

About the R&D Cell: The Research & Development Cell is an initiative under the Institutions Innovation Council (IIC) at Keshav Memorial Institute of Management (KMIM) with an aim to create an environment conducive enough to inculcate and develop the research skills, analytical reasoning, creativity and problem-solving skills of the students and faculty members alike. The R&D cell focuses on collaboration with experts from the industry to build a culture powered by Research and exploration in the broad areas of Idea generation, technology development, prototype development and idea commercialization. The R&D Cell looks towards enhancing the quality of education provided to students by acting as a channel for them to strengthen their research-based competencies and apply their theoretical knowledge into solving real-time problems.

The Idea Café: The R&D Cell has a dedicated space named *The Idea Café* allocated for students and faculty members to interact and brainstorm on exploring the various aspects of idea generation. In the Idea Café, the aspiring researchers can discuss on topics like idea conceptualization, solving real-world societal problems, developing product prototypes, filing of the potential business ideas under IPR and feasibility analysis for their business ideas apart from conducting research on various subject/specialization/business-oriented topics.

Objectives of the R&D Cell: The R&D Cell focuses on developing the research-based competencies of students with regard to conduction of research on various business domains, idea generation & prototype development for addressing societal problems. The following are the key objectives of the R&D Cell:

1. To promote interdisciplinary and translational research (a bridge between basic theories & practical applications) by engaging students, faculty members and industry experts from diverse domains.
2. To understand and support the quantitative & qualitative measures for value-based Idea generation and development.
3. To help students and Faculty members understand the KPIs like concepts, technologies, financial resources and IPR filing required for their entrepreneurial and/or research endeavors.

Core values of the R&D Cell: The R&D Cell believes in creating value to the society by synergizing the research-oriented competencies of the students with advancing technologies, corporate & industrial problem-solving and entrepreneurial pursuits in addition to their academic progress. The

R&D Cell focuses on idea generation, prototype development and/or business case. The core values of the R&D Cell are described as follows:

- **Data-based Decision making:** The R&D Cell looks towards leveraging data skillfully to drive the analysis and to enhance the efficiency of decision-making. Most businesses of the modern era rely on data analytics to streamline their operations, plan on expanding their businesses or to satisfy their stakeholders. Hence, the R&D Cell prioritizes the *development of the analytical skills* of the students through *idea generation, prototype development and/or business case analysis* to help the students in understanding the growing importance of analytical skills in a data-oriented scenario with an emphasis on enhancing their professional performance in the domain of analytics.
- **Synergy & Collaboration:** Breaking the silos between Finance, HR, Marketing, and Operations to solve complex problems, *the R&D Cell encourages cross-disciplinary communication, collaboration and commitment of the students* to address the problems of the evolving businesses in order to obtain Research-based solutions and/or to solve the societal problems through idea generation and development.
- **Ethical Integrity:** *Maintaining the highest standards of academic honesty and data privacy* is central to the R&D Cell. The Cell strives to ensure that the students are performing their research and/or idea generation and/or prototype development in an ethical and authentic manner to earn value in the market not only in the form of credits to highlight their professional portfolios but also to help them understand the significance of earning Goodwill in the society by virtue of ethics.
- **Strategic Innovation:** The R&D Cell aims towards strategic innovation in the light of *empowering students with an exposure to real-time scenarios* across the corporates, industry and the markets. The idea behind that is to inculcate the traits of insightful situational analysis, efficient critical thinking and impactful strategy building among the students to shape them into effective business leaders of the future.