Babasaheb Bhimrao Ambedkar University

A Central University • Lucknow, Uttar Pradesh

RESEARCH & DEVELOPMENT CELL · FINANCE & INFRASTRUCTURE COMMITTEE

R&D AWARENESS & CAPACITY BUILDING

ONE-DAY INTENSIVE PROGRAMME

Research, Innovation & Technology Readiness

Technology readiness · manufacturing readiness
Commercialization · licensing · technology transfer

FRIDAY

14 AUGUST 2026

TIME · 11:00 AM–1:00 PM | 2:00–4:00 PM

VENUE · Meeting Hall, Department of Management Studies, BBAU

DESIGNED FOR

Faculty · Researchers · Innovators · Research scholars · PG students

FREE PARTICIPATION · 25 SEATS ONLY

CONVENER · Dr. Ramesh Kumar Chaturvedi

MORNING WORKSHOP · 11:00 AM–1:00 PM

Technology Readiness & Manufacturing Readiness
TRL · MRL

RESEARCH & DEVELOPMENT CELL · FINANCE & INFRASTRUCTURE COMMITTEE

FRIDAY · 14 AUGUST 2026 · 11:00 AM–1:00 PM

VENUE · Meeting Hall, Department of Management Studies, BBAU

RESOURCE PERSON



Shivendra Singh Chauhan

Chief Innovation Officer (CIO) – AI & Product Development
Vercos Group, Lucknow
Founder – CircuitMaster AI

BRIEF PROFILE

Deep-tech innovation, validation and deployment

Shivendra Singh Chauhan is a technologist, entrepreneur and innovation strategist with over eight years of experience across IoT, UAV and drone technology, industrial automation, smart infrastructure and deep-tech systems. As Chief Innovation Officer – AI & Product Development at Vercos Group, Lucknow, and Founder of CircuitMaster AI, he works at the intersection of AI, product development and technology commercialization. He also mentors startups through Startup India and NITI Aayog's Atal Innovation Mission, supporting product strategy, intellectual property and commercialization.

AI · IoT · UAV · AUTOMATION · DEEP TECH

Innovation strategy · product development · commercialization

Practical perspectives on taking research from concept and validation to deployment.

WORKSHOP FOCUS

THEME

Bridging the Valley of Death: Navigating TRL and MRL for Deep-Tech Commercialization

A practical journey from early-stage concept to deployment, aligning technological maturity with manufacturing capability.

KEY AREAS

Concept · validation · manufacturing · deployment

OUTCOME

Align technology maturity with manufacturing capability to move deep-tech ideas towards deployment.

PARTICIPATION

25 PARTICIPANTS · ONE COMMON SELECTION

Selection is for the complete programme; attendance at both workshops is compulsory.

Lunch will be served to all confirmed participants.
Confirmation of participation will be sent by email.

COMMUNICATION

CONTACT

Prashant Singh · Research Scholar, Department of Management Studies, BBAU

+91 9198316131 · prashantsingh.bbau@gmail.com

PATRONAGE & LEADERSHIP

Patron: Prof. Raj Kumar Mittal

Chairperson: Prof. Amit Kumar Singh

Convener: Dr. Ramesh Kumar Chaturvedi

AFTERNOON WORKSHOP · 2:00–4:00 PM

Technology Commercialization, Licensing & Technology Transfer Practices & Strategy

RESEARCH & DEVELOPMENT CELL · FINANCE & INFRASTRUCTURE COMMITTEE

FRIDAY · 14 AUGUST 2026 · 2:00–4:00 PM

VENUE · Meeting Hall, Department of Management Studies, BBAU

RESOURCE PERSON



Dr. Prakash Singh

Associate Professor, Department of E-Commerce
Saudi Electronic University, Saudi Arabia
phdpsingh@gmail.com

BRIEF PROFILE

Scholarship, mentoring and global engagement

Dr. Prakash Singh is an Associate Professor of E-Commerce at Saudi Electronic University, Saudi Arabia. He holds a PhD in Marketing Management from Savitribai Phule Pune University and has over nine years of post-doctoral teaching and research experience. His work spans digital entrepreneurship, consumer behaviour, e-learning, mobile commerce, customer engagement, digital innovation, social media marketing and the metaverse. He has 25+ indexed publications, two guest editorial contributions, six case studies, one book and five book chapters. His portfolio includes four funded projects, two copyrights and two granted Indian patents. He has supervised 100+ research projects, guided 1,000+ students across ten nationalities and delivered 45+ invited talks. He is a Quality Matters–certified peer reviewer.

25+ INDEXED PUBLICATIONS · 45+ INVITED TALKS

4 funded projects · 2 copyrights · 2 granted Indian patents

Invited engagements include Taylor & Francis in Riyadh and IIM Lucknow.

WORKSHOP FOCUS

THEME

Technology Commercialization, Licensing and Technology Transfer: Practices & Strategy

Research mapping and responsible AI practice presented within the broader journey from research output to application and transfer.

KEY AREAS

Science mapping · responsible AI · commercialization

OUTCOME

Strengthen research visibility and responsible practice while understanding pathways for licensing, transfer and commercialization.

PARTICIPATION

25 PARTICIPANTS · ONE COMMON SELECTION

Selection is for the complete programme; attendance at both workshops is compulsory.

Lunch will be served to all confirmed participants.
Confirmation of participation will be sent by email.

COMMUNICATION

CONTACT

Prashant Singh · Research Scholar, Department of Management Studies, BBAU

+91 9198316131 · prashantsingh.bbau@gmail.com

PATRONAGE & LEADERSHIP

Patron: Prof. Raj Kumar Mittal

Chairperson: Prof. Amit Kumar Singh

Convener: Dr. Ramesh Kumar Chaturvedi

PROGRAMME AT A GLANCE

From Technology Readiness to Commercialization

A focused programme connecting technology maturity, manufacturing capability and commercialization pathways for researchers and innovators.

WORKSHOP SCHEDULE

01 **11 AM–1 PM · Technology & Manufacturing Readiness**

TRL/MRL workshop with Shivendra Singh Chauhan on aligning technological maturity, manufacturing capability and deployment.

02 **2–4 PM · Technology Commercialization & Transfer**

Workshop with Dr. Prakash Singh on commercialization, licensing, technology transfer, research mapping and responsible AI use.

COMMON REGISTRATION

ONE APPLICATION · COMPLETE PROGRAMME

25 participants will be selected through this form.

Selected participants must attend both workshops.

Confirmation will be sent by email.

forms.gle/ZcqP66gDYRQHZLRD8

WHO SHOULD ATTEND

Faculty members, researchers, innovators, inventors, research scholars and postgraduate students

PROGRAMME DETAILS

14 AUGUST 2026 | 11 AM–1 PM & 2–4 PM | Meeting Hall, DMS, BBAU

Lunch will be served to all confirmed participants.

Participation is free · 25 seats only · One selection for the complete programme

PATRONAGE & LEADERSHIP

PATRON



Prof. Raj Kumar Mittal

Hon'ble Vice-Chancellor, BBAU

CHAIRPERSON



Prof. Amit Kumar Singh

Professor, Department of Management Studies

CONVENER



Dr. Ramesh Kumar Chaturvedi

Associate Professor, Department of Management Studies