



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

**“Intellectual Property Rights a Strategic
Tool for Startup and Entrepreneurs”**

11th March 2026 Wednesday

Govt. Arts & Commerce College, Lalpur

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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

10:00	Registration Time
10:10	Welcome
10:15	Intellectual Property Rights a Strategic Tool for Startup and Entrepreneurs by Mr. Parth Sejpal
11:45	Programme Feedback - Conclusion
12:00	Closing Ceremony

Event Registration Link

[BIT.LY/SUSEC-IPRSTE](https://bit.ly/SUSEC-IPRSTE)

Brief about Event

A session on “**Intellectual Property Rights a Strategic Tool for Startup and Entrepreneurs**” was organized by **Govt. Arts & Commerce College, Lalpur**, in collaboration with SU Start-up and Entrepreneurship Council (SUSEC), SPRIHA–IPR Chair, and Institution’s Innovation Council (IIC), Saurashtra University on **11th March, 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**. The speaker highlighted the strong connection between innovation, startups, and IP protection, emphasizing that intellectual property rights such as patents, trademarks, copyrights, and industrial designs help innovators secure their creations and contribute to long-term business sustainability.

Mr. Sejpal discussed the importance of protecting innovative ideas at an early stage to prevent misuse and to maintain a competitive advantage in the market. He also elaborated on how startups can effectively leverage intellectual property rights to attract potential investors, secure funding opportunities, and establish a strong brand identity.

The session concluded with an interactive discussion, where participants actively raised questions related to IP filing procedures, startup ecosystem support, and the commercialization of innovations. The Programme successfully enhanced awareness among students about the strategic role of intellectual property in promoting innovation-driven entrepreneurship and sustainable business development.

Key Points

During the session, below mentioned points were discussed:

- Understanding the Startup Ecosystem
- Importance of IPR Awareness
- Need for Innovation Protection
- Role of Patent Strategy
- Significance of Brand Protection
- Commercialization of innovations
- Investor Attraction
- Competitive Advantage through effective IP management

Outcome

The session enhanced students’ understanding of the strong relationship between innovation, startups, and Intellectual Property Rights (IPR). Participants gained valuable insights into how protecting intellectual property can add significant value to innovative ideas and contribute to the long-term sustainability of a business. The programme encouraged students to adopt strategic IP planning while developing innovative projects and startup ventures.

About the Speaker/Chief Guest



Mr. Parth Sejpal

IPR Chair Professor

SPRIHA

Saurashtra university

Lecture
**INTELLECTUAL PROPERTY RIGHTS:
A STRATEGIC TOOL FOR STARTUP AND
ENTREPRENEURS**

Organized By:
Govt. Arts & Commerce College, Lalpur in
collaboration with
SU Start-up and Entrepreneurship Council,
SPRIHA-IPR Chair and IIC, Saurashtra
University.

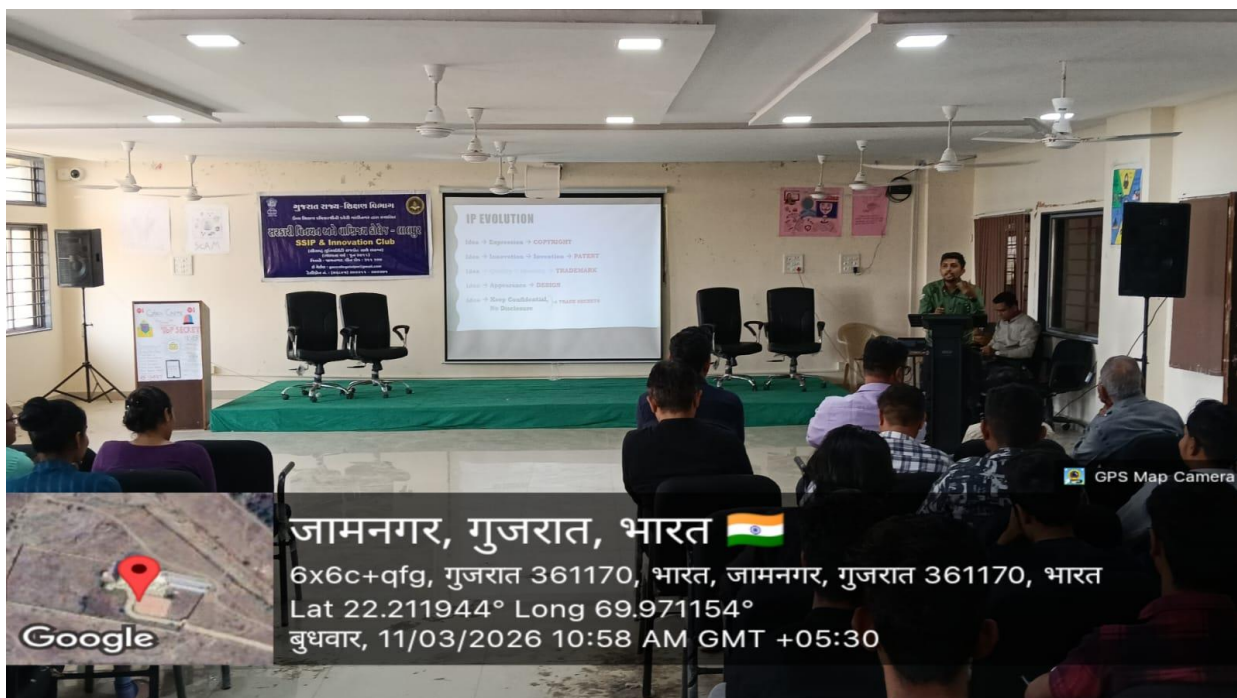
MR. PARTH SEJPAL
IPR CHAIR PROFESSOR
SPRIHA
SAURASHTRA UNIVERSITY

DATE 11 March, 2026 **TIME** 10:00 AM TO 12:00 PM

LOCATION
Govt Arts & Commerce College, Lalpur

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