

## CONCEPT NOTE

### **Event Name: INNOVATION AND EMERGING TRENDS IN BIOTECHNOLOGY AND FOOD TECHNOLOGY**

#### **Event Category: Talk Series**

Biotechnology engineering is an advanced field and combination of applied biology and chemical engineering aspects that includes the use of living things in engineering, technology, medical, and other fields. On the other hand, Food Technology is a new growing discipline working to produce the next generation of new food products like functional and nutraceutical foods. The base of Food Technology work on the principle of value addition, new product development, production of nutritious food and removal of health hazards. The emerging technologies in Biotechnology are Artificial Intelligence in Healthcare used to describe use of machine learning algorithms, development of nano-biotechnology principles in food and agriculture, personalized medicine etc whereas in Food Technology emerging technologies are minimal processing of foods, medicinal foods, waste utilization, intelligent packaging, food toxicology and biosensors for food quality and safety. This flagship event will be focused on novel technologies of Biotechnology Engineering and Food Technology used in Food Industry.

Organizing Institute and Department: **University Institute of Engineering and Department of Biotechnology Engineering and Food Technology**

As per the discussion about the confirmation of three speakers for the talk series at Tech Invent. I hope there is standard format for the talk series at Techn Invent. Please facilitate the event flyers for following:

Event Name- Innovations and emerging trends in Biotechnology and Food Technology

Category- Talk Series

Date - 2nd- 4th September 2021

Time- 10 AM -12 PM

Quiz Prizes to be won -

Ist Prize - Rs 3000  
IInd Prize- Rs 2000  
IIIrd Prize- Rs 1000

10 Consolation prizes of Rs 500

Note: Participants will be provided with a certificate with successful completion of the quiz and feedback.

The details of speakers and title of talk.

## 1) Shikher Chaudhary

1st degree connection

Cognitive Neuroscientist | Neuromarketing, Neuroeducation & Neurohealth | Director of Neurons Inc Asia | TEDx Speaker

Talks about #ai, #neuroscience, #neuromarketing, and #consumerinsights  
Talks about hashtag ai, hashtag neuroscience, hashtag neuromarketing, and hashtag consumerinsights

Mumbai, Maharashtra, India

Tentative date of Talk- 2nd September 2021, 10 AM-12 PM

Title- Using brain mapping to understand consumer behavior

About

With a firm biology background in Biotechnology, I went on to study Cognitive Neuroscience from King's College, London. Following a dissertation on attention in mindfulness, were several internships in London and in the US, wherein I acquired the skills, expertise and scientific background in imaging neurotechnology and their application.

The study of cognitive neuroscience, with a focus on attention, information processing and decision making led me to explore how consumers make decisions and provide businesses and especially marketers the chance to align their messages with the interests, desires and mood of consumers, to reach their target audience on a subconscious level. A certified QEEG practitioner, I made the decision to bring cutting edge neuroscience technology out of the labs and clinical field to the business world as applied neuroscience or rather consumer neuroscience.

Heading the Asian division of Neurons Inc, while at the same time establishing Peak Neurosciences

as the premier neuroscience company in Asia, with a focus on neuromarketing and other innovative services such as neuroprofiling and neurofeedback in the works, is the first step in that process.

## 2) Joanna Kane-Potaka

1st degree connection

Executive Director at Smart Food Initiative (ICRISAT)

Hyderabad, Telangana, India

Tentative date of Talk- 3rd September 2021, 10 AM-12 PM

Title- **How can you impact the food system through your careers impacting the two biggest challenges we have globally – climate change and health issues**

About

Strategic marketing is my core discipline and I am driven by making a positive difference in the world. I began my career as an agricultural economist over 30 years ago, later moving into market research in agribusiness and senior management positions leading strategic marketing, communications, fundraising, knowledge management, and uptake of scientific research. I have worked in four CGIAR research for development centers in five countries. I have conceptualized and lead the creation of the ICRISAT Development Center and multi-stakeholder initiatives like the Smart Food global movement, which was recognized by the Australian and USA governments in 2017 in the top 10 global food innovations.

3)

## Mahesh Anand.S

1st degree connection

AI & ML Consultant | Corporate Trainer | Key Note Speaker

India

Tentative date of Talk- 4th September 2021, 10 AM-12 PM

Title- Role of AI & Deep Learning in Healthcare Technology

About

A very passionate Educationist, Entrepreneur, Corporate Trainer, Motivational Speaker, Data Analytics, Machine Learning & AI Consultant. Having 18 plus years of experience in facilitating the learning of Gen-Y and Gen-X learners to produce exceptional results, to lead life with an attitude to excel, succeed and passionately follow their dreams. Trained 40,000 plus professionals across India on various skills including, Data Analytics, Machine Learning, Deep Learning, Signal & Image

Processing, Computer Vision, Pattern Recognition & Soft Computing using tools like SCILAB, MATLAB, SAS, R,Python,OpenCV, Hadoop,Spark, & different BIG Data ecosystem.

He was a recipient of AT&T Labs award from IEEE Headquarters (New Jersey,USA) during the year 2000, and MV. Chauhan Award from IEEE India Council during the same year, to his credits. He has served as IEEE Student Branch Chairman, during his undergraduate program and bagged Outstanding Leadership & Service award from IEEE Headquarters, during the school year 2000.

**Link for Registration** - The link for the registration for Talk Series "Innovations and emerging trends in Biotechnology and Food Technology" can be added

[https://docs.google.com/forms/d/e/1FAIpQLSdSjlhyAoHfLcBclxCFRTmXYBvdxNQnG1w\\_YaTRsJd4ncdeeg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdSjlhyAoHfLcBclxCFRTmXYBvdxNQnG1w_YaTRsJd4ncdeeg/viewform?usp=sf_link)