Jagran New Media collaborates with Google Cloud to launch a 3 day Hackathon *~#HackTheFuture: Marathon of the Minds will see participation from IIT Kanpur students~*

November 16th, 2023: Jagran New Media, the digital wing of Jagran Prakashan Ltd., is excited to announce a collaboration with Google Cloud for an innovative AI-themed hackathon, #HackTheFuture: Marathon of the Minds. With the objective of implementing generative AI tools and learnings to solve business goals, this one-of-a-kind association will help develop cutting-edge solutions for real-world business challenges.

#HackTheFuture, a three-day event scheduled from December 6–8, 2023, will be hosted at Jagran New Media's corporate headquarters in Noida. The hackathon will see participation from IIT Kanpur. 10 students selected from the institution along with JNM employees will compete to build a generative AI tool that will help solve various business goals at the organizational level. The broad topics covered during this hackathon will range from content monetization, creation, engagement, and optimization. There will be 10 teams competing with each other, with 7 participants in each team, including a participant from IIT Kanpur.

All participating students from IIT Kanpur will get a cash prize of ₹50,000 and some exclusive goodies. Additionally, the top-performing teams will receive attractive rewards, and certificates of excellence as a token of appreciation.

Bharat Gupta, CEO, Jagran New Media, expressed his excitement: "*We are thrilled to witness how this extraordinary hackathon unfolds as it signifies our commitment to drive innovation and foster new talent in the field of AI and media. Artificial intelligence is not just the future, it is very much the present, and serves as the cornerstone of progress. By combining our strengths with Google Cloud and the brilliant minds at IIT Kanpur, we aim to steer the publishing industry toward a brighter and smarter future.*"

Prof. Shalabh - Dean of Academic Affairs, IIT Kanpur, *"At IIT Kanpur, we recognize the importance of students having the chance to apply their knowledge in practical settings, collaborate with industry professionals, and contribute to tangible change. We're happy that our students have been selected for "#HacktheFuture" Hackathon being planned by Jagran New Media and Google Cloud as this experiential learning is invaluable for our students and will better equip them to become the problem solvers, innovators, and thought leaders of the future."*

The 3-Day long Hackathon will not only allow participants to create a gen AI tool, but also learn about the power of AI, generative AI, its tools, as well as give access to a sandbox to develop gen AI applications on Google Cloud. There will be workshops, and designated sessions for participants to interact with AI experts from Google Cloud and a lot more.

#HackTheFuture: Marathon of the Minds is designed to offer a comprehensive experience of enjoyment and learning, creating an environment where employees of Jagran New Media and students from IIT Kanpur can collaborate, innovate, and develop out-of-the-box business solutions.

About Jagran New Media:
Jagran New Media has a reach of over 71 million users (*Comscore MMX Multi-Platform; September 2023) and has consolidated its position amongst the top news and information publishers in India. The company publishes multimedia content, which includes over 7,000 stories and 40 videos in a day.

JNM has an array of offerings under the media and publishing category and has been a pioneer in providing real-time content across genres, with news and politics being the primary drivers; education, lifestyle, health, auto, and technology are also significant contributors. The company has dedicated websites covering National & Hyperlocal news and politics, which include www.jagran.com, www.naidunia.com, www.inextlive.com, www.punjabijagran.com, www.gujaratijagran.com, and english.jagran.com. A leading health website in 3 languages, www.onlymyhealth.com; women focus portal,www.herzindagi.com, in 3 languages, and a focused website for education, www.jagranjosh.com. A leading fact-checking website, www.vishvasnews.com, in 12 languages and a gaming vertical, www.jagranplay.com, an in-house production house, Rocketship Films, also contribute to the offering.

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