

Report on the lecture programme on “Innovation to Startup”



DST technology Enabling Center, in association with A B Shetty Memorial Institute of Dental Sciences (ABSMIDS) and Institution Innovation Council (IIC) organised a Lecture Programme on “INNOVATION TO STARTUP” on July 07 at 10.00 AM at Aavishkar Hall. Dr. Vivekanand Kattimani, Professor of Clinical Research and Professor of Oral and Maxillofacial Surgery, SIBAR Institute of Dental Sciences was the invited Speaker. About 150 participants including faculty and students from different disciplines attended the lecture. Dr. Indrani Karunasagar, Director, DST TEC welcomed the guests and provided an overview of DST TEC activities. Dr. Iddya Karunasagar, Advisor (Research and Patent) explained the Nitte University Policy on Intellectual Property Rights to protect innovations and support available from DST TEC for applying for patents, scaling up from idea to proof of concept, prototype, validation and commercialization. He also explained about Nitte University Policy on Startups and encouraged faculty and students in coming forward to setup Startups. D. U.S. Krishna Nayak, Principal, ABSMIDS in his presidential address urged faculty and students to take their innovative ideas forward and learn from the experience of Dr. Vivekanand. Dr. Padmaraj Hegde, Head of Oral and Maxillofacial Surgery introduced the speaker, Dr. Vivekanand Kattimani.

The lecture by Dr. Vivekanand was very interactive and he explained about product and product performance innovation, technology innovation, process innovation, business model innovation, organizational innovation, marketing/sales new channel innovation and network innovation. He elaborated that innovation can be incremental, architectural, disruptive or radical. Dr Vivekanand gave example of ideation and idea generation, evaluation of the ideas, testing, experimenting and reaching minimum viable product, optimization and scaling. He provided a number of tips for enhancing innovation. Further, he explained about innovations that have gone into smart medical

devices. He then outlined his journey in developing bone graft substitute from egg shell hydroxyapatite. He started with small funding from DST and the work done helped him get Biotechnology Ignition Grant after few attempts where he missed narrowly. He explained how translational work was carried out to move from Technology Readiness Level (TRL) 3 to current level of 6/7 with collaborations from number of institutions in India and how he is chasing the dream of commercialization of the product. The talk was highly motivating and inspirational. Dr. Praveen Kumar Shetty, Director, R & D thanked the speaker and participants for their active involvement in the interactive session.