

**INNOVATION DEVELOPMENT AND TECHNOLOGICAL
READINESS LEVEL AND COMMERCIALIZATION OF
LAB TECHNOLOGIES AND TECH TRANSFER
15th APRIL 2025 (TUESDAY)**



On 15th April 2025, GIBS hosted an exclusive IIC workshop titled "*Innovation Development and Technological Readiness Level and Commercialization of Lab Technologies and Tech Transfer*", aimed at inspiring and motivating the first-semester BBA students. The workshop was designed to provide students with a closer look at the processes involved in innovation development, technology readiness assessment, and commercialization of lab technologies. The highlight of the session was a keynote address by Ms. Swarna Srivastava, Founder, Zeya IP, who shared her invaluable insights and personal experiences of bringing new ideas and technologies to life.

The session commenced with a brief introduction of Ms. Swarna Srivastava. Mam was given a warm green welcome by Dr. Jatin Lamba. The moderator highlighted the importance of understanding the real-world application of commercialization of lab technologies to transform innovations into marketable products or services.

Ms. Srivastava took the stage with an engaging entrepreneurial journey, involving steps like prototyping, testing, securing intellectual property rights, and market exploration. She emphasized that the path to innovation development, technological readiness assessment, and commercialization of lab technologies are crucial for transforming scientific discoveries into practical, market-ready solutions. The speaker discussed how technology transfer ensures that innovations move from research labs to industries, maximizing their impact and accessibility. Ms. Srivastava also emphasized the role of mentorship and advised the students to actively seek guidance from experienced professionals and entrepreneurs.

One of the most engaging parts of the event was the interactive Q&A session. Students were encouraged to ask questions about various aspects of actionable takeaways and strategies to implement in their own projects. Ms. Srivastava answered each question thoughtfully, providing practical advice and real-world examples. The event ended with an applause from the audience and a token of thanks was given to the guest by Dr. Jatin Lamba.

FLYER OF THE EVENT



TYPE OF EVENT	IIC event
VENUE	ROOM 603
TIME & DURATION	10:30 AM onwards
CONDUCTED BY	IIC
ORGANISED FOR	BBA E2A
NAME OF THE COORDINATOR	Ms Geeta Khari
ATTENDANCE	60
RESOURCEPERSON	Ms. Swarna Srivastava, Founder, Zeya IP
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To equip students with essential familiarity about technological readiness level. 2. To explore current trends and innovative techniques for startups.

	<ol style="list-style-type: none"> 3. To understand the challenges faced by startups due to commercialization of lab technology. 4. To create opportunities for students to connect with entrepreneurs, industry experts, and peers, fostering a collaborative entrepreneurial community. 5. To enhance students' understanding of tech transfer thereby fostering an entrepreneurial mindset.
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Students became familiar with TRLs and their significance in ensuring technology maturity and readiness for market applications. 2. Students acquired practical knowledge on how to effectively commercialize lab-based research, including steps like prototyping, testing, and securing IPRs. 3. Students understood the importance of technology transfer and how to facilitate the movement of technologies from research labs to industry for further development and commercialization.
SHORTFALL DURING EVENT	None
LINK OF ONLINE VIDEO	https://youtu.be/HR_KllqEb3I

PREPARED & SUBMITTED BY: MS GEETA KHARI, ASSISTANT PROFESSOR (CMS)