It was established in 2014, under the aegis of the **United Nations Statistical Commission (UNSC)**.
- **Members:**
 - It has **31 member states (including India)** and 16 international organizations.
- **Objectives:**
 - **Explore the role of big data** in monitoring and reporting progress on **[Sustainable Development Goals \(SDGs\)](#)**.
 - **Address challenges associated** with utilizing non-traditional data sources for official statistics.
- **Governance:**
 - **Advisory Board:** Serves as the **principal management body** of the UN-CEBD and **convenes around 4 times a year** to review the committee's work and provide strategic guidance.
 - **UN Bureau:** It oversees the **day-to-day operations and administrative functions**.
- **Key Functions:**
 - **Strategic Coordination:** Provides **vision, direction, and coordination** for a global program on utilizing big data in official statistics, including for **tracking indicators** of the **[2030 Agenda for Sustainable Development](#)**.
 - **Promotion of Big Data Use:** Encourages **practical applications of big data**, including cross-border data, while **addressing associated challenges and leveraging** existing frameworks.
 - Encourage **innovative utilization** of non-conventional data sources, including **[satellite imagery](#), [IoT](#)**, and private-sector data.
 - **Capacity Building:** Focuses on **enhancing capabilities through training, experience-sharing, and building technical expertise** and offering technical **assistance to member nations** for modernizing their statistical systems.
 - **Building Public Trust:** Works towards establishing public confidence in the use of big data for official statistical purposes.

What is Big Data?

- **About:**
 - **Big data** refers to **large, complex datasets** that traditional data management systems cannot efficiently store, process, or analyze.
 - It enables **improved processes, better decision-making, and enhanced product/service development.**
- **India's Big Data Initiatives:**
 - [National Data & Analytics Platform \(NDAP\)](#)
 - [Big Data Management Policy](#)
 - [National Data Warehouse on Official Statistics](#)
- **Drivers:** There are **6Vs** that drive big data are:



▪ **Applications:**

Big Data Application examples in different Industries:		
<p>Retail/Consumer</p> <ul style="list-style-type: none"> ❖ Merchandizing and market basket analysis ❖ Campaign management and customer loyalty programs ❖ Supply-chain management and analytics ❖ Event- and behavior-based targeting ❖ Market and consumer segmentations 	<p>Finances & Frauds Services</p> <ul style="list-style-type: none"> ❖ Compliance and regulatory reporting ❖ Risk analysis and management ❖ Fraud detection and security analytics ❖ Credit risk, scoring and analysis ❖ High speed arbitrage trading ❖ Trade surveillance ❖ Abnormal trading pattern analysis 	<p>Web and Digital media</p> <ul style="list-style-type: none"> ❖ Large-scale clickstream analytics ❖ Ad targeting, analysis, forecasting and optimization ❖ Abuse and click-fraud prevention ❖ Social graph analysis and profile segmentation ❖ Campaign management and loyalty programs
<p>Health & Life Sciences</p> <ul style="list-style-type: none"> ❖ Clinical trials data analysis ❖ Disease pattern analysis ❖ Campaign and sales program optimization ❖ Patient care quality and program analysis ❖ Medical device and pharmacy supply-chain management ❖ Drug discovery and development analysis 	<p>Telecommunications</p> <ul style="list-style-type: none"> ❖ Revenue assurance and price optimization ❖ Customer churn prevention ❖ Campaign management and customer loyalty ❖ Call detail record (CDR) analysis ❖ Network performance and optimization ❖ Mobile user location analysis 	<p>Ecommerce & customer service</p> <ul style="list-style-type: none"> ❖ Cross-channel analytics ❖ Event analytics ❖ Recommendation engines using predictive analytics ❖ Right offer at the right time ❖ Next best offer or next best action

United Nations Statistical Commission (UNSC)

- UNSC is the highest decision-making body for **international statistical activities**.
- It was established in **1946** and is a functional commission of the [UN Economic and Social Council \(ECOSOC\)](#).

UPSC Civil Services Examination, Previous Year Questions (PYQs)

Q. With the present state of development, Artificial Intelligence can effectively do which of the following? (2020)

1. Bring down electricity consumption in industrial units
2. Create meaningful short stories and songs
3. Disease diagnosis
4. Text-to-Speech Conversion
5. Wireless transmission of electrical energy

Select the correct answer using the code given below:

(a) 1, 2, 3 and 5 only

(b) 1, 3 and 4 only

(c) 2, 4 and 5 only

(d) 1, 2, 3, 4 and 5

Ans: (b)