

Event Details	
Event Name	Patent /IPR
Topic	IPR Week
Date	2024 -03 -11 to 2024 -03 -15
Mode	Offline
Venue	LH 8, 4th Floor
Organizer Name	Centre for Digital Marketing , Strategy and Analytics
Resource Person	Dr. Surya Narayan Panda Pro-Vice Chancellor (Research) Curin
No. of Participants	67
SDG No	SDG 4: Quality Education SDG 8: Decent Work and Economic Growth SDG 9: Industry , Innovation and Infrastructure SDG 11: Sustainable Cities and Communities SDG 12: Responsible Consumption and Production

Objective :

1. To help students understand the concept of intellectual property and its different types .
2. To provide students with insights into the importance of IP protection in fostering innovation and entrepreneurial success .
3. To equip students with the knowledge of the legal framework for IP protection .
4. To develop students ' skills in identifying , protecting , and commercializing their intellectual property .

Description :

The Centre for Digital Marketing , Strategy & Analytics organized a five-day workshop on "Idea Innovation to Intellectual Property Protection ," for BBA DM 2023 year students between March 11th and 15th, 2024 . The resource persons for the workshop were Dr. Surya Narayan Panda, Pro-Vice Chancellor (Research) and his distinguished team from CURIN department . The sessions provided invaluable insights into the intricacies of transforming innovative ideas into protected intellectual property assets . Through engaging discussions and practical guidance , students gained a deeper understanding of the importance of intellectual property rights in fostering innovation and entrepreneurial success .

Outcomes :

1. Students gained a deeper understanding of the importance of intellectual property rights .
2. Students learned about the different types of intellectual property , including patents , trademarks , copyrights , and trade secrets .
3. Students gained insights into the legal framework for IP protection , including the registration process and enforcement mechanisms .
4. Students developed skills in identifying , protecting , and commercializing their intellectual property .



Dr. Surya Narayan Panda taking session on Intellectual Property Right 11.03.2024



Dr. Surya Narayan Panda interacting with students . 12.03.2024



Curin Team interacting with students 13.03.2024



Students working on activity during the workshop 14.03.2024



Group photo after completion of 5 days IPR workshop 15.03.2024