



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)

Recognized u/s 2(f) & 12(B) by UGC Act, 1956- Permanently Affiliated to Thiruvalluvar University

Re-Accredited by NAAC with "A" Grade – An ISO 9001:2015 Certified Institution



INSTITUTION INNOVATION COUNCIL (IIC)

ORGANIZED A IMPACT LECTURE SERIES -30.09.2021

INVITATION



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN,
VANIYAMBADI**



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Recognized under Sec. 2(f) & 12(B) of the UGC Act, 1956 || Permanently Affiliated to Thiruvalluvar University
Re-Accredited with A Grade by NAAC (3rd Cycle) || An ISO 9001:2015 Certified Institution
Marudhar Nagar, Chinnakallupalli, Vaniyambadi – 635751.



Institution's Innovation Council (IIC)

Impact Lecture Series

Sponsored by MHRD's Innovation Cell, AICTE, New Delhi

Session - I on 30.09.2021

Lecture 1

**Topic: Innovation and Benefits of Intellectual
Property Rights (IPR)**

Dr. B. Gayathri

**Associate Professor of Computer Science
Bishop Heber College (Autonomous)
Tiruchirappalli**

Time : 10.15 am to 11.45 am



Lecture 2

**Topic: Transform Yourself into a
Successful Entrepreneur**

Ms. Vandhana Ramanathan

Co-Founder & CEO of WSquare, Chennai

Time : 12.00 pm to 1.30 pm

No Registration Fee

E-Certificate will be Provided

Website: www.mkjc.in

Live in :



Registration Link: <https://forms.gle/2dtVCDpX13LGSP7m9>


**Sri C. Lickmichand Jain
Secretary**

**Dr. M. Inbavalli
Principal**

**Ms. B. Vasanthi
WEDC Co-ordinator**

**Ms. T. Thenmozhi
IIC Co-ordinator**

**Ms. M. Prithi
ARIIA Co-ordinator**


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for Women
Vaniyambadi - 635 751

AGENDA



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INSTITUTION'S INNOVATION COUNCIL (IIC)

"MHRD's Innovation Cell, AICTE Sponsored


Online Impact Lecture Series"

Session - I

AGENDA

DATE: 30.09.2021 TIME: 10.00 a.m.

- ♦ Prayer
- ♦ Welcome Address : Ms. M.N Asma Farhana,
II MCA, MKJC.
- ♦ Felicitation : Dr. M. Inbavalli,
Principal, MKJC
- ♦ Introduction of Guest : Ms. D.Roja,
II MCA, MKJC.
- ♦ Chief Guest Address : Dr. B. Gayathri,
Lecture I Associate Professor of Computer Science
Bishop Heber College (Autonomous)
Tiruchirapalli.
- ♦ Video : Play Video
- ♦ Introduction of Guest : Ms. Deepthi,
II M.Sc CS, MKJC
- ♦ Chief Guest Address : Ms. Vandhana Ramanathan,
Lecture II Co-Founder & CEO of WSquare,
- ♦ Question & Answer Session
- ♦ Video : Play Video
- ♦ Vote of Thanks : Ms. R. G. Shalini
II M.Sc Computer Science
MKJC.


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INSTITUTION INNOVATION COUNCIL (IIC)

ORGANIZED A IMPACT LECTURE SERIES -30.09.2021

A report on Impact Lecturer Series Session - I which is sponsored by MHRD's Innovation Cell, AICTE, New Delhi on "Innovation and Benefits of Intellectual Property Rights (IPR)" and "Transform Yourself into a Successful Entrepreneur" on 30.09.2021 jointly organized by Institution's Innovation Council (IIC). Chief Guest of this programme was Dr.B.Gayathri, Associate Professor of Computer Science, Bishop Heber College (Autonomous), Tiruchirappali. Ms.Vandhana Ramanathan, Co- Founder & CEO of WSquare.

The program started with prayer song and welcome address was given by Ms.M.N Asma Farhana, II MCA, Department of Computer Applications and the elicitation Address given by Dr.M.Inbavalli, Principal, MKJC. The chief guest introduction was given by Ms. D.Roja, II MCA, MKJC. The session started with the basic ideas of Innovation and Benefits IPR clear explanation about Patent and Rights. Finally, the session ends up with the question & answer session with Resource person. At the end of the session feedback is collected. Around 1200 students were participated in the Programme. The vote of thanks was given by Ms. T.Thenmozhi, IIC Co-ordinator, Department of Computer Applications.

Key Points:

Intellectual Property Rights

1. Visionary innovation
2. Physical & major types of IP
3. Invention Patentable
4. Registration Procedure for trademark & copyrights
5. Awareness that fair use of excuse

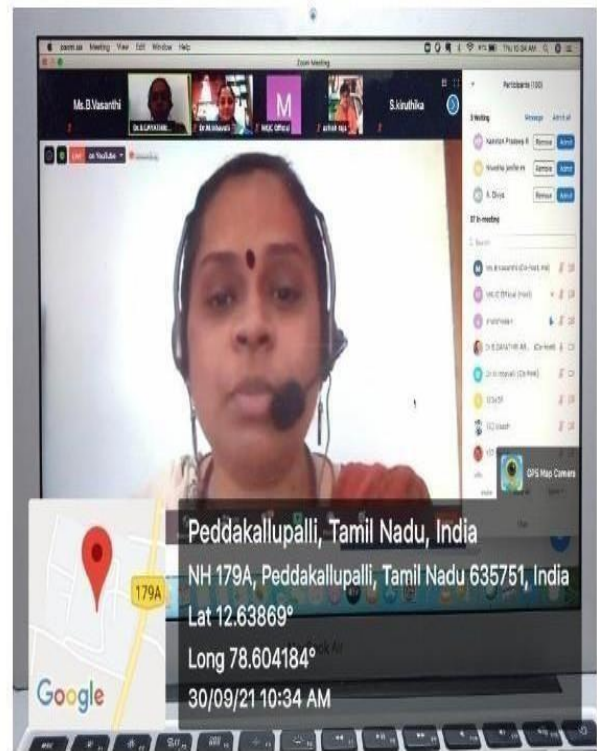
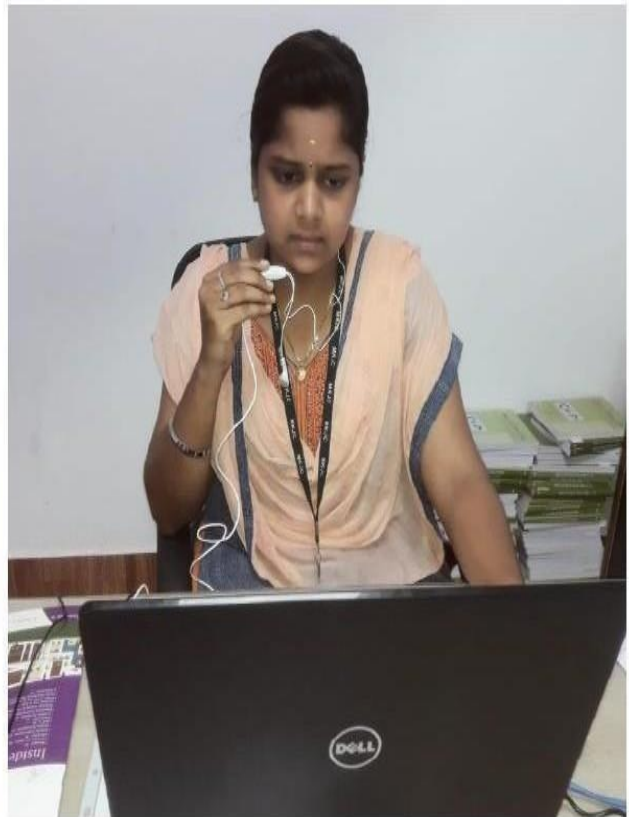
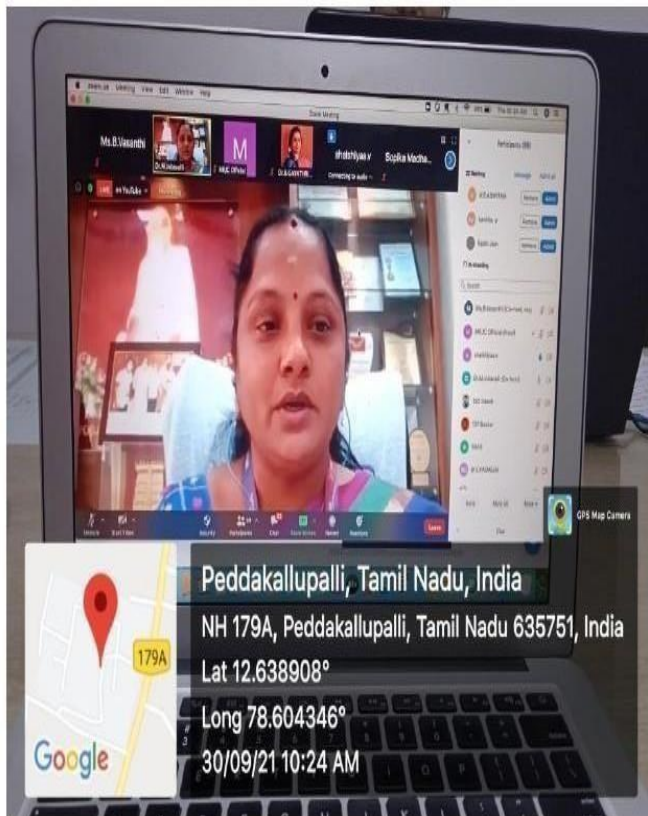
Transform yourself into a successful Entrepreneur

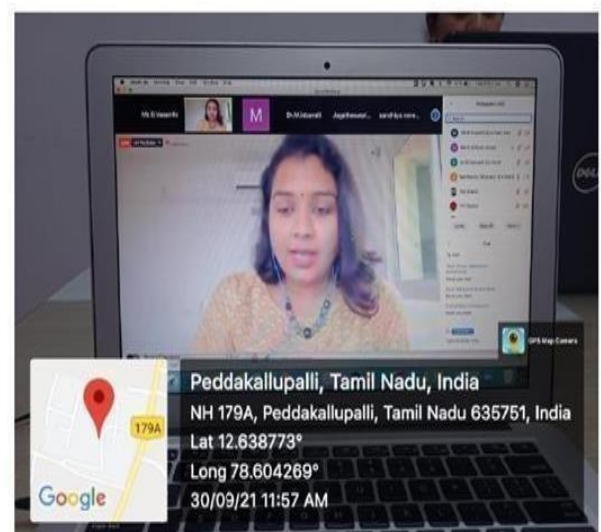
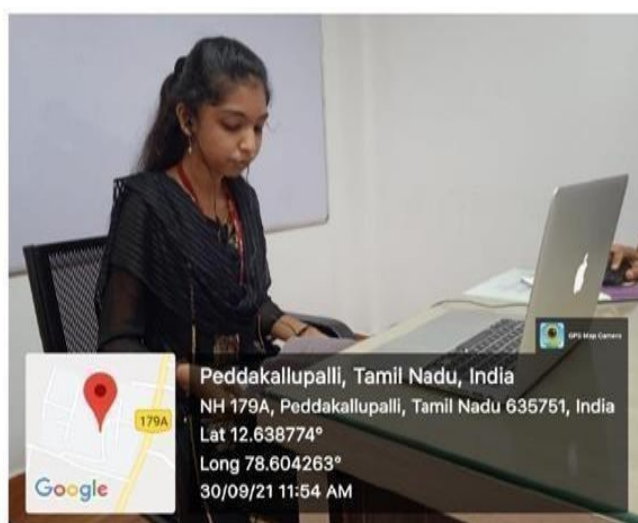
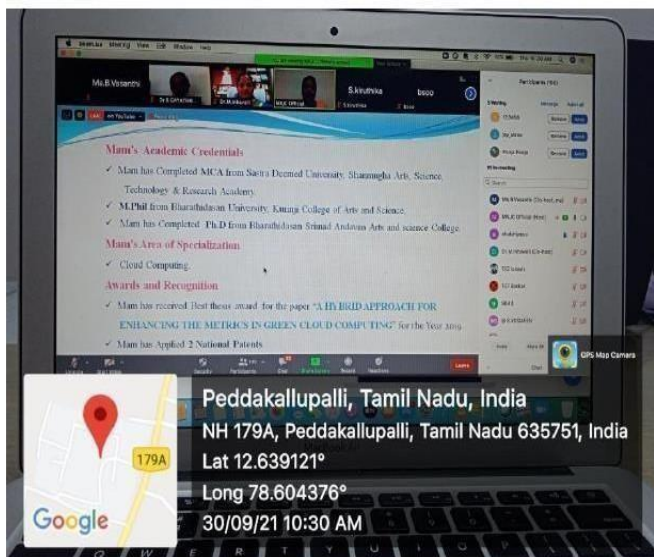
1. How to define self as Entrepreneur
2. Problem to solve as Entrepreneur
3. Reaching out different people
4. Three basic characteristic for Entrepreneurship
5. Different journey of women Entrepreneur

IIC Coordinator

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PHOTO





M. Anur
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