

## Report of Awareness campaign – Student Chapter (Commerce and Finance)

**Awareness campaign** on “Intellectual Property Rights - Career opportunities for Financial Executives” conducted on **03.09.2018** by IPR cell, Bharathidasan University, Trichy -24.

Topic-1 : Basics of IP , Patenting Procedures

Topic-2 : Career Opportunities in IP for Financial Executives

Venue : Department of Commerce and Financial Studies

Date : 03.09.2018

The seminar program commenced with welcoming the gathering by Dr.M.Selvam, Professor & Head, Department of Commerce and Financial Studies and Dr. M. Sundararaman, Co-ordinator, IPR cell talks about the objectives of the workshop. Totally 67 Students of the department are participated in the programme.

First explaining the need of intellectual property and explaining the Basics of Intellectual Property (IP) *i.e.*, various forms of IPR such as patents, industrial designs, trademarks, geographical indications, copyrights, plant protection and semiconductor layout protection and stressing the importance of IPR and how an individual can contribute to IP *i.e.*, economy, R&D and Global Innovation Index (GII). Explaining the current Plagiarism scenario and MHRD steps towards anti-plagiarism. Then importance of GI and recent govt. strategy to promote GI Products. Game time to the audience in the form of pictorial representation and explaining the basic patent terminologies, patent structure, patenting process and elaborated the way to patent the invention. Explaining the way of converting IP as an economic asset and the patent filing scenario in biotechnology by companies and universities around the world.

In the second part of the seminar explaining role of DIPP in IPR and need of IP Management and Commercialisation. Explaining IP assignments, Licensing and Career Opportunities in IP ranging from IP manager to an entrepreneur. Explaining the exciting working IP environment in brief and the salary package which evoked good reply and interaction from the participants and growth opportunities awaits for them. The program ended up with the proposal of vote of thanks by, Dr. M. Selvam, Dept of Commerce and Financial Studies, Bharathidasan University.

