

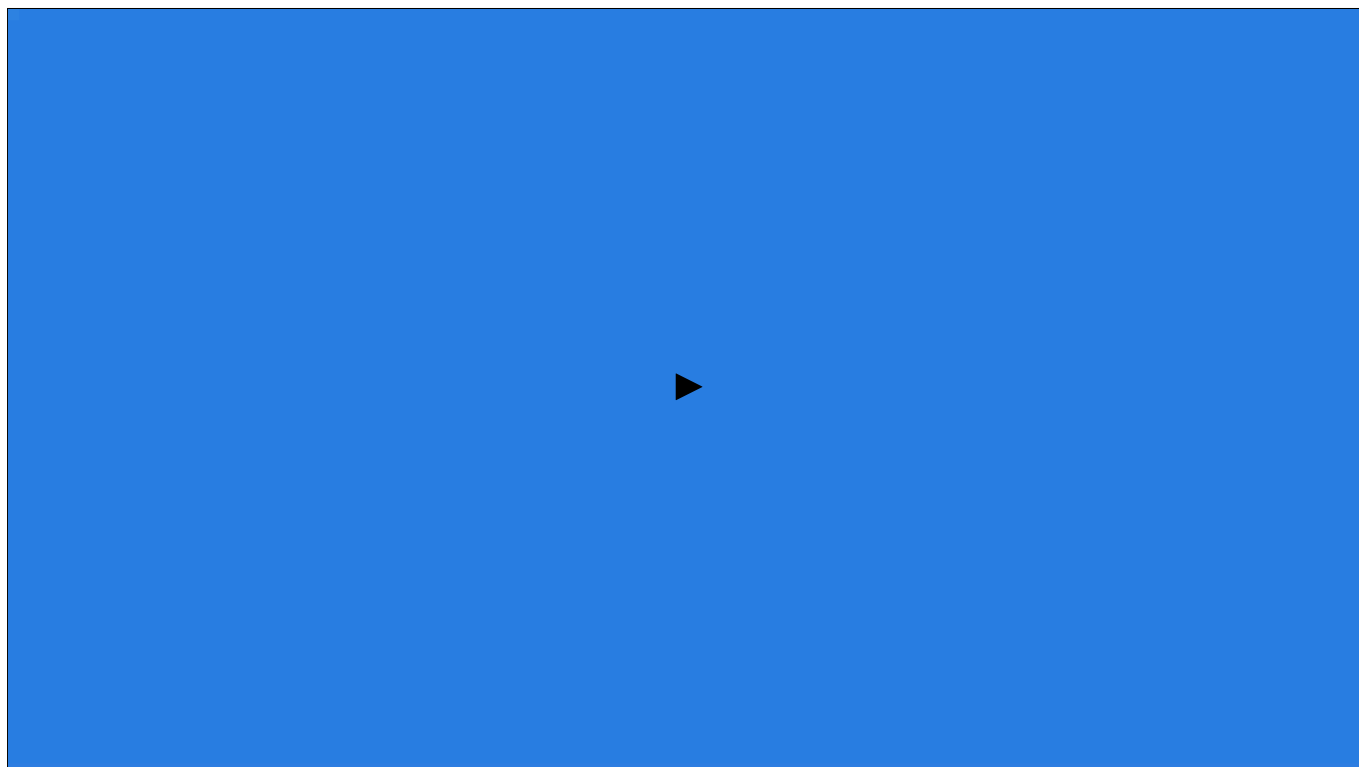
December 2024

**A**s the fifth edition of Tata Imagination Challenge concludes, we are delighted to present the 13 winners for 2024.

We kicked off our annual idea competition in August 2024, inviting original, inspiring and impactful ideas for change. We asked participants to #imaginethat their idea could pave the way for a better world. And the response was overwhelming!

This year, Tata Imagination Challenge lived up to its reputation as India's biggest idea competition, with 3.14 lakh registrations coming from 2,400+ cities and towns of India, 15,500+ campuses, and across 90+ Tata companies.

After three months and four exciting rounds (online and in-person) of deep-diving into the ideas, 13 winners have been selected. Each winner shared with us not only an innovative idea but also a clear plan on how to implement their idea, and a deep commitment to bringing about positive change.



## Winners (Student Track)

- **Akhil T V**, Indian Institute of Management, Lucknow  
*Upcycling the tea value chain for eco-products and sustainable livelihoods.*
- **Deepanshi Yadav**, Shri Ram College of Commerce, New Delhi  
*Turning cactus into leather to support rural farmers and save millions of animals.*
- **Kritika Anand**, Indian Institute of Management, Indore  
*Using AI to sort construction waste for efficient reuse, making affordable building materials easily accessible.*
- **Manas Agrawal**, Department of Management Studies, Indian Institute of Technology Roorkee  
*Redefining wastewater treatment with a natural, affordable and sustainable solution.*



We use cookies

to give you a better experience. By using our website you agree to our policies (/privacy).

- **Reddycharla Sai Srujana**, Gokaraju Rangaraju Institute of Engineering and Technology, Hyderabad  
*Enhancing the shopping experience by analysing facial skin tone, suggesting suitable outfits and enabling virtual try-ons.*
- **Rithika Mehta**, Faculty of Management Studies, New Delhi  
*A solution combining intimacy and intelligence to promote informed sexual wellness.*
- **Rohanjeet Das**, Indian Institute of Management, Bangalore  
*IoT-powered rural and semi-urban transformers monitoring energy stability and transparency*
- **Sabuj Saikia**, Indian Institute of Management, Bangalore  
*Affordable AI-powered B2B SaaS omnichannel solution for kiranas' growth.*
- **Saumya Shukla**, Indian Institute of Technology, Kanpur  
*Eco-friendly solution for rubber and tire recycling, to transform discarded tires and rubber into valuable products*
- **Vandit Mehta**, Indian Institute of Management, Ranchi  
*A platform connecting local artists and event organisers to network, gain opportunities, and showcase talent.*

## Winners (In-House Track)

- **Aadesh Aslekar**, Tata Consultancy Services  
*An AI-driven mobile app that enhances road safety by authorising drivers, monitoring real-time driving behaviour, and offering rewards for safe driving*
- **Jeeta Bhattacharyya**, Tata Steel  
*An interactive storytelling platform - a safe space connecting aspiring Indian writers, artists, animators and other storytellers to a wide range of readers.*
- **Utsav Thakkar**, Tata Steel  
*A one-stop solution for transforming waste into value.*

## Prizes & Opportunities

The winners of Tata Imagination Challenge 2024 will receive a host of exciting prizes, opportunities and experiences, including accelerated entry into the TAS selection process\*.

(\*basis TAS eligibility criteria)

## Finale

After the initial online rounds and one video round, the Challenge culminated in an in-person Grand Finale, for which 50 finalists travelled to Mumbai on an all-expenses-paid trip. The finalists were hosted at IHCL President, Cuffe Parade, where they presented their ideas to a jury of senior Tata leaders. They also visited Bombay House, the iconic Tata headquarters.

As part of the Idea Buddy phase in the weeks leading up to the Finale, each finalist was paired with a Tata leader who ably mentored them and supported them in honing their idea and polishing their responses.

## About

Tata Imagination Challenge was launched in 2020 to create a space where all ideas are welcome. Designed to kindle the imagination of anyone who wishes to make a positive impact, the competition is open to all college and post-graduate students across India as well as all Tata employees worldwide.

Beginning with online assessments and an asynchronous video pitch, the Challenge culminates in a leader interaction, where participants pitch their ideas and themselves to a panel of senior Tata leaders.



**We use cookies**

to give you a better experience. By using our website you agree to our policies (/privacy).

Recognising the enormous talent among the youth of India and within our group companies, Tata Imagination Challenge celebrates not just one winner every year but 13.

Along with a cash prize and engagement opportunities with Tata, winners receive an accelerated entry into the selection process for the TAS (basis TAS eligibility criteria), the Tata group's flagship leadership development programme.

In five years, the Challenge has become the largest idea platform of its kind, sparking conversations, driving innovation and igniting passion projects in huge numbers.

To know when registrations open for the next edition of Tata Imagination Challenge, follow [TAS Official on LinkedIn](https://www.linkedin.com/company/tas-official/).  
(<https://www.linkedin.com/company/tas-official/>)

If you have an inspiring idea for change, send it to us. Next year, it could be your chance to shine. #imaginethat

## Also Read



SUBSCRIBE

### Subscribe to Newsletters from Tata.com

Sign up to receive insightful content from Tata.com



(/brands-showcase)

BRANDS

### Tata Brands Showcase

The Tata companies offer a range of products and services under various brand names.



**We use cookies**

to give you a better experience. By using our website you agree to our policies (/privacy).