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# A Report on One Day Seminar on "Commercialization of Concept into a Product" Organized by Department of CSE (AI) as part of IEEE Day 2026 Celebrations in Association with IEEE –RAS Student Chapter on 14.10.2026




**Report Submitted by: Mr. K. Mahammad Assistant Professor, Department of CSE (AI)**
**Participants: 100 Participants**
**Time: 11:00 A.M to 12:30 P.M IST**
**Mode of Conduct: Offline (Physical Mode)**
**Venue: MITS Auditorium**
**Report Received on 04.11.2026**

As part of the IEEE Day 2026 celebrations, the Department of Computer Science and Engineering – Artificial Intelligence (CSE-AI) at Madanapalle Institute of Technology & Science (MITS), in collaboration with the IEEE Robotics and Automation Society (RAS) Student Chapter, successfully organized a seminar titled "**Commercialization of Concept into a Product**" on 14th October 2026. The seminar was conducted to create awareness among students about the process of transforming innovative ideas, research outcomes, and technical concepts into practical, market-oriented products.

The programme commenced in the esteemed presence of Dr. P. Ramanathan, Principal, MITS; Dr. R. Kalpana, Head of the Department of Artificial Intelligence, MITS; Mr. K. Mahammad, IEEE Coordinator, CSE(AI), MITS; and Dr. M. Sudhakara, Chief Technology Officer & Director of VMX Consultix Private Limited, Bengaluru, who graced the occasion as the guest of the day and resource person. The presence of the dignitaries highlighted the institution's commitment to promoting technical excellence, innovation, and industry-oriented education. Following the inauguration, Dr. M. Sudhakara commenced the seminar and he introduced the significance of product commercialization in the modern technological landscape and explained how innovative concepts can be transformed into practical solutions that address customer needs and create business value.






## Overview of the Seminar Topic

The seminar focused on the complete journey of an idea, from its initial conception to its successful introduction into the market. The resource person explained that commercialization involves much more than developing a working prototype; it requires identifying a genuine problem, validating the proposed solution, understanding market expectations, managing development costs, and establishing a sustainable business model.

The major points discussed during the seminar were:

- **Idea Generation:** Identifying real-world problems and developing suitable ideas to solve them.
- **Market Research:** Understanding customer needs, studying similar products, and identifying market opportunities.
- **Product Development:** Converting an idea into a working model or prototype using suitable technologies.
- **Testing and Improvement:** Checking the product's performance, identifying problems, and making necessary improvements.
- **Business Planning:** Estimating costs, deciding product prices, and understanding how the product can generate revenue.
- **Product Commercialization:** Introducing the developed product into the market and making it available to customers.
- **Intellectual Property Rights:** Understanding the importance of protecting original ideas, inventions, and product designs.
- **Customer Feedback:** Collecting user opinions and improving the product to meet customer expectations.




## Vote of Thanks

The resource person was felicitated with a shawl and a memento as a token of appreciation for their valuable contribution to the workshop. The felicitation was carried out by the HoD in the presence of all faculty members, program coordinators, and participants, acknowledging the guidance and efforts of the resource person.

Vote of Thanks was given by Mr. D. Jaganathan, Program Coordinator, who thanked the resource person for their valuable sessions and appreciated the active participation of the students. He also thanked the management, HOD, and faculty members for their support in making the workshop successful.

## Outcomes of the Event

The seminar resulted in the following major outcomes:

1. Students learned how to convert an idea into a useful product and bring it to the market.
2. Students understood how to identify real-world problems and develop suitable solutions.
3. Participants learned the importance of customer needs, market research, and feedback in product development.
4. Students gained basic knowledge of business planning, product pricing, and commercialization.
5. The seminar helped students connect classroom learning with industry practices and encouraged them to develop practical and innovative products.

## SDG Goals aligned

The seminar is closely related to the following United Nations Sustainable Development Goals (SDGs):

**1. SDG 4 – Quality Education:** Promotes knowledge, creativity, innovation, entrepreneurship, and practical skills required to transform ideas into marketable products.

**2. SDG 8 – Decent Work and Economic Growth:** Encourages entrepreneurship, startup development, employment opportunities, and economic growth through the commercialization of innovative products.

**3. SDG 9 – Industry, Innovation and Infrastructure:** Supports research, technological development, innovation, product development, and the conversion of new ideas into commercially successful products.

**4. SDG 12 – Responsible Consumption and Production:** Encourages the development of sustainable products, efficient utilization of resources, cost-effective production methods, and environmentally responsible manufacturing.

**5. SDG 17 – Partnerships for the Goals:** Highlights the importance of collaboration among educational institutions, industries, entrepreneurs, investors, and research organizations to bring innovative products into the market.

## Conclusion

The seminar was very useful and informative for the students. The resource person explained how to turn an idea into a product and bring it to the market. Students learned about product development, market research, and business planning. The session encouraged students to think creatively and develop new ideas to solve real-world problems. Overall, it motivated students to improve their skills and entrepreneurial thinking among students.