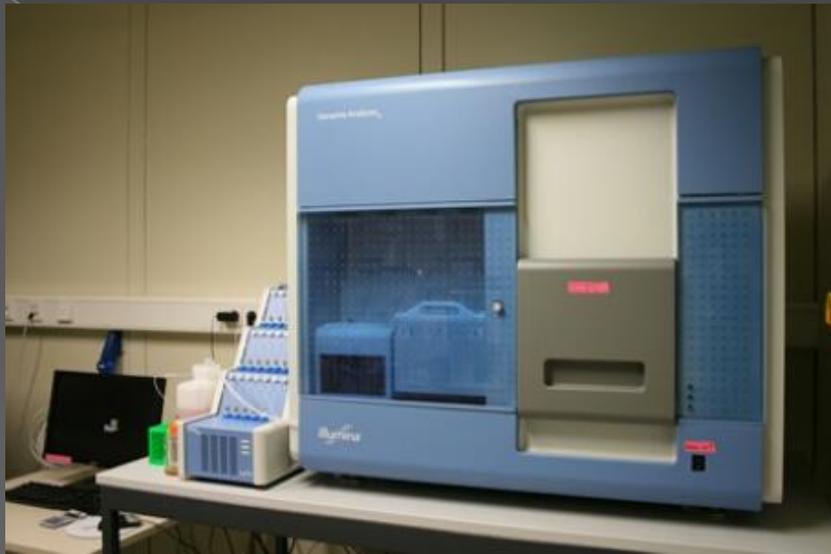


# LAB SETUP

PRIYA VISHWANATH FULPAGARE  
PRN No.2016420487

# NEED OF THE SERVICE

- Service provided:
  - PCR(Thermal Cyclers)
  - DNA Sequencer
  - Gel Documentation
- The above instruments are not normally available in small institutes and colleges.
- The students can able to handle this instruments at graduate level.



DNA Sequencer



GEL Documentation



PCR (Thermal Cycler)

## ➤ PCR(Thermal Cyclor)

- In Polymerase Chain Reaction a single copy of gene is amplify to millions of copy.
- Thermal cyclor is used for Polymerase Chain Reaction.

## ➤ DNA Sequencer

- A DNA sequencer is scientific instrument used to automate the DNA sequencing process.
- A DNA sequencer is used to determine the order of 4 bases: Guanine, Cytosine, Adenine, Thymine.

## ➤ Gel Documentation

- Gel documentation is also known as Gel doc. System, Gel image system or Gel imager.
- It is used for imaging and documentation of nucleic acid and protein polyacrylamide and AGE.

# RESOURCE DIRECTORY

- PCR
  1. Bioline technologies
  2. Thermal fisher scientific
- DNA sequencer
  1. Roche
  2. Illumina
- Gel documentation
  1. Biotek Engineers
  2. Biolinx India Pvt. Ltd.

# MARKETING PLAN

- Planning precedes market action and covers the business task that must be carried out before a programme is made operational.
- Marketing planning includes product, price, place and promotion.
- The product is a starting point of selling process thus it is necessary for planning the strategies for product positioning.

- ◉ Strategies for service positioning
  1. The use or application approach
  2. The competitor approach
- ◉ Advertising
  1. By visiting different institutes
  2. distribution of pamphlets

# PERSONNEL MANAGEMENT

- Every entrepreneur has to maintain following books an entries:-
  1. Adult workers register
  2. Muster
  3. Notebook of accidents and dangerous situation
  4. Paid salary notebooks
  5. Selection and training
  6. compensation
  7. Performance appraisal

# FINANCIAL MANAGEMENT AND COST CONTROL

- Entrepreneur has following financial function:
  - a) Project feasibility
  - b) Capital budgeting and management
  - c) Break even analysis
  - d) Incentives and taxation
  - e) Marketing and distribution
  - f) Working capital management

- ◉ Commercial banks grant advances for working capital in the form of credit facilities .
- ◉ In India about 75% of working capital on an average is met by banks
- ◉ Atal innovation mission(AIM)
- ◉ Biotechnology industry research assistance council(BIRAC)
- ◉ Department of science and technology
- ◉ National skill development mission

# CONCLUDING REMARK

- The main reason behind running a laboratory is that students get exposure to techniques and instruments which not available in academies and students carrying research project can carry out their research work.
- Arrangement of workshop.

Questions ?

THANK YOU