

Technology should resonate to local needs: Karuna Gopal

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As part of the #maketechnology campaign enabled by Nokia in association with ET Telecom, we spoke with Karuna Gopal, President of the Foundation for Futuristic Cities about where she thinks the human-technology relationship is headed.

What excites you about where technology is taking us and what worries you?

Technology has a great potential to influence the world positively, impact

health, education and economic indicators of nation. The world profited enormously from technology and innovations.

My worry is not about technology per se, but is about technology vendors who aggressively market technologies that have little or no value to the end user! At best they end up complicating the existing scenario..

Another pain point is 'Technology Obsolescence' that demands users to migrate to better technologies constantly - This can actually make them feel helpless and victimized.

This aggression of tech vendors and tech obsolescence (in-built and programmed death of device and technologies) have actually undermined the Perceived Value of technology solutions. Some of us who have taken pride in evangelizing technology are but a disenchanting lot now.

Are you optimistic or pessimistic about the future relationship between technology and people and why? What do you advocate?

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connect with people across the globe seamlessly, on any device and from anywhere. But even with all of these advances, have our lives really improved? How can technology really work for all humanity?

Technology is a double edged sword and a human being is wielding that sword! This awareness and alertness is required. There is enormous value that technology can bring to humanity but it also has the power to dehumanize the human kind.

To make technology work for all we need to simplify everything in the ecosystem - scavenge jargon and earn faith afresh. This can be done by addressing simple contextually relevant problems of a country. Will technology that pushes reduction of carbon foot print appeal to a nation that is starved of water and basic sanitation amenities? For acceptance, technology has to resonate to the local needs and solve local and immediate problems. This will not only instill faith but will also award technology the position that it deserves.

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