



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

**“Innovation, Startup Development and
IPR Awareness”**

17th March 2026, Tuesday

Government Arts and Commerce College, Liliya

Contents

Saurashtra University – IIC	3
Event Schedule	3
Event Registration Link	3
Brief about Event	4
Key Points.....	4
Outcome	5
About the Speaker/Chief Guest	5
Connect Us:	7

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

10:50 AM	Registration Time
11:00 AM	Welcome
11:05 AM	Awareness Session on Innovation, Ecosystems for Future Entrepreneurs by Ms. Urvi Kanabar
2:00 PM	Awareness Session on IPR Essentials for Innovators by Ms. Anjali Rathod
3:50 PM	Programme Feedback - Conclusion
4:00 PM	Closing Ceremony

Event Registration Link

bit.ly/SUSEC-WAU

Brief about Event

A One-day Workshop on “**Innovation, Startup Development and IPR Awareness**” was organized by Government Arts and Commerce College, Liliya in collaboration with SU Start-up and Entrepreneurship Council (SUSEC), SPRIHA-IPR Chair, and Institution’s Innovation Council (IIC), Saurashtra University on **17th March, 2026** from **11:00 AM to 4:00 PM**. The workshop aimed to promote entrepreneurial thinking and innovation awareness among students by providing practical exposure to startup development and intellectual property protection.

The First session was delivered by **Ms. Urvi Kanabar, Operation Assistant, SUSEC, Incubation Centre, Saurashtra University**, she explained how Innovation is the process of creating and applying new ideas, methods, or products that add value or solve problems in a better way with real life examples along with the types of Innovations such as Product Innovation, Process Innovation, Service Innovation and Social Innovation.

Further, the speaker elaborated on the entire start up ecosystem, covering key aspects such as the definition of a start-up, the steps involved in starting one, the overall process, different types of start-ups, available opportunities, and the role of entrepreneurship and the start up support, guidance and finance provided by the Saurashtra University.

The second session was delivered by **Ms. Anjali Rathod, Research Assistant, SPRIHA-IPR Chair, Saurashtra University**, she explained about the Intellectual Property Rights, types of IPR including Trademark, Patent, Copyright, Geographical Indications, Design and how IPR safeguards new ideas and inventions from unauthorized use or copying and how it helps businesses build a unique identity and gain customer trust.

Further, the speaker discussed the evolution of Intellectual Property, explaining how it originates from innovation and ideas and takes various forms such as trade secrets and other types of IPR. The speaker also elaborated on the criteria and validity requirements for obtaining IPR protection.

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:

- Invention, Innovation and Discovery
- Idea to Business process
- Stages of Start Up
- Entrepreneurship Challenges and Opportunity
- Importance of IPR for Start Up
- Criteria and validity for IPR protection
- Support provided by SUSEC for Start Up

Outcome

The session enhanced students' understanding of concept of innovation and its practical importance and how innovation helps in solving real-life problems effectively, it encouraged an innovation-driven mindset among attendees for future entrepreneurial activities. The session highlighted how IPR protects innovations from unauthorized use and copying. It emphasized the importance of protecting intellectual assets for business growth and sustainability.

About the Speaker/Chief Guest



Ms. Urvi Kanabar Operation Assistant
SUSEC
Saurashtra University



Ms. Anjali Rathod Research Assistant
SPRIHA-IPR Chair
Saurashtra University

The poster features logos for Saurashtra University, Innovation Club, Institution's Innovation Council, SSIP, and SUSEC. The main title is 'Workshop on INNOVATION, STARTUP DEVELOPMENT AND IPR AWARENESS'. It is organized by Government Arts and Commerce College, Liliya, in collaboration with SU Start-up and Entrepreneurship Council, SPRIHA-IPR Chair, and IIC, Saurashtra University. Two topics are listed: 'Innovation Ecosystems for Future Entrepreneurs' by Ms. Urvi Kanabar and 'IPR Essentials for Innovators' by Ms. Anjali Rathod. The date is 17th March 2026, from 11:00am to 04:00pm, at Government Arts and Commerce College, Liliya. A 'REGISTER NOW' button with the link bit.ly/SUSEC-WAU and the website www.susec.ac.in is also present.



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