Tech Mahindra Collaborates with the UN to Support the International Day of Yoga

Technology

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Leading digital transformation provider and the Permanent Mission of India to the UN come together to promote wellness amongst individuals

Geneva, New Delhi - June 23, 2018: Tech Mahindra, a leading provider of digital transformation, consulting and business reengineering services and solutions, announced today its collaboration with the Permanent Mission of India (PMI) to the United Nations (UN) to support the International Day of Yoga.

As a testimony of their commitment towards wellness through Yoga, Tech Mahindra and PMI to the UN are organizing an event today in Geneva. Dr Francis Gurry, Director General of World Intellectual Property Organisation (WIPO) would be the chief guest and will inaugurate the event. Ambassador Rajiv Kumar Chander, India's Permanent Representative to the UN, would give the welcome address. The keynote speaker at the event would be Dr AVL Kumar, award winning nuclear scientist and inspirational Yoga teacher.

“We are happy to partner on the occasion of the United Nations International Day of Yoga through this transformational journey from ‘wellness of business’ to ‘wellness of being’. We strongly believe that these two can be combined and the digital technologies can enable the growth of Yoga and bring true well-being to humanity. Tech Mahindra feels proud to be part of this program and we look forward to extending our full-fledged support to the wellness initiative,” said **CP Gurnani, MD & CEO, Tech Mahindra**.

“We are glad to partner with Tech Mahindra on the occasion of the International Day of Yoga. Their ethos of “Wellness Before Business” is apt and the need of the hour. We look forward to making it a successful partnership and working towards spreading wellness through Yoga, across the globe,” said **Ambassador Rajiv Kumar Chander, India’s Permanent Representative to the UN**.

The Wealth of Wellness (WOW) team of Tech Mahindra, a group of Tech Mahindra employees and wellness enthusiasts, have come up with a concept of a ‘virtual yoga assistant’ to give prime importance to health and well-being of all employees. This virtual yoga assistant, named, Aasana, was launched in India on June 21, and will be launched globally in its second phase. The virtual assistant will sit on the desktop of all Tech Mahindra employees, share automated reminders, and demonstrate Yoga postures that can be performed at the workstation itself.

“At Tech Mahindra, we believe that technology has, and will be key in promoting wellness in future. We have plans to further invest in technology solutions and use gamification to promote wellness internally, as well as in our customer and partner ecosystem. We are happy to partner with the United Nations to leverage this global platform of the International Day of Yoga to further drive our wellness initiatives,” said **Jagdish Mitra, Chief Strategy & Marketing Officer, Tech Mahindra**.

Tech Mahindra’s initiative, ‘Wellness Before Business’ aims to create a global platform of leaders across customers, partners and influencers to drive #WellnessFirst, that promotes healthy lifestyle practices – through yoga, running, cycling, meditation. In 2015, Tech Mahindra also developed a portal (http://idayofyoga.org) for International day of yoga, which was launched by the Honourable Prime Minister, Narendra Modi, at the UNESCO headquarters.

About Tech Mahindra:

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology services and solutions, enabling Enterprises, Associates and the Society to Rise™. We are a USD 4.8 billion company with 112,900+ professionals across 90 countries, helping over 910 global customers including Fortune 500 companies. Our innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value to our stakeholders. Tech Mahindra is also amongst the Fab 50 companies in Asia as per the Forbes 2016 List.

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

For more information on Tech Mahindra, please contact:

Tuhina Pandey,

Global Corporate Communications,

Agency contact if any

Email: media.relations@techmahindra.com;

Tuhina.Pandey@TechMahindra.com

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