



**Institution's Innovation Council  
Saurashtra University Rajkot**

## **“Innovation and Startup Ecosystem: Role of IPR”**

**9<sup>th</sup> January 2026 Friday**

**M. B. Arts and Commerce College, Gondal**

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# Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

## Event Schedule

<b>10:00</b>	<b>Registration Time</b>
<b>10:10</b>	Welcome
<b>10:15</b>	Awareness session on Innovation and Startup Ecosystem: Role of IPR by Mr. Parth Sejpal
<b>11:45</b>	Programme Feedback - Conclusion
<b>12:00</b>	Closing Ceremony

## Event Registration Link

[bit.ly/SUSEC-MBAC](http://bit.ly/SUSEC-MBAC)

## Brief about Event

A session on “**Innovation & Startup Ecosystem: Role of Intellectual Property Rights**” was organized by **M. B. Arts and Commerce College, Gondal**, in collaboration with SU Start-up and Entrepreneurship Council (SUSEC), SPRIHA-IPR Chair, and Institution’s Innovation Council (IIC), Saurashtra University on **9th January 2026** from **10:00 AM to 12:00 PM**. The programme aimed to create awareness among students about the importance of intellectual property rights in strengthening innovation and startup ecosystems.

The session was delivered by **Mr. Parth Sejpal, IPR Chair Professor, SPRIHA IPR Chair, Saurashtra University**. He explained how intellectual property plays a vital role in transforming innovative ideas into valuable business assets. The speaker highlighted the connection between innovation, startups, and IP protection, emphasizing how patents, trademarks, copyrights, and designs contribute to long-term business sustainability.

Mr. Sejpal discussed the importance of protecting innovative ideas at an early stage to avoid misuse and ensure competitive advantage. He elaborated on how startups can leverage IP rights to attract investors, secure funding, and build strong brand identity in the market. Practical examples were shared to help students understand the real-world application of IP strategies within startup ventures.

The session concluded with an interactive discussion where participants clarified their queries related to IP filing, startup ecosystem support, and commercialization of innovations. The programme successfully enhanced awareness about the strategic role of intellectual property in fostering innovation-driven entrepreneurship.

## Key Points

During the session, below mentioned points were discussed:

- Startup Ecosystem
- IPR Awareness
- Innovation Protection
- Patent Strategy
- Brand Protection
- Commercialization
- Investor Attraction
- Competitive Advantage

## Outcome

The session strengthened students’ understanding of the relationship between innovation, startups, and intellectual property rights. Participants gained clarity on how IP protection adds value to business ideas and supports long-term sustainability. The Programme encouraged students to adopt strategic IP planning while developing innovative projects and startups. It also enhanced awareness about securing legal protection, building strong brand identity, and utilizing intellectual property as a tool for growth, funding readiness, and market competitiveness.

## About the Speaker/Chief Guest



Mr. Parth Sejpal

IPR Chair Professor  
SPRIHA

Saurashtra university

The poster features logos at the top for Saurashtra University, M.B.C., Innovation Club, Institution's Innovation Council, SSIP, and ISEC. The main title is "Innovation & Startup Ecosystem: Role of Intellectual Property Rights". The event is held at M. B. Arts and Commerce College, Gondal, in collaboration with SU Start-up and Entrepreneurship Council, SPRIHA-IPR Chair and IIC, Saurashtra University. The event is scheduled for 10:00 am - 12:00 pm on 9 January, 2026. Contact information includes the phone number 8490991979 and the website www.susec.ac.in. A portrait of Mr. Parth Sejpal is shown on the right side of the poster.

**Innovation & Startup Ecosystem:  
Role of Intellectual Property Rights**

**M. B. Arts and Commerce College, Gondal**  
in collaboration with SU Start-up and Entrepreneurship Council,  
SPRIHA-IPR Chair and IIC, Saurashtra University

**10:00 am - 12:00 pm**  
**9 January, 2026**

M B arts and  
Commerce college  
Gondal

Contact Us  
**8490991979**

More Information  
**www.susec.ac.in**

**Mr. Parth Sejpal**  
IPR Chair Professor  
SPRIHA IPR Chair  
Saurashtra University



## Connect Us:



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