



Department of Biotechnology  
Ministry of Science and Technology  
Government of India  
**DBT**



National Institute of  
Advanced Industrial Science  
and Technology  
**AIST**



# DBT - AIST International Laboratory for Advanced Biomedicine



## DAILAB

### Classroom for Advanced & Frontier Education CAFE

## Series - 53

Date & Time: Jan 7 (3:00- 4:00 PM JST)  
Speaker: Radhakrishnan Nair  
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## **What Nuclear Technology has to Do with Diapers ? : Open Innovation @ Procter & Gamble**

As the title indicates, this talk is not intended to share any advanced research results which you all are familiar with this lecture series.. no graphs, mechanisms or hypothesis. Instead, the talk will touch up on how Procter & Gamble (P&G) leverages Open Innovation with academia and external innovators to solve complex problems associated with developing simple products which you use in your daily life.

Open Innovation enables companies and innovators go beyond their walls and allow wider collaborations in interdisciplinary fields to co-create new to the world ideas at an accelerated pace. Several companies and organizations successfully adapted Open innovation which helped them accelerate innovation to market and build business. P&G pioneered open innovation in 2000 with their Connect and Develop (C&D) strategy. The talk will cover a snap shot of Open Innovation and its importance to today's global world.