Tech Mahindra Launches ‘Ideathon Laps’ Globally to Develop Green Digital Solutions

Technology

Author : mahindraadmin Category : Technology Published : 3/10/2022

Ideathon Laps to be hosted in multiple cities like Riyadh, Mexico City, Berlin, Jakarta, Vancouver, New York, and London to crowdsource digital solutions around Sustainability and EV

New Delhi – March 10th, 2022: In a bid to focus on responsible business growth that can help shape a better and sustainable future, Tech Mahindra, a leading provider of digital transformation, consulting and business re-engineering services and solutions, will host Tech in Sustainability ‘Ideathon Laps’, as a part of the ongoing Mahindra Racing partnership. The ideathon laps will crowdsource innovative solutions for a better and sustainable future and will be held across multiple race cities including Riyadh, Mexico City, Berlin, Jakarta, Vancouver, New York, and London. Ideathon laps in Riyadh and Mexico City are already in progress and the registrations for the same are currently open.

These ideathon laps, led by MakersLabTM, research and development arm of Tech Mahindra, will encourage tech enthusiasts, problem solvers, and students to develop innovative and disruptive solutions that can drive transformational, sustainable change by leveraging next-generation technologies. The Copyright and Idea IP (Intellectual Property) will remain with the ideators primarily, and Tech Mahindra will act as a guiding force to help convert the final winning ideas and bring them to the product stage.

Jagdish Mitra, Chief Strategy Officer & Head of Growth, Tech Mahindra, said, *"The pandemic has emphasized upon the need to build a sustainable world through collective actions including self-reliance and digital investments across industries. As a forerunner towards delivering innovative solutions to effectively drive towards a greener digital economy, we at Tech Mahindra believe that it is imperative to make it our collective goal to save our environment by leveraging the power of technology. To help bring sustainable transformation ideas to consequence, we are hosting 'Tech in Sustainability' Ideathon Laps to spearhead disruptive thinking and provide a platform that can address challenges in this space to build a better world together."*

The ideathon laps will be divided into three stages – registration, idea submission, and evaluation. Top three winners of all the ideathon laps will get an opportunity to virtually intern with Tech Mahindra's Makers Lab and Mahindra Racing, wherein the ideators will get the opportunity to collaborate and learn from notable industry leaders, technology experts, and innovators

of the industry. The winners of each lap will also stand a chance to meet the Tech Mahindra and Mahindra Racing leadership teams along with MR Formula E team drivers during Season 8.

Dilbagh Gill, CEO & Team Principal, Mahindra Racing, said,

"Sustainability lies at the heart of our partnership with Tech Mahindra; our shared commitment to develop the next generation mobility solutions whilst being kind to the planet is encapsulated in our Race to ROCE (Return on Climate and Environment). Tech Mahindra's 'Tech in Sustainability' Ideathon Laps will help us drive together towards these goals whilst engaging with a new generation of innovators and talent in the digital technology space – we cannot wait to see their ideas."

Tech Mahindra's ideathon laps will aim to crowdsource technology-led solutions to drive sustainable digital transformation by leveraging a combination of in-classroom knowledge, real-world experience, digital technologies, and collective strengths. An eminent jury panel consisting of industry leaders, subject matter experts from academia, and business will judge and evaluate ideas. The winners of each lap will stand a chance to participate for the Ideathon World Finals at London. Top three winners of the world finals will also get to attend a grand event in London – on the sidelines of London E-Prix.

For more information, please visit: https://www.techmahindra.com/en-in/tech-in-sustainability-ideathon/

With the aim to enhance 'human centric experiences' and as part of the NXT.NOWTM framework, Tech Mahindra and its R&D unit MakersLabTM are focused on developing future-ready solutions by leveraging next-generation technologies such as Quantum Computing, Artificial Intelligence (AI), Machine Learning, Robotics, Internet of Things (IoT), Augmented Reality/ Virtual Reality, 5G – Network of the Future.

About Mahindra Racing

Mahindra Racing is a founding team – and the only Indian team – to compete in the ABB FIA Formula E World Championship, the world's first all-electric street racing series. Mahindra Racing has an impressive stats sheet and is a multi-race winning outfit after scoring its breakthrough victory at the Berlin E-Prix in 2017. The squad is committed not only to pushing the limits of technology and innovation in the electric vehicle space, but to addressing the impact of climate change; it was the first Formula E team to be awarded the FIA Environmental Accreditation Three-Star rating and is the only team to be certified Net Zero Carbon footprint, demonstrating best practice and excellence in sustainability practices.

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About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates and society to Rise. We are a USD 5.1 billion

organisation with 121,900+ professionals across 90 countries, helping 997 global customers, including Fortune 500 companies. We are focused on leveraging next-generation technologies, including 5G, Blockchain, Cybersecurity, Artificial Intelligence, and more, to enable end to end digital transformation for global customers. Tech Mahindra is one of the fastest-growing brands and amongst the top 15 IT service providers globally. Tech Mahindra has consistently emerged as a leader in sustainability and is recognised amongst the '2021 Global 100 Most sustainable corporations in the World' by Corporate Knights. With the NXT.NOW framework, Tech Mahindra aims to enhance 'Human Centric Experience' for our ecosystem and drive collaborative disruption with synergies from a robust portfolio of companies. We aim at delivering tomorrow's experiences today and believe that the 'Future is Now'.

We are part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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