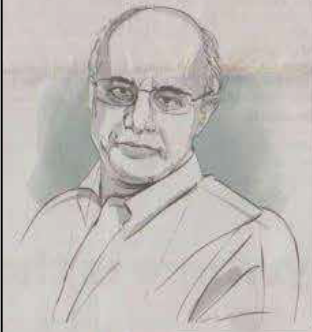


Publication: DNA  
 Date: 15 December, 2013  
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# The Next Big Idea is to do with quality of life

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hatever the next big idea is, it is not about cloud, mobility, big data and social media and what may lay in their intersection. These technology ideas are not what you would get a customer to pay you big money for; these are merely approaches. While conjuring the image of the next big thing, quite often, we think of technology first and then get caught in it; we hope that by playing with technology,

something useful may come out and become the next big thing.

After writing my latest book "The Elephant Catchers", I have been to 10 tier II cities to talk to entrepreneurs on how to build companies that scale. In the course of that journey, I met with hundreds of young entrepreneurs who are thinking of gaming and social networking, building yet another low-cost ERP and this "catch-all" phrase called "building apps". It is the same situation even in a city like Bangalore. Entrepreneurs are placing technology before life and living.

To me, the big thing for In-



What will make Bangalore a truly world-class city? A city that has a healthy work-life balance? A city that loves its citizens as much as they love it? Over the next five days, the best and brightest minds of our city join DNA to chart a roadmap for a smarter Bangalore. Watch this space.

dia and for the world has to do with explosive growth in our cities. It is a given.

Very interestingly, all cities in the world, more or less, deal with same or very similar problems. In that sense, anything we do to solve problems people face in cities, becomes globally scalable. If it works for Bangalore, chances are, with minimal localization, it will work for at least half a dozen cities around the world. So the question is what will the city of the future need and how do we locate opportunities to create goods and services that make people happy, so that they pay for them and come back for more.

People will need safety, both physical and mental. People will need intimacy. People will, of course, need food and shelter. People will want to save time for everything they do and be fresh to work and be fresh after work. People will need to care for their near and dear ones, whether it is for sending their little ones to school or for taking care of the elderly. People will need affordable health care. They will need relaxation, entertainment and recreation in order to revive.

• Fireflies lighting up the sky • How work life in Bangalore is likely to change • Any service, any device, anywhere: pt