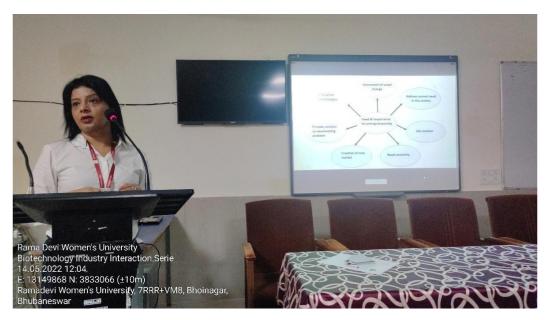
## NAME OF THE DEPARTMENT: Dept. of Biotechnology

SL NO.	1
TITLE OF THE SEMINAR	BIOSPECTRUM-Biotechnology- Industry Interaction Series
DATE & TIME	10:30 PM to 12 PM; Date: 14.05.2022 (Saturday) 10:30 PM to 12 PM; Date: 16.05.2022 (Monday)
DETAILS OF EXPERT SPEAKER	Dr. Neera Singh, Founder Director, ProCyto Labs, KIIT-TBI, Bhubaneswar
TITLE OF THE PRESENTATION	Bio-entrepreneurship and starting of a bio-business organization
NO. OF PARTICIPANTS	63
MEETING PLATFORM USED	Physical
BRIEF REPORT ON THE WEBINAR	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 fledge Molecular Biotechnology based company.



Dr. Neera Singh, Founder Director, ProCytoLabs speaking on "Bioentrepreneurship"

## NAME OF THE DEPARTMENT: Dept. of Biotechnology

SL NO.	2
TITLE OF THE SEMINAR	BIOSPECTRUM-Biotechnology- Industry Interaction Series
DATE & TIME	10:30 PM to 12 PM; Date: 17.05.2022 (Tuesday) 10:30 PM to 12 PM; Date: 18.05.2022 (Wednesday)
DETAILS OF EXPERT SPEAKER	Dr. Aman Abhishek, National Business Manager, BIOWORLD
TITLE OF THE PRESENTATION	Marketing and Product Management in Biotechnology
NO. OF PARTICIPANTS	63
MEETING PLATFORM USED	Physical
BRIEF REPORT ON THE WEBINAR	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