OIEquestra: Emerging AI talent meets enterprise innovation

A nationwide hackathon—*OIEquestra–The Quest for What's Next*— launched by Newgen Software in partnership with *AI Club*, IIT Madras, brought together India's next generation of innovators who explored how AI, orchestrated through enterprise technology, can solve real-world problems. The initiative brought together 1,800 teams from over 30 IITs, NITs, and other leading institutions, with 140 teams advancing to the final stages of evaluation. *First Byte* from IIT Madras, *Wizards* from IIT Roorkee, and *SheCodes* from the *Chennai Institute of Technology*, emerged as the top three winners, earning cash prizes worth lakhs.

OIEquestra derives its name from the vision of 'Orchestrating Intelligent Enterprises'. The hackathon showcased this vision by inviting young innovators to explore how AI could be applied within real-world workflows, to develop solutions grounded in practical user journeys and enterprise needs, to uncover the *Light of Possibilities* for India's future.



At the heart of *OIEquestra* was *NewgenONE*, *Newgen*'s unified low-code platform for 'Orchestrating Intelligent Enterprises'. This brings together process automation, content services, and customer communications, enabling organizations to connect information, workflows, decisions, and interactions within integrated enterprise applications.

AI can make individual tasks smarter, from extracting information and interpreting content to supporting decisions and automating activities. Enterprise value comes from orchestrating AI capabilities within business processes, workflows, governance, content, and communications, and *NewgenONE* enables this integration to deliver connected, intelligent experiences.

Every user journey developed during *OIEquestra* was built on *NewgenONE*. Participants brought the intelligence and imagination. *NewgenONE* provided the platform to orchestrate their ideas into enterprise journeys. Together, they explored what's next, reflecting the philosophy of 'Ahead of What's Ahead'.

Newgen's product leadership team, led by Varun Goswami, Sanjay Pandey, and Dinesh Parikh, assessed the participating solutions, with the final decision made by the chief growth officer, Pramod Kumar. The process considered the relevance of the problems addressed, the quality of the user journeys, and the potential to translate ideas into practical enterprise outcomes.