



## Publicity and Media Cell

**Indian Institute of Engineering Science and Technology, Shibpur**

(Formerly Bengal Engineering & Science University, Shibpur)

P.O :Botanic Garden, Howrah – 711 103, West Bengal, India

Telephone: (033) 2668-4561-63, 2668-0521-25, Fax: (033) 2668-0637

Webpage : <https://www.iiests.ac.in>

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### **PRESS RELEASE**

#### **Indo-German Living Lab Initiative at IEST Shibpur Strengthens AI Academia– Industry Partnership**

The Indian Institute of Engineering Science and Technology Shibpur, in collaboration with [GIZ Germany](#) (the German Agency for International Cooperation), successfully hosted the prestigious “Indo-German Living Lab Initiative” on May 7, 2026, at its sprawling Shibpur campus. The landmark international programme focused on building AI-driven academia–industry innovation partnerships between India and Germany, with special emphasis on strengthening collaboration among Indian MSMEs, German SMEs, research institutions, and industrial ecosystems. Ministry of Education, Government of India is an active collaborator for this programme and 2 NITs and IEST, Shibpur are onboarded in the Indo-German Living Lab Initiative.

Organized by the Industry-Institute Partnership Cell (IIPC), the initiative emerged as a significant platform for fostering cross-border technological cooperation, industrial innovation, and sustainable development. The programme brought together eminent academicians, policymakers, industry leaders, the MSME representatives, innovation experts, entrepreneurs, alumni and international delegates to deliberate on the transformative role of Artificial Intelligence (AI), in smart manufacturing, Industry 4.0 technologies, and sustainable industrial growth.

The event highlighted the growing global importance of AI-enabled industrial ecosystems. Welcoming the delegates, Prof. Konika Das (Bhattacharya), Chairperson of the IIPC, emphasized the pivotal role academic institutions must play in empowering MSMEs through innovation-led research, consultancy support, technological interventions, and AI-based industrial solutions. She noted that stronger collaboration between academia and industry would not only strengthen India’s manufacturing capabilities but also create globally competitive, sustainable, and technology-driven industrial ecosystems and globally relevant technological manpower.

Addressing the gathering, the Director of Indian Institute of Engineering Science and Technology, IEST, Shibpur, Prof. V.M.S.R. Murthy, underlined the importance of deepening the above cooperation. He remarked that the integration of Germany’s industrial expertise with India’s rapidly expanding research and manufacturing strengths could open new avenues for innovation, entrepreneurship, and economic growth.

The distinguished delegation from GIZ included Ms. Sabrina Garcia, Project Director; Ms. Preyansi Mani, Project Manager; and Ms. Chani Raj, Technical Advisor. The programme also

witnessed the participation of Dr. Alireza from the University of Leipzig and Mr. Nitij Singh, South Asia Representative from the Hertie School. With IEST Shibpur serving as a strategic academic and technological knowledge partner, theGiZ delegates emphasized the importance of involving young minds in practical problem-solving activities connected to real industrial challenges faced by MSMEs finally leading to the integration of students and researchers into AI-enabled innovation ecosystems. Such initiatives are expected to create future-ready talent, strengthen experiential learning, and promote industry-oriented research and entrepreneurship among young engineers and researchers.

As part of the proposed collaboration roadmap, two faculty members from Indian Institute of Engineering Science and Technology Shibpur are expected to visit Germany for a first-hand experience and exposure to the functioning of German SMEs, innovation ecosystems, industrial automation practices, and applied research frameworks. The Indo-German Living Lab Initiative programme is expected to formally commence in early 2027 following bilateral visits, formal Memoranda of Understanding (MoUs), and the completion of collaborative institutional agreements between the participating stakeholders.

Mr. Shaswata Mukherjee, Senior Manager of the Bengal Chamber of Commerce and Industry, highlighted the immense industrial and entrepreneurial potential of Eastern India's MSME sector. Mr. M. K. Anjanaiah, Joint Director of the Ministry of Micro, Small and Medium Enterprises, Government of India also addressed the gathering on various Government of India initiatives aimed at strengthening MSME growth and quality standards. Mr. Gautam Ray, an alumnus and well-known corporate manager, mentioned about large MSME presence in West Bengal and the benefits of industry-academia linkages for MSME.

Representatives from the Bengal Chamber of Commerce and Industry highlighted the immense industrial and entrepreneurial potential of Eastern India's MSME sector. Senior officials from the Ministry of Micro, Small and Medium Enterprises, from the MSME Testing Centre, Kolkata, also addressed the gathering on various Government of India initiatives aimed at strengthening MSME growth and quality standards.

The international delegates also visited several advanced research laboratories and innovation facilities at Indian Institute of Engineering Science and Technology Shibpur, including the Solar PV Hub, Healthcare Laboratory, SOMR Facility, VLSI Laboratory, and the Wind Tunnel & Drones Laboratory under the Department of Aerospace Engineering and Applied Mechanics. The event concluded with an extensive open discussion involving institute leadership, laying the foundation for future Indo-German collaborations in various domains.

The Indo-German Living Lab Initiative reinforced the shared commitment of India and Germany toward building future-ready innovation ecosystems driven by technology, research excellence, industrial cooperation, and inclusive economic growth.



Prof. V. M. S. R. Murthy, Director, IEST, Shibpur welcoming Ms. Sabrina Garcia, Project Director, GIZ



Teams from GIZ, BCCI, MSME-GoI, IEST, Shibpur

*Nirmalya Kumar Bhattacharyya*

**Dr. Nirmalya Kumar Bhattacharyya**  
**Public Relation Officer**  
**IEST, Shibpur**