



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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INSTITUTION'S INNOVATION CELL

REPORT

| | |
|------------------------|---|
| Event | Seminar |
| Theme | INTELLECTUAL PROPERTY RIGHTS AND IP MANAGEMENT FOR INNOVATION AND START UPS |
| Date | 10 FEBRUARY'2021 |
| Time | 11:00 am to 12:00 pm |
| Venue | Virtual (Zoom Video Conferencing Platform) |
| Convener | Dr.Rashmi Gujrati |
| Co-Convener | Mr. Inderpreet Singh Dr. Sheetal Badesra |
| Resource Person | |
| 1. | Dr. Ranjeet Mehta Principal Director, PHDCCI |
| 2. | Mr. DP Goel Co chairman MSME committee PHDCCI |
| 3. | Dr. Durgesh Tripathi Professor, University school of mass communication, GGSIPU, NEW DELHI |
| 4. | Mr. Sandeep Aggarwal Director, Adastra IP |

Objectives

1. IPR awareness was to create public awareness about the economic, social and cultural benefits
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 start up 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

SEMINAR

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

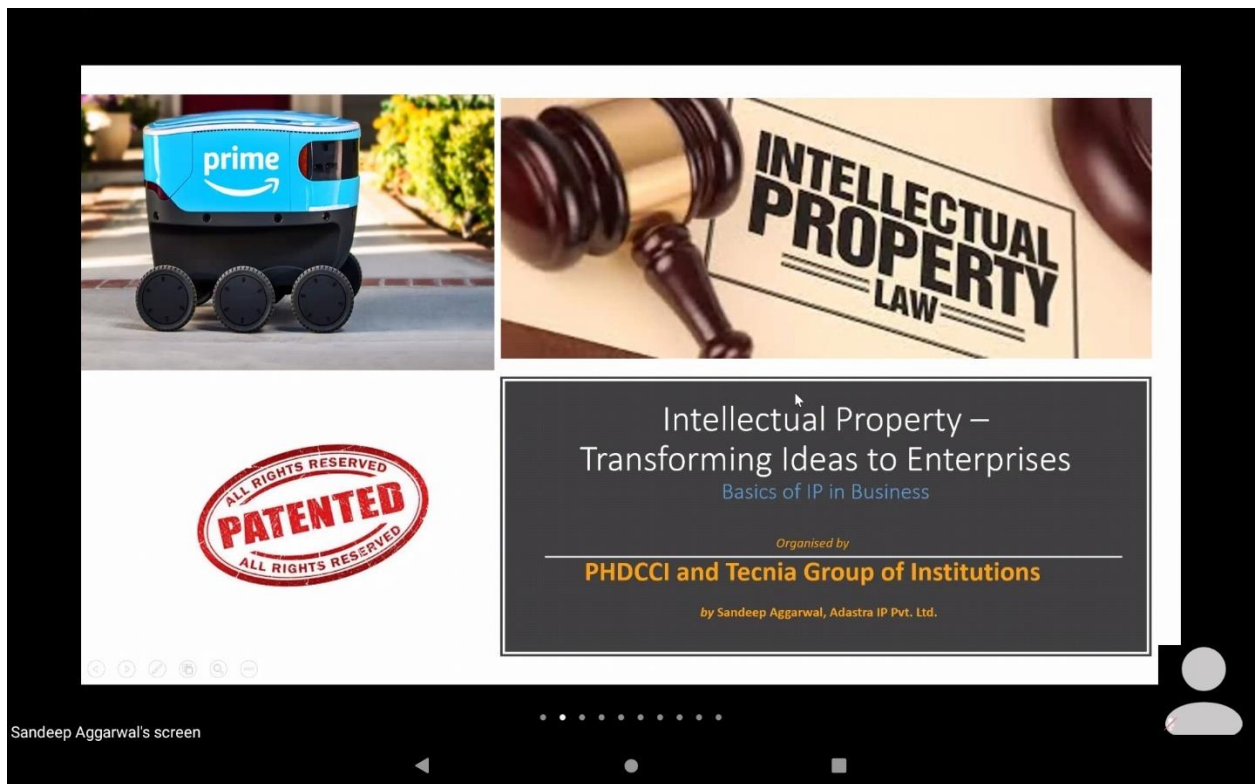
The participants have learnt about the type of different modes of enterprises in detail. In workshop complete online guidance was given by resource person. Workshop has enabled them to analyse and interpret the digital marketing opportunities and many more techniques.

Resource Person

The resource person of the workshop were:

- Dr. Ranjeet Mehta
- Mr DP Goel
- Dr. Durgesh Tripathi
- Mr. Sandeep Aggarwal

SPEAKER: Dr. Ranjeet Mehta



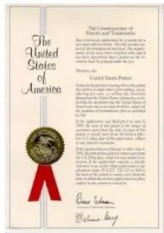

Dr. Mehta briefed us about Intellectual Property Right with the start ups.


- He further informed us the opportunities in the MSME are enormous due to following reasons:
- Less capital intensive.
 - Extensive promotions and support by government.
 - Reservation for exclusive manufacture by small scale sector.
 - Project profiles.
 - Funding- finance and subsidies.
 - Machinery procurement.
 - Technical and managerial skills.

- Project profiles.
 - Export promotions.
 - Tooling and testing support.
 - Increasing export potential for Indian products.
- Dr. Mehta informed us about the start ups.
- A startup is an entrepreneurial venture in search of enough financial backing to get off the ground.
 - The first challenge for a startup is to prove the validity of the concept to potential lenders and investors.
 - Startups are always risky propositions but potential investors have several approaches to determining their values.

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**

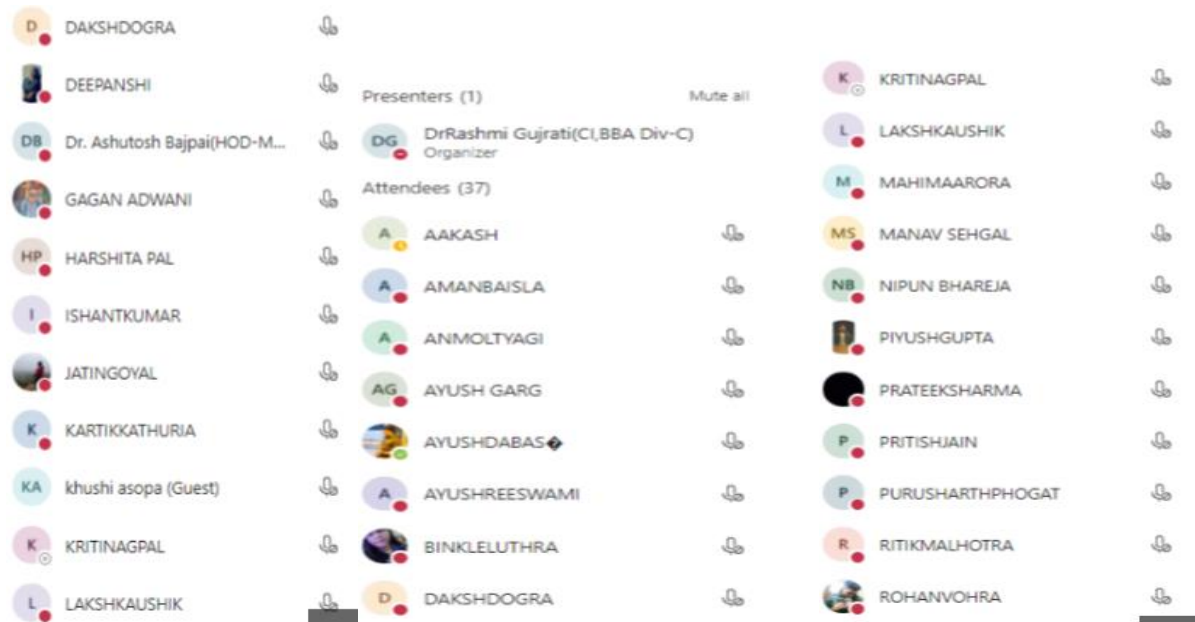





Sandeep Aggarwal's screen

Elaboration of start ups

Speaker elaborated about Intellectual Property Right



STUDENTS ATTENDING THE WORKSHOP

- **SPEAKER: MR. DP GOEL**

- Mr. Goel addresses about the entrepreneurial skills and more about intellectual property.
 - Entrepreneurial skills can encompass a broad range of various skill sets like technical skills, leadership and business management skills and creative thinking. Because entrepreneurial skills can be applied to many different job roles and industries, developing your entrepreneurial skills can mean developing several types of skill sets. For instance, to be a successful business owner, you may need to develop your business management skills. To build and maintain successful project teams you might need to improve your leadership and communication skills.

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



Speaker Elaborated the Intellectual Property

SPEAKER: DR. DURGESH TRIPATHI

- Dr. Tripathi informed us about IPR.
- He further added that Intellectual property rights are legal rights that provide creators protection for original works, inventions, or the appearance of products, artistic works, scientific developments, and so on.
- There are four types of intellectual property rights (IP): patents, trademarks, copyrights, and trade secrets.
- Dr. Tripathi further informed us about the entrepreneurial skills :
 1. Business management skills
 2. Teamwork and leadership skills
 3. Communication and listening
 4. Customer service skills
 5. Financial skills
 6. Analytical and problem-solving skills
 7. Critical thinking skills
 8. Strategic thinking and planning skills
 9. Technical skills

10. Time management and organizational skills
11. Branding, marketing and networking skills

- **SPEAKER: MR. SANDEEP AGGARWAL**

- Mr. Aggarwal briefed us about IPR and startups.
- He informed us about start up:
 1. A startup or start-up is a company or project undertaken by an entrepreneur to seek, develop, and validate a scalable economic model.
- While entrepreneurship refers to all new businesses, including self-employment and businesses that never intend to become registered, startups refer to new businesses that intend to grow large beyond the solo founder.
- He further informed us about the IPR :
 1. Utility: A utility patent protects the creation of a new or improved product, process, composition of matter, or machine that is useful.
 2. Design: A design patent protects the ornamental design on a useful item.
 3. Plant: A plant patent protects new kinds of plants produced by cuttings or other nonsexual means.
 4. Trademark: Trademarks are another familiar type of intellectual property rights protection. A trademark is a distinctive sign which allows consumers to easily identify the particular goods or services that a company provides.

➤ **Dr. Rashmi Gujrati, Dean, Tecnia Institute of Advanced Studies, New Delhi**

She gave a thanking speech by addressing the speaker. She addressed the students and motivated all of us to grow and learn as an professional to put into some good deeds in the society and to ourselves.

Learning outcome

1. Participants have learnt about the benefits and outreach of IPR's.
2. Participants have learnt about the different modes of online business.
3. Participants have analyzed about the managerial skills.
4. Participants have learnt more about the entrepreneurial skills

List of Beneficiaries

| S. No | Name | Course |
|-------|-----------------------|--------|
| 1 | NAMAN VIJ | BBA |
| 2 | VIDHI SHARMA | BBA |
| 3 | HARSHITA PAL | BBA |
| 4 | SHUBHANKARPATHAK | BBA |
| 5 | HIMANSHU MISHRA | BBA |
| 6 | SHIVAM BANSAL | BBA |
| 7 | VARUN KUMAR | BBA |
| 8 | ARJIT CHAUDHARY | BBA |
| 9 | SAJAL GARG | BBA |
| 10 | JASKIRAT HORA | BBA |
| 11 | AKSHEET GOYAL | BBA |
| 12 | DAKSH DOGRA | BBA |
| 13 | SIDDHARTH BHUTORIA | BBA |
| 14 | NIKHIL BOHRA | BBA |
| 16 | ROUNAK VIJAY | BBA |
| 17 | Nakul Goyal | BBA |
| 19 | ISHANT KUMAR | BBA |
| 20 | AADITYA GUPTA | BBA |
| 21 | SHREYA GOEL | BBA |
| 22 | Mansi Singh | BBA |
| 23 | RATTAN SAGAR | BBA |
| 24 | DIMPLE KHANNA | BBA |
| 25 | Saksham Khanna | BBA |
| 26 | SAHIL DUGGAL | BBA |
| 27 | AAKASH | BBA |
| 28 | AJAY KATARIA | BBA |
| 29 | AASTHA | BBA |
| 30 | OM GUSAIN | BBA |
| 31 | VANSH AGARWAL | BBA |
| 32 | MAHIM AARORA | BBA |
| 33 | KRITI NAGPAL | BBA |
| 34 | SAGAR RATHOR | BBA |
| 35 | KARTIK KATHURIA | BBA |
| 36 | MANAV SEHGAL | BBA |
| 37 | RHYTHEM GUPTA | BBA |
| 38 | BINKLE LUTHRA | BBA |
| 39 | SHREY GOEL | BBA |
| 40 | ARCHIT PAHWA | BBA |

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|----|------------------|-----|
| 42 | MADHURMADNANI | BBA |
| 43 | BHUMIKA SINGH | BBA |
| 44 | HARSHITA SARDANA | BBA |
| 45 | DEEPANK SHARMA | BBA |
| 46 | RUSHIL TYAGI | BBA |
| 47 | TANYA | BBA |
| 48 | Chirag Sharma | BBA |
| 49 | KALANI POOJA | BBA |
| 50 | VANSH SHARMA | BBA |
| 51 | GAURA VARORA | BBA |
| 52 | DEEPANSHI | BBA |
| 53 | RAHUL LAKRA | BBA |
| 54 | PRATEEK SHARMA | BBA |
| 55 | ROHIT PANJRATH | BBA |
| 56 | KUNAL CHATURVEDI | BBA |