

## NAME OF THE DEPARTMENT: Dept. of Biotechnology

<b>SL NO.</b>	<b>1</b>
<b>TITLE OF THE SEMINAR</b>	<b>BIOSPECTRUM-Biotechnology- Industry Interaction Series</b>
<b>DATE &amp; TIME</b>	10:30 PM to 12 PM; Date: 14.05.2022 (Saturday) 10:30 PM to 12 PM; Date: 16.05.2022 (Monday)
<b>DETAILS OF EXPERT SPEAKER</b>	Dr. Neera Singh, Founder Director, ProCyto Labs, KIIT-TBI, Bhubaneswar
<b>TITLE OF THE PRESENTATION</b>	<b>Bio-entrepreneurship and starting of a bio-business organization</b>
<b>NO. OF PARTICIPANTS</b>	63
<b>MEETING PLATFORM USED</b>	Physical
<b>BRIEF REPORT ON THE WEBINAR</b>	Dr. Neera Singh delivered an extensive report on the concept of Bio-entrepreneurship. She broadly described the characteristics of a bio-entrepreneurs. She spoke on the modus operandi on how to start-up with new biotechnology based venture and highlighted the process of securing funds from various public and private agencies. At the end, she spoke about her own experience in building of ProCyto Labs from a based start-up to full fledged Molecular Biotechnology based company.



**Dr. Neera Singh, Founder Director, ProCytoLabs speaking on “Bioentrepreneurship”**

**NAME OF THE DEPARTMENT: Dept. of Biotechnology**

<b>SL NO.</b>	2
<b>TITLE OF THE SEMINAR</b>	<b>BIOSPECTRUM-Biotechnology- Industry Interaction Series</b>
<b>DATE &amp; TIME</b>	10:30 PM to 12 PM; Date: 17.05.2022 (Tuesday) 10:30 PM to 12 PM; Date: 18.05.2022 (Wednesday)
<b>DETAILS OF EXPERT SPEAKER</b>	Dr. Aman Abhishek, National Business Manager, BIOWORLD
<b>TITLE OF THE PRESENTATION</b>	<b>Marketing and Product Management in Biotechnology</b>
<b>NO. OF PARTICIPANTS</b>	63
<b>MEETING PLATFORM USED</b>	Physical
<b>BRIEF REPORT ON THE WEBINAR</b>	Dr. Aman Abhishek presented a comprehensive detail on the processes of developing effective strategies towards development and marketing of products in Biotechnology. He highlighted the importance of marketing mix, product development, and creation of customer bases and balance the idea of red ocean and blue ocean concept. Besides, he also highlighted the need for the development of globalization systems for international marketing. Apart from this, he encouraged the students about taking up marketing jobs in Biotechnology based companies.



**Dr. Aman Abhishek, National Business Manager, BIOWORLD at the BIOSPECTRUM-Industry-Academia Interaction series on 17.05.2022**