

IITM Pravartak Technologies Foundation (IITM PTF) and Simplilearn join hands to launch the Advanced Executive Program in Applied Generative AI

- *The program features 60+ hands-on exercises and 7 industry-relevant projects, including building an AI-powered HR assistant, designing logos with DALL-E, and developing document-interacting chatbots.*
- *Learners will experience a two-day campus immersion at IIT Madras Research Park (IITMRP), and receive startup incubation support, to nurture innovative ideas.*
- *Participants will receive a completion certificate from IITM Pravartak, and official certificates for all Microsoft courses completed to enhance their industry credentials.*

Bangalore, 26 September 2024: IITM Pravartak, the Technology Innovation Hub hosted by IIT Madras, in collaboration with [Simplilearn](#), the world's leading online bootcamp provider for digital skills, has announced the launch of the [Advanced Executive Program in Applied Generative AI](#). The program is created to equip professionals with essential skills to harness the transformative potential of generative AI technologies across various industries.

Generative AI is rapidly evolving and is expected to expand to \$667.9 billion by 2030, highlighting a remarkable annual growth rate of 24.4%. As sectors from entertainment to finance increasingly integrate these technologies, this program will deliver an in-depth understanding of generative AI tools and concepts, including Generative Adversarial Networks (GANs), Variational Autoencoders (VAEs), prompt engineering, and Large Language Model (LLM) application development.

The program offers over 70 hours of live online classes led by industry experts, and masterclasses by faculty and/or alumni from premier institutes such as IITM and other IITs. Learners will experience hands-on learning through 60+ exercises and 7 industry-relevant projects, including AI application development, logo design using DALL-E, and more. They will also work with top tools like Microsoft Copilot, Azure AI Studio, ChatGPT, OpenAI, DALL-E 2, and Hugging Face. Unique benefits include a two-day campus immersion at IIT Madras Research Park, startup incubation support, and Simplilearn's Job Assist for connecting with employers. Upon completing the program, learners will be awarded a certificate from IITM Pravartak, along with certificates/badges for all Microsoft courses completed.

The ideal candidate for this program holds a bachelor's degree with an average of 50 percent or higher marks, has a basic understanding of Programming concepts and Mathematics, and preferably has over two years of professional work experience.

Speaking about the program, **Mr. Kashyap Dalal, Co-founder and Chief Operating Officer of Simplilearn**, said, *"Generative AI is projected to contribute a remarkable \$4.4 trillion annually to the global economy. I am very excited about partnering with IITM Pravartak, and announcing the launch of the Advanced Executive Program in Applied Generative AI. This program will equip professionals with the skills to leverage this new-age technology. By combining IITM Pravartak's leading research and Simplilearn's expert-led training, we are preparing learners to drive innovation and build the future of business applications and processes with Gen AI at the core."*

Regarding the partnership with Simplilearn, **Dr. Shankar Raman, CEO of IITM Pravartak Technologies Foundation** said, *"We are thrilled about our collaboration with Simplilearn to launch this Advanced Executive Program in Applied Generative AI. This initiative shows our commitment to addressing the escalating demand for skilled professionals in the evolving landscape of GenAI. As industries increasingly leverage generative AI advancements, this program equips learners from diverse backgrounds with the critical skills needed to excel in this transformative field. It reflects our mission to empower individuals to harness the power of generative AI and drive innovation in the digital economy."*

About Simplilearn

Founded in 2010 and based in San Francisco, California, and Bangalore, India, Simplilearn, a Blackstone portfolio company, is the world's #1 online Bootcamp for digital economy skills training. Simplilearn offers individuals and businesses worldwide access to world-class work-ready training. The programs are designed and delivered with world-renowned universities, top corporations, and leading industry bodies via live online classes featuring top industry practitioners, sought-after trainers, and global leaders. From college students and early career professionals to managers, executives, small businesses, large corporations, and governments,

Simplilearn's role-based, skill-focused, industry-recognized, and globally relevant training programs are ideal upskilling solutions for diverse career and business goals.

For more information, please visit www.simplilearn.com

About IITM Pravartak

The IITM Pravartak Technologies Foundation is a Section 08 Company that serves as the Technology Innovation Hub, hosted by IIT Madras and funded by the Department of Science and Technology, Government of India, under its National Mission on Interdisciplinary Cyber-Physical Systems (NM-ICPS).

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