

**TRAINING & PLACEMENT CELL**  
**SCHOOL OF LIFE SCIENCES & LIFE SCIENCES DEPARTEMENTS**  
**JSS Academy of Higher Education & Research, Mysuru**  
Sri Shivarathreshwara Nagara, Mysore-570 015

**A Report on Industry-Academia interaction, 20.03.2024**

With the blessings of His Holiness Jagadguru Dr. Sri Sri Shivarathri Rajendra Mahaswamiji and Jagadguru Sri Shivarathri Deshikendra Mahaswamiji, an **Industry-Academia interaction** on **‘Industrial Biotechnology & Commercialization’** was organized by Department of Microbiology at School of Life Sciences, Mysuru and Life Science Departments, JSS AHER, Mysuru on 20.03.2024.

Industry-academia interaction fosters a dynamic exchange of knowledge, resources, and expertise between academic institutions and industrial sectors. This collaboration not only accelerates innovation but also enriches educational curricula with practical insights, preparing students for real-world challenges while enabling industries to benefit from cutting-edge research and fresh perspectives.

Dr. Prabu Rajagopalan, Head & Operation Manager, Vidya Herbs PVT Ltd, Bangalore delivered a talk on “Industrial Biotechnology & commercialization” on 20 March 2024, 11:00 AM at the Gallery Hall, School of Life Sciences, Mysuru, JSS AHER.

The speaker conveyed the importance of fostering strategic alliances between academia and industry to effectively translate research discoveries into market-ready solutions. This collaborative approach converts lab innovations into practical products, benefiting society and boosting economic growth. Industrial Microbiology & Biotechnology revolutionizes manufacturing by using biological systems to create valuable goods, spanning from pharmaceuticals to biofuels. Commercialization of Industrial Biotechnology has surged recently, driven by advances in genetic engineering, synthetic biology, and fermentation. This convergence enables large-scale production of high-value compounds, transforming various sectors. Bioprocess scalability and sustainability offer competitive edges over traditional methods, reducing reliance on fossil fuels and lessening environmental impact. As a result, Industrial Biotechnology reshapes industries and aids the global shift towards a bio-based economy. Students can reap the advantages of delving into the interdisciplinary realm of Industrial Biotechnology, which has the potential to unlock various career pathways in the near future.

Department of Microbiology and TPC extends the gratitude to all the authorities of JSS AHER, Mysuru for all the support and encouragement to conduct the program.



**Prof. K. A. Raveesha, Head, SLSM addressing the gathering**



**Interaction of Dr. Prabu Rajagopalan, Head & Operation Manager, Vidya Herbs PVT Ltd. with students**