11th February 2021, Thursday 3 pm to 5 pm
“Project to….. Product to…… Market”

**Speaker:** Dr. Dhananjay Bodas

**Session plan:**
3:00 pm: Welcome by Prof. Pratima Kulkarni
3:05 pm: Introduction by Dr. Sunita Jahirabadkar
3:10 pm: Address by Dr. Dhananjay Bodas
4:15 pm: Q&A
4:55 pm: Vote of Thanks by Prof. Pratima Kulkarni

With technology developing every instance and new ideas popping up, getting the right direction and support is vital to take that idea or concept as a product into the market. There are key aspects that need to be looked into during this progress right from the confirming of the technical features of the invention, patenting, developing prototype, testing, aesthetics, marketing. This session was aimed at providing a few guidelines to the faculty and student groups from our college who were keen on treading this path.

The speaker addressed the inventors on various aspects involved in taking an idea as a product to the market like patenting, testing, getting in touch with sponsors, marketing and so on. He shared a few case studies depicting their path along the same lines. One on one discussion was conducted with the individual inventors, where the speaker helped them by suggesting probable solutions or options.