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“Ideate, Create, Protect: An IP Journey for Young Minds”

(Calendar Activity)

Topic: Workshop on “Ideate, Create, Protect: An IP Journey for Young Minds”.

Speakers: Prof. Dr. Sanjeev Chaturvedi CEO, DPU FIIE.

Prof. Dr. Abid Yunus Salati Professor, GBSRC, Pune

Day & Date: Friday, 26/04/2024

Time: 9.30 am to 5.30 pm

Venue: GBSRC Room No. 102

Event Description: Workshop on “Ideate, Create, Protect: An IP Journey for Young Minds”.

Under Internal Quality Assurance Cell (IQAC), of Global Business School and Research Centre, Tathawade, Pune, and in Association with DPU Foundation for Innovation Incubation and Entrepreneurship under Institute Innovation Council, on the occasion of “World Intellectual Property Day” on 26th April 2024 organized a Workshop on “Ideate, Create, Protect: An IP Journey for Young Minds”. The objective of the workshop was to educate and create awareness among MBA students about intellectual property (IP) and its importance in the business and innovation ecosystem. Additionally, the event intended to provide insights into the process of ideation, creation, and protection of intellectual property rights (IPR) such as patents, trademarks, copyrights, and trade secrets.

In the Inaugural Address Dr. Chetan Chaudhari, Director GBSRC welled all the resource persons and student’s participants for the workshop. Furthermore, Dr. Chetan Chaudhari, emphasize that for the students of higher education, it is imperative to participate into a knowledge generation process. Students shall convert their research projects into patent and copyright. He appealed to the participating students real the maximum benefits from this workshop. He encouraged and

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inspired young minds (MBA students) to develop innovative ideas and protect their intellectual creations through IPR.

In the first half of the workshop the first resource person Prof. Dr. Abid Yunus Salati Professor, GBSRC, Pune, delved into the concept of Intellectual Property Rights (IPR), which protect the creations of the human mind, including inventions, artistic works, designs, and commercial symbols, from unauthorized use or exploitation. The importance of IPR was highlighted, such as boosting business growth, facilitating marketing, safeguarding unique ideas, raising funds, and enhancing export opportunities. Various types of IPR were explained in detail, including copyrights, trademarks, geographical indications, patents, industrial designs, plant variety rights, and semiconductor integrated circuit layout designs. The presentation emphasized the significance of patents for young innovators, encouraging them to contribute to community development through responsible patenting. It underscored India's position as a destination for multinational companies to leverage the talent of young Indian innovators and designers. Advice was provided for students seeking patents, such as seeking guidance from IP attorneys, understanding patent intricacies, planning the duration of patented work, and avoiding misconceptions. The workshop also highlighted the theme for World Intellectual Property Day 2024, "IP and the SDGs: Building our common future with innovation and creativity," encouraging innovative and creative solutions facilitated by IP to achieve the Sustainable Development Goals (SDGs).

Prof. Dr. Sanjeev Chaturvedi, CEO of DPU FIIE, delivered an insightful address highlighting the crucial role of Intellectual Property Rights (IPR) in the entrepreneurial journey. He narrated success stories of business ventures, illustrating how their logos and symbols evolved over time. Dr. Chaturvedi elaborated on how entrepreneurs find opportunities within adversities and convert them into viable business ideas. He encouraged students to embrace entrepreneurial opportunities with courage and determination. Furthermore, he appealed to students to engage in brainstorming sessions to generate new ideas and seek patent protection for their innovative concepts. Dr. Chaturvedi assured students that the DPU Foundation for Innovation and Incubation would provide comprehensive support and guidance throughout the patenting process. His address emphasized the importance of recognizing the value of intellectual property and encouraged students to pursue entrepreneurial endeavors while leveraging the resources and mentorship available at the university.

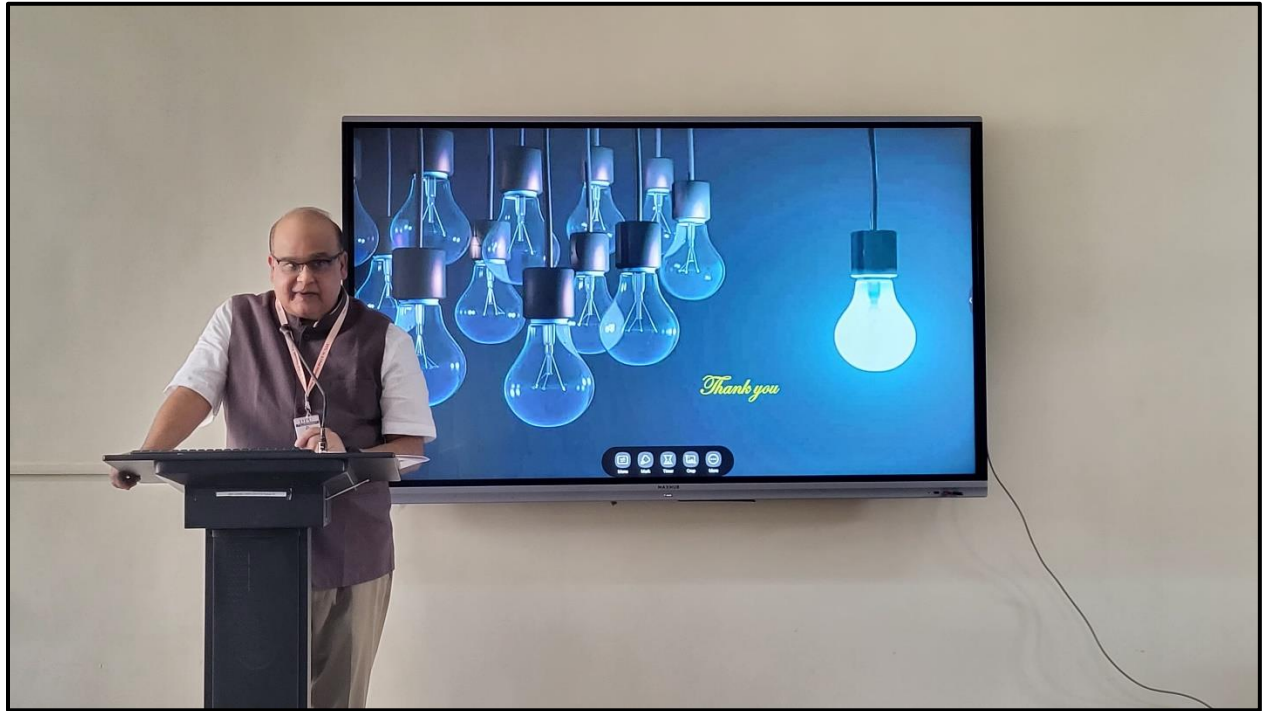
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The insightful workshop concluded with a vote of thanks delivered by Dr. Pravin Chavan, the workshop coordinator. The proceedings were skillfully conducted by Prof. Aditi Thakkar, the co-coordinator of the workshop. The event witnessed an enthusiastic participation of 62 first-year MBA students, who gained valuable insights and knowledge from the informative sessions.

Photos of the Workshop



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Dr. Pravin Chavan
Prof. Aditi Thakkar
Coordinators

Dr. Chetan Chaudhari
Director, GBSRC