

## Tech Mahindra launches a global crowdsourcing platform, Populii

*Technology*

*Author : mahindraadmin Category : Technology Published : 12/13/2023*

*Populii to bring together gig workers skilled in micro jobs to enable enterprises to build smarter AI solutions*

**New Delhi, December 13, 2023** – [Tech Mahindra](#), a leading provider of digital transformation, consulting, and business re-engineering solutions, today announced the launch of Populii, a crowdsourcing platform that enables gig workers to collaborate with leading organisations through micro jobs requiring human-in-the-loop services. The platform will create flexible work opportunities for the gig workforce while equipping businesses with reliable data from trained and qualified candidates to build competitive AI algorithms.

Populii will create extensive opportunities for gig job seekers around data management, microtasks, and user studies with industry-leading enterprises. Gig jobs on Populii will include content rating, data collection, data transcription, and data annotation of multiple data types. It will also support enterprises in creating production-grade machine-learning models with the help of a qualified workforce and flexible crowd delivery models, enabling businesses to access a pool of skilled talent for a quick ramp-up.

Populii will operate with three customer-centric principles – Advise, Annotate, and Acquire, which will help enterprises scan seamlessly and accelerate product development:

- Advise from Tech Mahindra experts with extensive domain knowledge and specialised skills across industry verticals
- Annotation will be quicker because of the ability to leverage Tech Mahindra's proven training models that offer high-quality machine-learning datasets
- Acquisition of multiple data types such as images, text, video, and speech in over 80+ languages

**Birendra Sen, Business Head, Business Process Services, Tech**

**Mahindra**, said, “Building competitive next-gen Artificial Intelligence (AI) solutions requires substantial time and tapping into talent beyond traditional workplaces. Populii, Tech Mahindra's crowdsourcing platform, connects enterprises with skilled gig workers globally, helping enterprises accelerate AI solution creation while reducing costs and boosting productivity. Gig workers get access to top AI projects and flexible earning opportunities. We believe Populii will become the go-to platform for both gig workers and enterprises, fueling innovation and fostering AI success.”

For job seekers, Populii will serve as the best-in-class community to find gig jobs that fit their schedule, enable upskilling, and ensure on-time payments. On the other hand, for enterprises, the platform will provide rich and accurate data that aligns with their business objectives. Populii is built on the foundation of DataMime, which Tech Mahindra acquired in 2020; the solution offers customisable workflows to cater to customer-specific requirements on a multitenant- secured architecture.

Populii's development is aligned with Tech Mahindra's NXT.NOW™ framework, which aims to enhance the 'Human Centric Experience', with a

focus on investing in emerging technologies and solutions that enable digital transformation and meet the evolving needs of the customer.

### **About Tech Mahindra**

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates, and society to Rise for a more equal world, future readiness, and value creation. It is a USD 6.5+ billion organisation with 148k+ professionals across 90 countries helping 1250+ global customers, including Fortune 500 companies. It is focused on leveraging next-generation technologies including 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. It is the only Indian company in the world to receive the HRH The Prince of Wales' Terra Carta Seal for its commitment to creating a sustainable future. It is the fastest growing brand globally in 'brand value rank' and among the top 7 IT brands globally in brand strength with AA+ rating. With its NXT.NOW™ framework, Tech Mahindra aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. It aims at delivering tomorrow's experiences today and believes that the 'Future is Now'.

Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology, and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable

them to Rise.

Connect with us on [www.techmahindra.com](http://www.techmahindra.com) || Our Social Media Channels

**For more information on Tech Mahindra, please contact:**

**Abhilasha Gupta, Global Corporate Communications and Public  
Affairs**

**Email:** [Abhilasha.Gupta@TechMahindra.com](mailto:Abhilasha.Gupta@TechMahindra.com) ;

[media.relations@techmahindra.com](mailto:media.relations@techmahindra.com)

Tags :

[Mahindra Group](#) [Tech Mahindra](#) [Populii](#) [AI Solutions](#) [Digital  
Transformations](#)