

## IIM Udaipur inaugurates cutting-edge behavioural lab in Jaipur

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**Boosting research and innovation in collaboration with Government of Rajasthan**



The Indian Institute of Management Udaipur (IIMU) has announced the inauguration of its state-of-the-art Behavioural Lab, established in collaboration with the Government of Rajasthan under the aegis of the Department of Information Technology & Communication (IT&C).

The lab was inaugurated on 30th July 2024 by Col. Rajyavardhan Singh Rathore, Minister of Information Technology and Communications, Government of Rajasthan. The Behavioural Lab is located within the Rajasthan Centre of Advanced Technology (R-CAT) premises in Jaipur.

Equipped with technologies such as Electroencephalography (EEG), Eye Tracking, and Galvanic Skin Response (GSR), the Behavioural Lab will facilitate comprehensive behavioural experimentation. This enables researchers to explore the complexities of human cognition, emotion, and behaviour, providing essential insights for academic research, policy testing, and market applications.

The Behavioural lab is envisioned as a pioneering hub for interdisciplinary research, advancing the understanding of human behaviour and decision-making through cutting-edge neurophysiological tools like EEG, Eye Tracking, Galvanic Skin Response, and driving innovation in academic research, government policy, and market applications. The facility is expected to benefit various stakeholders such as faculty, researchers, and PhD students across universities, government departments, and business professionals across industries, especially MSMEs and startups.