

## REPORT OF THE PROGRAMME CONDUCTED



Dept. of  
Sree Sankara College Kalady

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Title of the activity	A Workshop on "Intellectual Property Rights (IPRS) & IP Management for Start Up"
Date and Time	29/05/2023 10.30 am
Resource person	Mr. Prasanth Rajeev, Founder & Director Travancore Centre for Advanced Research and Development, Mentor of change at Atal Tinkering Labs, NITI Aayog Government of India
Nature of activity	College
Type of Activity	,
Linkage Activity	
Convener	Dr. Sowmya M R
Number of participants	125
Brochure	<a href="#">View Brochure</a>
Report of the activity	<p>The Postgraduate and Research Department of Microbiology and Postgraduate Department of Statistics in association with Institution's Innovation Council, Sree Sankara College, Kalady organised an online workshop titled "Intellectual Property Rights (IPRs) &amp; IP Management for Start-Up" on 30th May 2023, Tuesday from 10.30 am to 12.00 pm. The aim of this programme was to introduce some innovative and emerging technologies among startups and to know how to protect and commercialize them through different IP services and resources. The resource person of the webinar was Mr. Prasanth Rajeev, Founder &amp; Director Travancore Centre for Advanced Research and Development, Mentor of change at Atal Tinkering Labs, NITI Aayog Government of India. The resource person explained various IP concepts and different steps to commercialize our innovative ideas. Dr. Seena Thomas, President IIC, Sree Sankara College facilitated the meeting. A total of 125 participants inside and outside of our institution attended the programme and interacted as well with the resource person. Dr. Sumi Mary George, IPR activity coordinator and Ms. Sowmya M R, Startup activity coordinator of Sree Sankara college, Kalady were coordinated this programme. The programme came to an end by 12.00pm.</p>

Outcome of the activity

Understanding of Intellectual Property Concepts: Participants gained a solid understanding of various intellectual property concepts, including patents, trademarks, copyrights, and trade secrets. They could demonstrate a comprehensive knowledge of different types of intellectual property and their relevance to startups.

Application of IP Strategies for Startups: Participants could develop and implement IP strategies tailored to the specific needs and goals of their startups.

Navigating the IP Commercialization Process: Participants could acquire knowledge about the steps involved in commercializing innovative ideas, from IP protection to market entry.

Awareness of Legal and Regulatory Frameworks: Participants could demonstrate an awareness of the legal implications and compliance requirements related to intellectual property.

Effective Communication and Collaboration: Participants could create compelling narratives and collaborate with relevant stakeholders to maximize the impact of their intellectual property.

**SREE SANKARA COLLEGE, KALADY**  
 Reccredited by NAAC with B++ Grade  
 Sankar Nagar, Mattoor, Kalady-683 574

POST GRADUATE & RESEARCH DEPARTMENT OF MICROBIOLOGY AND  
 POST GRADUATE DEPARTMENT OF STATISTICS

In association with  
**IIC, Sree Sankara College, Kalady**  
*organizes*

**A WORKSHOP ON "INTELLECTUAL PROPERTY RIGHTS (IPRS) & IP MANAGEMENT FOR START UP"**

TUESDAY  
 30 MAY 2023

TIME  
 10.30 AM

**Resource Person**  
**Mr. Prasanth Rajeev**  
 Founder & Director  
 Travancore Centre for Advanced Research and Development  
 Mentor of Change at Atal Tinkering Labs  
 NITI Aayog Government of India

**CO-ORDINATORS**  
 Dr. Sumi Mary George  
 IPR Activity Co-ordinator  
 Sree Sankara College, Kalady

Ms. Sowmya M R  
 Startup Activity Co-ordinator  
 Sree Sankara College, Kalady

**Types of Innovation**

- Product Innovation
- Process Innovation
- Service Innovation

**Service Innovation**

- Dell
- eBay
- Amazon.com
- Airlines → E-Tickets
- Machinery Industry → Web-based Customer service
- Banks → Online Banking
- Electronic Company → Content provider

**TYPES/TOOLS OF IPRS:**

- a. Patents.
- b. Trademarks.
- c. Copyrights and related rights.
- d. Geographical Indications.
- e. Industrial Designs.
- f. Trade Secrets.
- g. Layout Design for Integrated Circuits.
- h. Protection of New Plant Variety.