

LEVERAGING TECHNOLOGY FOR SUSTAINABILITY

There is a clear recognition that companies need to balance their advancements in technology while progressing environmental, social, and governance (ESG) initiatives that benefit the world. Speaking to **The Economic Times**, **Lingraju Sawkar**, **President, Kyndryl India** states that companies are making more efforts today to preserve natural resources and make the world a better place for future generations...

>> Technology is the biggest accelerator of our times, what should be the approach of large companies to re-energise their legacy businesses?

Technology is a great enabler of human progress. Compared to the previous decade where technology was primarily focused on bringing about efficiencies in processes, operations, and productivity, today technology is focused on elevating the consumer experience. There is a concerted focus on ensuring that the technology lends itself to making the consumer experience richer and more immersive. Large companies need to re-focus their legacy infrastructure investments to meet newer customer demands for immediate gratification and anytime, anywhere delivery of services and experiences. Cloud, AI, automation, 5G, data analytics, and security are immediate areas of prioritisation for any business today.

>> How should India approach solving of some of its biggest challenges, with tech helping to bring efficiencies of scale?

There is a need to leverage the partnership between corporates, government, and the public to meet unique India specific scale and diversity challenges that differ from the rest of the world. The



challenge and design points are different when your largest customer base resides in rural parts of the country compared to urban India. A combination of private entrepreneurship and government-sponsored public infrastructure, entry points for companies to profitably address mass market segments, and access to open data stacks that can spur innovative digital business models can all drive efficiencies of scale.

>> What should be the broad agenda for the next 25 years for India?

Ensuring we have a robust ESG framework and policies in place in India is critical. We need to utilise sustainable and green technologies and secure India's energy independence. Harnessing India's youth demographic base and ensuring they are productive and contributing to the economy is an important goal to ensure India's talent engine is focused on delivering purpose-driven innovation.

>> How should businesses and governments collaborate to bring about a remarkable change for humanity?

Enabling more technology integration to provide better integrated healthcare systems, generating clean water, introducing more efficiency into the country's food distribution system, reducing carbon emissions, and promoting clean and sustainable energy resources are critical areas where businesses and governments can collaborate to make a significant difference.



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