GE India Tech Mela 2013: A family day with a technology twist

08 October 2013 | News | By Rahul Koul Koul

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On October 5, 2013, GE India Technology Centre organized their annual '*Tech Mela 2013*' at KTPO, Whitefield, in Bangalore. The mela showcased GE's technological innovations and products in the area of healthcare, transportation engineering, energy management, electrification & automation, oil & gas, appliances and aviation.

Speaking to *BioSpectrum*, Mr Shyam Rajan, chief technology officer, GE Healthcare India, said, "Most of our innovations are technologically centered. This mela is a great way to bring our innovations together and showcase them. Not only that, we also get to see what the other sectors in GE are up to as well. This event is thrown open for families too, so our employees' families have a chance to get a glimpse of what their family member is working on at GE. Employees are really proud to see their work and showcase them to their families. In other words, it is a family day with a technology twist!"

Talking about the objective behind organizing this technology mela and how technology can make a huge difference in the lives of millions, Mr Manoj Menon, communications leader, Wipro GE Healthcare, expressed, "We make a host of technological products which touches many lives. We design products around patients and users. People really don't know what goes behind the real technology. We need to make people more aware and knowledgeable, so that they can associate with what we have to offer. Hence, we try to give an experience and create awareness among the people. We are also using social media extensively to accomplish this."

Mr Menon further added that healthcare is all about creating value and design, and humanizing it. "If we can create a series of solutions, more and more doctors and hospitals will be able to offer those solutions, and consequently, more people will be able to access those solutions. So our theme revolves around creating value and experience, which is favorable to all," he said.

Commenting on GE Healthcare's walk-through theme at the mela, Mr Rajan added, "We are at work for a healthier India. This time, we've adopted our healthcare theme as 'Tunnel of Life', where we showcase our innovations which are used in the life

cycle of human beings, from the fetal stage to all the way through to the adult life, ranging from maternal & fetal care, ultrasound, baby care, X-ray technology, Magnetic Resonance Imaging (MRI) and other equipments." Mr Rajan also emphasized that GE Healthcare is currently focusing on three major areas: mother and infant care, cardiology and oncology.

Ms Garima Varma, communications leader, GE Global Research, John F Welch Technology Centre, told *BioSpectrum*, "It is a technology showcase that we do in order for our employees to take pride in the kind of work they are involved in. It is an opportunity for the businesses' to showcase what they are doing, and it is our engineers' work at its best. It is our endeavor to celebrate technology. We want to bring in the festive mood and explain technology in a simple way to everyone, whether it is a 90-year-old or a 9-year-old."

Employees with their families were spotted having a great time over the weekend. Special activities and games were organized for all children who were at the venue. Playback singing and dance performances by employees added an extravagant color to the mela.