



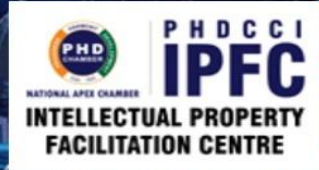
TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To GGSIP University
Recognized under Sec 2(f) of UGC ACT 1956

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

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INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)
TECNIA INSTITUTE OF ADVANCED STUDIES
EDC:TECNIA INCUBATOR
The Crucible of Eureka

To Pursuing, Fostering & Transforming Ideas to Enterprises

PHD Intellectual Property Facilitation center in association with Tecnia Institute of Advanced Studies Organizing

Webinar on "Innovation, Intellectual Property Rights with special focus on Entrepreneurship"



Dr Ram kalish Gupta
Chairman & Patron
Tecnia Group of Institutions
New Delhi



Dr Ranjeet Mehta
Principal Director,
PHDCCI



Mr D P Goel
Co Chairman MSME
Committee PHDCCI



Dr Durgesh Tripathi
Professor, University
School of Mass
Communication (USMC)
GGSIPU, New Delhi



Mr Sandeep Agarwal
Director,
Adastra IP



Dr. Ajay Kumar
Director,
TIAS, New Delhi



Dr. Rashmi Gujarti
Dean Management
Institution's Innovaton Council
TIAS, New Delhi

For registration and more information:

Contact

**Co -Convenor - Dr Sheetal Badesra,
Mr Inderpreet Singh**



17 OCTOBER

Saturday



PM 3:00

Joining Link:



TECNIA INSTITUTE OF ADVANCED STUDIES

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INSTITUTION'S INNOVATION CELL

REPORT

Event : Seminar
Topic : To Pursuing, Fostering and Transforming Ideas to Enterprises
Date : 17 October'2020
Time : 3:00 pm to 5:00 pm
Venue : Zoom online
Convener : Dr. Rashmi Gujarati
Co- Convener : Mr. Inderpreet Singh
Dr. Sheetal Badesra

Resource person

Dr. Ranjeet Mehta: Principal Director of PHDCCI

Mr. D.P Goel : Co chairman MSMF committee PHDCCI

Dr. Durgesh Tripathi: Professor, University school of mass communication GGSIPU, NEW DELHI.

Mr. Sandeep Aggarwal

Objectives

1. To enrich the participants with the entrepreneurial skills
2. To make the participants understand about the various types of entrepreneurial skills and managerial skills.
3. To enhance the knowledge and encourage the youngsters to startup their own venture.
4. To make the participants understand about the organizational skills adopted by the young blood to enhance revenue.
5. To make the participants aware about the online modes .

Report

This Seminar was intended to train participants with the different methods of entrepreneurial framework to produce quality results from the new entrepreneurs. The key focal point of the Seminar was to identify the tools and techniques used by entrepreneurs to uplift business.

The participants have learnt about the type of different modes of enterprises in detail. In Seminar complete online guidance was given by resource person. Seminar has enabled them to analyze and interpret the digital marketing opportunities and many more techniques.

Resource Person

The resource person of the Seminar was:

- DR. RANJEET MEHTA
- MR. DP GOEL
- DR. DURGESH TRIPATHI
- MR. SANDEEP AGGARWAL

SPEAKER DR. RANJEET MEHTA

DR. Ranjeet Mehta as a Principal Director of PHDCCI.

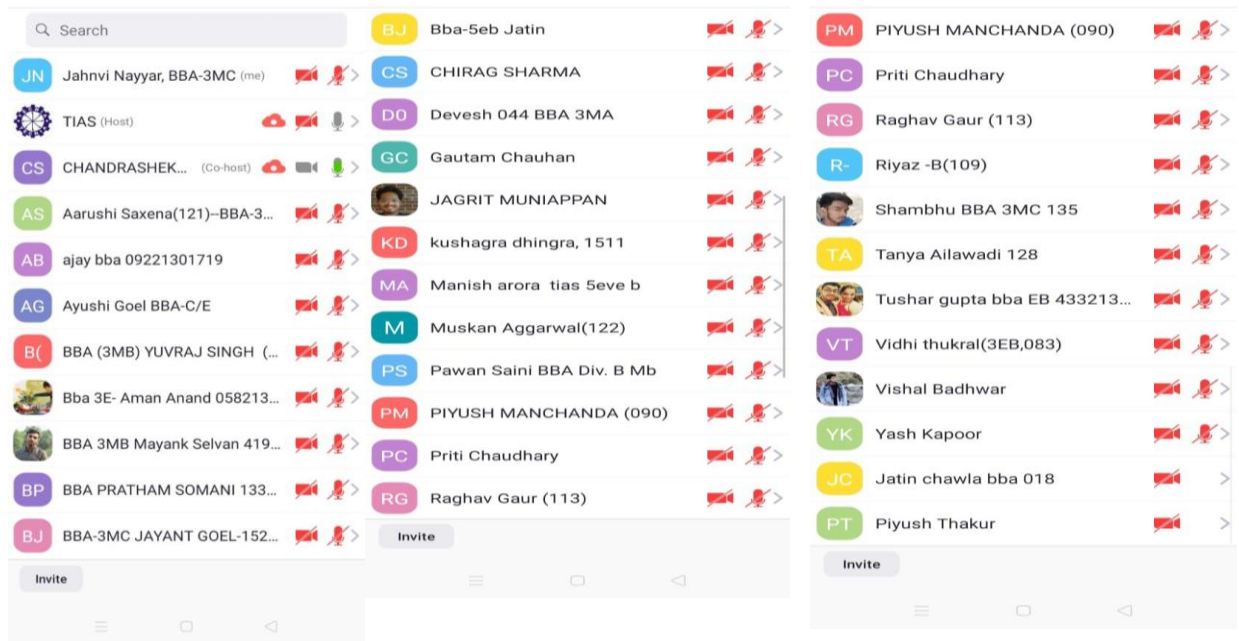
MR. MEHTA addresses us about the following concerns:

- Mr Mehta gives us the brief introduction about entrepreneurial skills.
- He further added that people should start focusing more on the contact less businesses.
- Mr Mehta also molded us that what all things should an individual focuses on while starting the business:
 - The individual should know how to execute the plan.
 - To follow their passion.
 - Innovation
 - Employment generation
 - Development

Improvement

Wealth generation

- He further added what all the skills are required for an organization level:
 - Ageless dismantles the soloed teams that slow things down. Faster development reduces the risk of flubbed deliverables. Agility lets teams pivot away from suboptimal solutions. Agile can morph to meet a company's particular needs.
 - Changing optimization in business and public services has specific features in comparison with other. The optimization plays very important roles especially in business because it helps to reduce costs that can lead to higher profits and to success in the competitive fight.
 - Contactless Secure transactions and fewer fraud losses. With contactless payments, the card or device never leaves the customer's hand, making it more secure. Less physical interaction and spread of bacteria and Efficiency in operations and processing. It Streamlined payment system and processes and Increased customer satisfaction.
 - Data literacy is the ability to read, work with, analyses and communicate with data. It's a skill that empowers all levels of workers to ask the right questions of data and machines, build knowledge, make decisions, and communicate meaning to others.
 - Communication skills are essential in order to deliver and understand information quickly and accurately. Being able to communicate effectively is a vital life skill and should not be overlooked



Students Attending the Seminar

SPEAKER : DR. D P GOEL

DR. DP GOEL is a co chairman MSMF committee PHDCCI.

- Dr Goel briefed us about the entrepreneurial tools.
- He further molded us about the best trading indicators:

Moving average used to determine the past price of goods that effects the would be success. Moving averages help the traders, marketers to track the trends of financial assets by smoothing out the day-to-day price and fluctuations.

Exponential moving average is used to produce buy and sell signals based on crossovers and divergences from the historical average.

Moving average convergence divergence is a trend-following momentum indicator that shows the relationship between two moving averages of a security's price. ... Traders may buy the security when the MACD crosses above its signal line and sell—or short—the security when the MACD crosses below the signal line.

Bollinger bands adjust themselves to market conditions. This is what makes them so handy for traders; they can find almost the entire price data needed between the two bands.

Relative strength index (RSI) is a momentum indicator used in technical analysis that measures the magnitude of recent price changes to evaluate overbought or oversold conditions in the price of a stock or other asset

- He also informed us about the interpersonal skills required for business as:

Mindset aspect will help you to minimize the importance of failure and rejection in your life. Additionally, being able to plan ahead and foresee potential problems (a key part of an entrepreneurial mindset) will help you to live a more organized, less stressful life.

Skills aspect help people start a business and manage a single branch of a business. But it doesn't stop there. Employers seek business candidates who possess high levels of emotional intelligence, communication skills, and organizational skills.

Practice aspect for your own area of expertise or business is an important part of making everything works smoothly and efficiently. Best practices can keep evolving as new and better solutions are found or evolve from better awareness, new technology, or simply different ways of looking at things.

SPEAKER: DR. DURGESH TRIPATHI

DR. DURGESH TRIPATHI is a Professor, University school of mass communication GGSIPU, NEW DELHI.

- He informed us about the various types of entrepreneurial skills.
- He also elucidate that marketing and innovation are the two essential elements for the growth of business as successful exploitation of new ideas is crucial to a business being able to improve its processes, bring new and improved products and services to market, increase its efficiency and, most importantly, improve its profitability.
Business innovation is when an organization introduces new processes, services, or products to affect positive change in their business. Ultimately the goal is to reinvigorate a business, creating new value and boosting growth and/or productivity.
- Mr. Tripathi also stated that what skills are required for business:

Business Proposal and Business Plan Development designed to create long-term value for your business, it's very important to share your vision with key stakeholders. Service, sales, and management should all be on the same page about the company vision for creating long-term value.

Financial Literacy helps you communicate more effectively with managers and accounting departments. You will see significant organizational and productivity improvements when you learn to “speak their language.” Effective communication is an essential element of every successful organization.

Budgeting is most important tools an entrepreneur can develop for a business is a budget. Budgets allow a business owner to not only plan for expenses, but to analyze expenditures and make changes according to the needs of the enterprise.

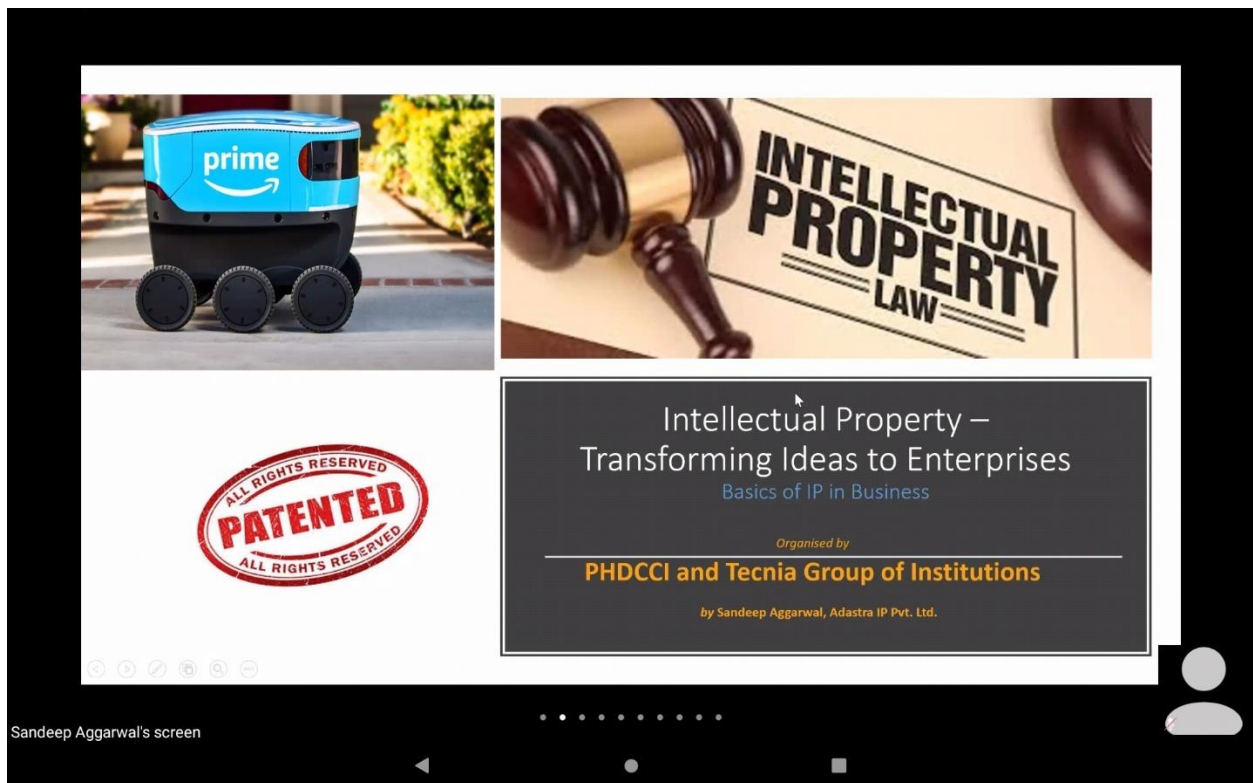
Marketing Skills is important because it allows businesses to maintain long-lasting and ever-present relationships with their audience. It is not a one-time fix; it is an ongoing strategy that helps businesses flourish. It engages: Customer engagement is the heart of any successful business.

Hiring Management is efficient staffing management begins by hiring the right people for open positions. Hiring efficient, knowledgeable employees will help your business attain a reputation for quality products and service. Hiring undependable or unknowledgeable employees can turn off customers and make you lose business.

Technical Skills is power, and the more your employees know, the more your business can grow. By providing technical skills training for your employees, you're instilling self-confidence that they have the knowledge and competence to perform their daily tasks to the best of their ability.

SPEAKER : DR. SANDEEP AGGARWAL

DR. SANDEEP AGGARWAL is a Director of Adastra IP



Speaker Elaborating about Intellectual Property

- Mr. Aggarwal briefed us about the Zomato increased the number after covid
- Entrepreneurship is only about ideas; the way amazon did i.e to introduce something online. The way zoom did to introduce online webs.
- Zoom was all about to help people who are not so much tech-savvy. 60 billion dollar company now zoom is how to bring values to idea. It's the execution of ideas not only just ideas that are there.

Intellectual Property (IP)

IP : umbrella term for the results of creative efforts from the mind or intellect.
Convention Establishing the World Intellectual Property Organisation 1967 (WIPO) defines IP:

“rights relating to:

- literary, artistic and scientific works; performances of performing artists, phonograms and broadcasts
- **inventions in all fields of human endeavour**
- scientific discoveries
- **industrial designs**
- **trade marks, services marks and commercial names and designations**
- protection against unfair competition, and
- all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields.”

Sandeep Aggarwal's screen

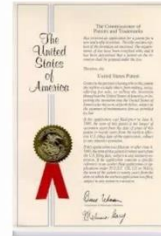


Sandeep Aggarwal Sir explained the Intellectual Property

- IP says as you are the first one to develop ideas, that newness would be rewarded eg: mobile phones
- A company takes risks to introduce something new to market and then one is asked to not monopolies it
- IP is sort of providing profits to company to introduce something new
- IP is rights to something new. A property which is coming out of your intellect (mind). Creativeness comes out of intellect. And this intellect needs to be protected that is why ip exists, not necessarily all are protected because they are territory specific.
- IP rights are given to ORIGINAL CREATERS, by granting them legal rights.
- IP helps you protecting the creation
- IP is also called Negative Rights. Because you have the right to stop others from doing them irrespective of the right you own to yourself. In simple words, you are giving yourself free to do anything but not letting others do it.
- There are multiple ip rights to a single product. Like mobile phone touch, headphones, etc. a mobile phone has even more that 500 patent.

What makes up Intellectual Property (IP)

- Patents
- Trade marks
- Copyrights
- Industrial design
- Integrated Circuit Lay Out Design Rights
- Know-How/Trade Secrets
- Farmers' Rights/Plant Breeder's Rights
- Domain Names
- Proprietary Databases



Sandeep Aggarwal's screen

Intellectual Property

- Trademarks are origin of the product like apple including brand names, logo
copyrights are more on art than techno, like, user manual text is copyright, drawing.
 - design rigs, basically talks about the design of a product
- Patent is basically about tech related things. Like, amazon, zoom.
 - Industrial rights judging product looks. Related to eye.
 - Circuit layout is unique, one can get it registered
 - Trade secret of a business like coco cola formula. As long as you can keep a secret a secret, one can enjoy trade secret right. In India it is not that recognizes but in USA.
 - If you come up with a new variety of plant or feature of plant one can get it registered (farmer's rights)
 - Domain names is domain like google can be protected
 - Utility level is not as recognized in India.
 - China is no 1 in filing patent filing. Whereas India is only at 1 lakh pa.
 - One needs to think how a solution can be brought to N number of problem available to us. Because entrepreneurship is basically about idea. People are these days keen about starting their own venture rather being under a job.
 - IP is important for people who are keen to develop a new idea
 - India now grants patents to now **PRODUCT AS WELL AS PROCESS**
 - Even on CENTS patents are being registered.
 - “one of the oldest trademarks” (check)

- Report said that more than half of consumer appealing is done through design, as it is most imp aspect of consumer satisfaction.
- Two major IP are: industrial rights (tech, consumer aspects) and copyrights (literature, manuscript, art)

➤ How IP plays importance in life cycle of products

- Find out how novel your idea is (1stage)
- Regulatory aspect
- Launch state where first stage of IP is here
- Actively enforce their IP rights is at growth stage (it is important to enforce them, which many don't do it, even if they have ip)
- Innovating is required (innovation is not a one time exercise) make innovation a part of your culture. Even if there are failures, try. (plateau stage)
- Competition, irrespective of IP there would be competition

The image shows a presentation slide with a black border. The slide title is "IP during product life cycle". Below the title is a bulleted list of stages: "Pre filing stage/discovery stage", "Regulatory approval phase", "Launch stage", "Growth stage", "Plateau", "Introduction of Competition and", and "Death of the product". In the bottom right corner of the slide, there is a small video inset showing a person. At the bottom left of the slide, the text "Sandeep Aggarwal's screen" is visible. Below the slide, there are navigation icons: a left arrow, a central dot, and a right arrow.

IP Product Life Cycle

- Death is one thing has to go obsolete irrespective of what it was earlier.
- Viagra is owned by Pfizer. You can use the tech name of medicine but not main name
 - They got patent their viagra med but also their design and color was protected. Copyrights of ads were there. Even if their competition comes their med would be unique.
 - Sales was over 1 billion dollars for 40 years but there was a decline.
 - Decline was because of competition,
- Patents system
 - New invention tech ones even the processes
 - Beyond novelty and innovative that other could not have thought of, should not be obvious
 - Inventive, should be capable of making in industry.

Indian Patents Act, 1970

- Invention:
 - Sec.2(1)(i)
 - “Invention” means a new product or process involving an inventive step and capable of industrial application
- Patentable subject matter
 - Invention must relate to a Process or Product or both
 - be new (Novel)
 - involve an inventive step
 - be capable of industrial application
 - Should not fall under the exclusions of Section 3 and 4

Sandeep Aggarwal's screen

Speaker explaining Indian Patents Act, 1970

From perspective of tech institute what matters is reputation and rankings “MIRF”

IP Seminar add marks and compete for 100 marks

- From student perspective you are original author or developer if you are innovating something and should take care too is getting the credited. By having IP you have opportunity to commercialize it
- Differentiation from peers is a great reward. As placements are not available easily. Get an idea which can commercialize it and get into real word
- Do something innovative and practice in real life, as practical thing is only that matters.
- Market things that you can convert from ideas.
- Experience is what it is a great reward.
- 1600 price for application of IP.

Vote of Thanks

DR. RASHMI GUJARATI

DR. RASHMI is a Dean Management Institutions Innovation council, TIAS.

Vote of thanks has been given by Dr Rashmi Gujrati she thanks to our guest they gave us their precious time from there busy schedule and also big thanks to Chairman and Director who gave them opportunity to organizes this event.

We are very grateful to all the respective teachers for giving their precious time and motivating us with entrepreneurship skills and knowledge.

Learning outcome

1. Participants have learnt about entrepreneurial skills.
2. Participants have learnt about the different modes of online business.
3. Participants have analyzed about the managerial skills.
4. Participants have also learnt more about the investing process.

List of Beneficiaries

S. No	Name	Enrollment Number	Course
1	BHAVYA JAIN	41721301718	BBA
2	SIMRAN SIDDHIKA	41821301718	BBA
3	SUYASH BANSAL	44021301718	BBA
4	RISHIKA GULATI	44121301718	BBA
5	SOMYA VERMA	44221301718	BBA
6	PRATEEK ARORA	44721301718	BBA
7	Kavitha Kumar	02717001718	BBA
8	Keshav Kharbanda	02817001718	BBA
9	Kirit Sethi	02917001718	BBA
10	Lakshay Sukhija	03117001718	BBA
11	Mansi Arora	03217001718	BBA
12	Mehul Biswas	03617001718	BBA
13	Mohit Kumar	03717001718	BBA
14	AARUSHI SAXENA	12117001719	BBA
15	JAHNVI NAYYAR	12717001719	BBA
16	KRITI NAGI	13117001719	BBA
17	Yash Raj	13217001719	BBA
18	PRATHAM SOMANI	13317001719	BBA
19	SHAMBHU	13517001719	BBA
20	Umang Gupta GUPTA	13617001719	BBA
21	JAYANT GOEL	15217001719	BBA
22	Kanish Sidhar	35717001719	BBA
23	DEEPANSHU MITTAL	36617001719	BBA
24	SRISHTI GUPTA	3521301719	BBA
25	SAKSHAM AGGARWAL	3621301719	BBA
26	MANSI SINGH	4021301719	BBA
27	AADITI TOKISH	4121301719	BBA
28	KARTIK DUREJA	4221301719	BBA
29	PRATIK MAMGAIN	4321301719	BBA
30	PIYUSH THAKUR	4621301719	BBA
31	HARSHIT TULI	4721301719	BBA
32	AAKARSHAN DHINGRA	4821301719	BBA
33	YASH KAPOOR	4921301719	BBA
34	KESHAV SHARMA	5621301719	BBA

35	AMAN ANAND	5821301719	BBA
36	Akshat garg-	00917001719	BBA
37	Vibhor	01617001719	BBA
38	Manav jawa	03717001719	BBA
39	Rohan Mittal	01717001719	BBA
40	Riya goel	05817001719	BBA
41	Aryan Atreya	01117001719	BBA
42	PRITI	03417001719	BBA
43	Harshit Grover	10317001719	BBA
44	kanishka kalra	12017001719	BBA
45	Sarthak verma	09117001719	BBA