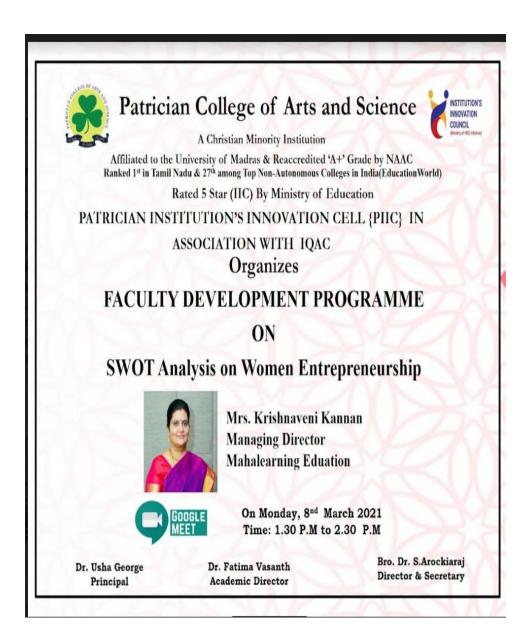


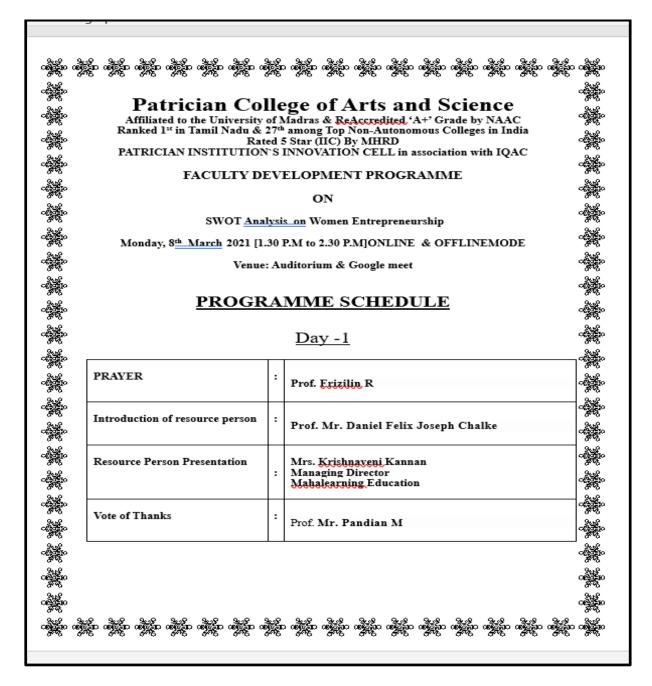
PATRICIAN INSTITUTION'S INNOVATION CELL in association with IQAC FACULTY DEVELOPMENT PROGRAMME ON

SWOT Analysis on Women Entrepreneurship (day -1) Monday, 8th March 2021 [1.30 P.M to 2.30 P.M] ONLINE & OFFLINEMODE

Venue: Auditorium & Google meet









ABOUT THE PROGRAMME

SWOT analysis (strengths, weaknesses, opportunities, and threats analysis) is a framework for identifying and analyzing the internal and external factors that can have an impact on the viability of a project, product, place or person. SWOT analysis (strengths, weaknesses, opportunities, and threats analysis) is a framework for identifying and analyzing the internal and external factors that can have an impact on the viability of a project, product, place or person. SWOT analysis guides to identify the positives and negatives inside an institution / organization / group (S-W) and outside of it, in the external environment (O-T). Developing a full awareness of a situation can help with both strategic planning and decision making. The technique is credited to Albert Humphrey of Stanford University, USA and was originally developed in the 1960s for business and industry, but it is equally useful in other arenas, and even personal growth. SWOT is not the only assessment technique you can use, but is one with a long track record of effectiveness. The strengths of this method are its simplicity and application to a variety of levels of operation. The technique that enables a group / individual to move from everyday problems / traditional strategies to a fresh perspective.

Resource Person Profile

Mrs.Krishnaveni completed her PhD from Delhi university. She started her own learning centre under the banner of mahalearning. Today she is the managing director of mahalearning.





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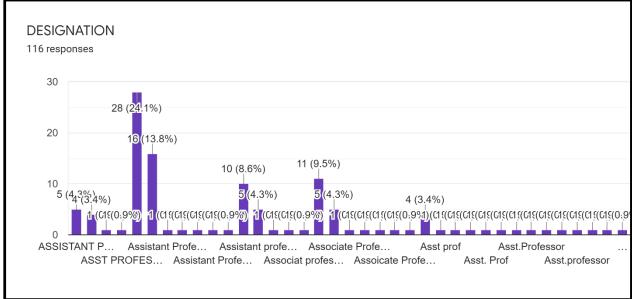
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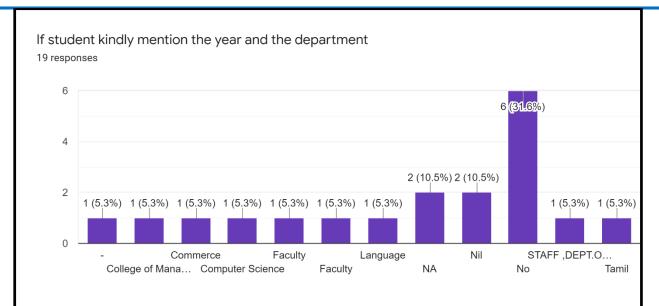


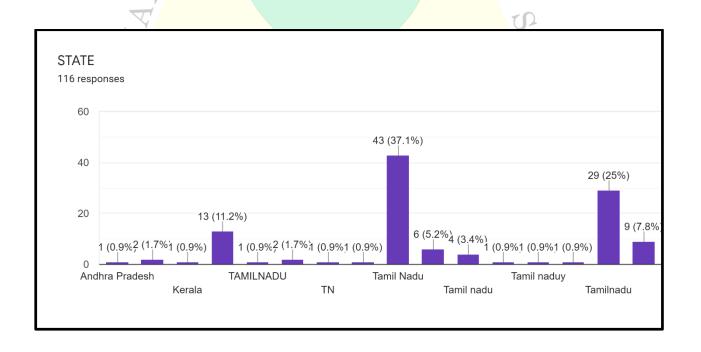
Feedback



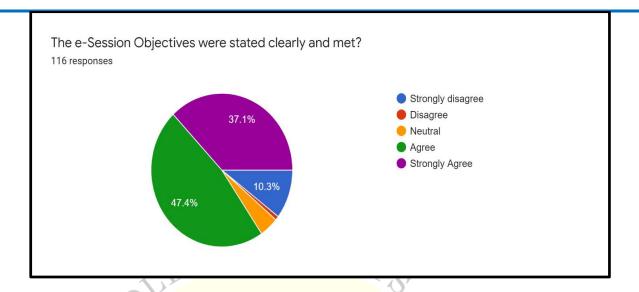


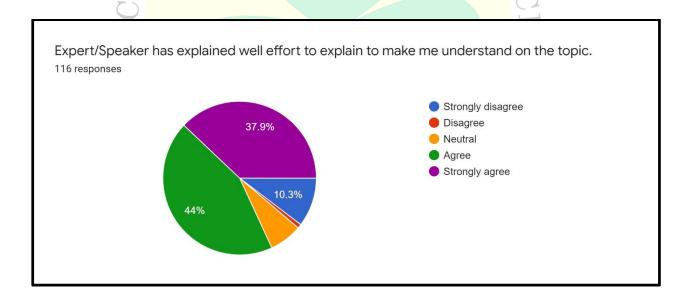






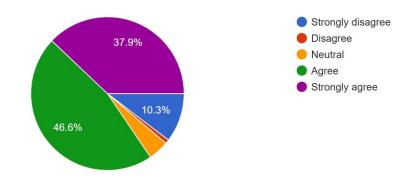








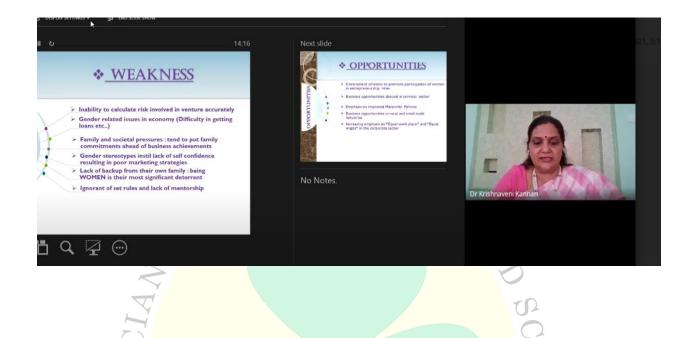
If Similar e-Sessions are organized in near future, your willingness to join the e-session. 116 responses





TO STRIVE





OUT COME

A SWOT analysis gives a detailed, unbiased overview of your business as a whole or a specific product or campaign. It can also help train to consider every factor that could possibly affect your project or business. When you're facing a tough issue or if you're just unsure of current strategy, a SWOT analysis illuminates details can formulate actionable plans based on each of the four quadrants.

TO STRIVE



PATRICIAN INSTITUTION'S INNOVATION CELL in association with IQAC FACULTY DEVELOPMENT PROGRAMME

ON

INNOVATIONA AND ENTREPRENEURSHIP

Monday, 9th March2021 [1.30 P.M to 2.30 P.M]ONLINE & OFFLINEMODE

Venue: Auditorium & Google meet



Patrician College of Arts and Science



A Christian Minority Institution

Affiliated to the University of Madras & Reaccredited 'A+' Grade by NAAC Ranked 1st in Tamil Nadu & 27th among Top Non-Autonomous Colleges in India(EducationWorld)

Rated 5 Star (IIC) By Ministry of Education

PATRICIAN INSTITUTION'S INNOVATION COUNCIL {PIIC} IN ASSOCIATION WITH IQAC Organizes

FACULTY DEVELOPMENT PROGRAMME

ON

Innovation and Entrepreneurship



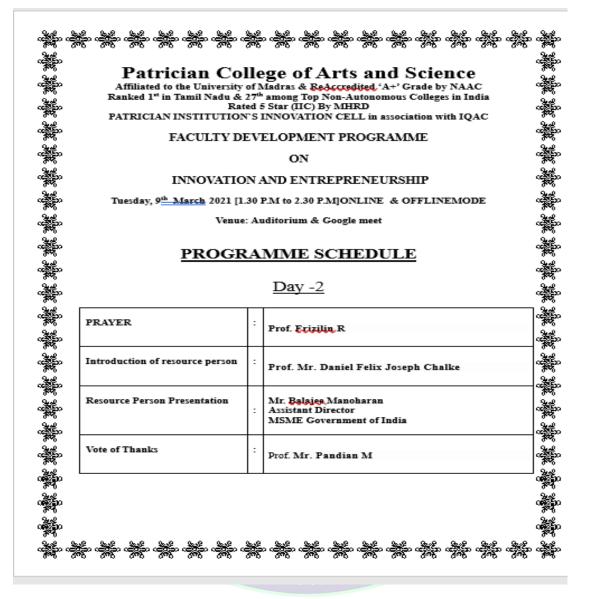
Mr. Balajee Manoharan Assistant Director MSME Government of India



On Tuesday, 9th March 2021 Time: 1.30 P.M to 2.30 P.M

Dr. Usha George Principal Dr. Fatima Vasanth Academic Director Bro. Dr. S.Arockiaraj Director & Secretary







Resource Person

Balajee Manoharan is an Asst. Director with the field office of O/o of the Development Commissioner Micro Small and Medium Enterprises under the Ministry of MSME, Govt of India, Chennai, He mentors Budding Entrepreneur and techon-preneur, facilitate Special purpose Vehicle for MSME on cluster development activities. Addresses parliamentary questions for the state of Tamilnadu, creates District and State industrial potential reports and engaged in capacity building activities in Rural areas.

Also he has worked with various cluster development organization focused on cluster development activities in various cluster like Ahmadabad pharmacy & Chemicals, Pune Food processing, Rajkot Foundry, Thrissur Ayurveda, Kochi for food processing. More over worked jointly with Adviser to Prime Minister office for Innovation and competitiveness in southern and western regions of India .

Balajee has BA in Economics (2006) from Loyola College Chennai & MSc in Financial Economics(2008) from Madras School of Economics, Chennai.

70

ABOUT THE PROGRAMME

The session was addressed by Mr Balajee Manoharan Additional Director of MSME who shared his success story and challenges faced during initial phase of set up. The session was explored upcoming Opportunities in various sector or industry domain for entrepreneurship. The session covered aspects on: 1. SME Project Selection. 2. Market Survey Techniques. 3. Project Report Preparation.

He also gave brief insight about "Make in India". He demonstrated various business ventures which stood up in "Start up India". The session highlighted on the aspects: 1. Business Life Cycle. 2. Validation of Business Ideas. 3. Market Research

Objectives:

- 1. To enrich the faculty knowledge on innovation and research in academic institutions
- 2. To provide the funding available in science and technology for research and innovation

Out come

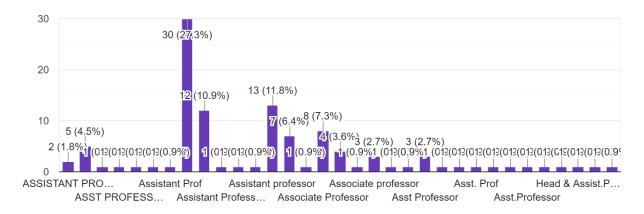
Faculty from various institutions gained knowledge on innovations and research funding opportunities from science and technology.



Feedback

DESIGNATION

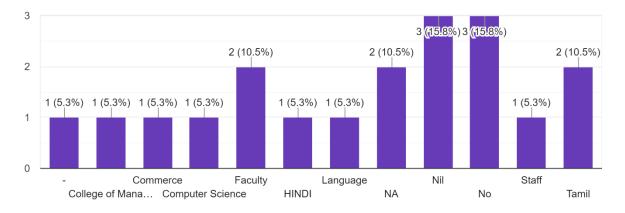
110 responses





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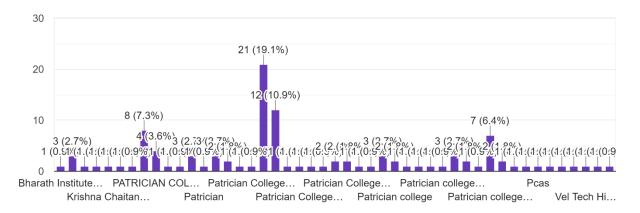
19 responses





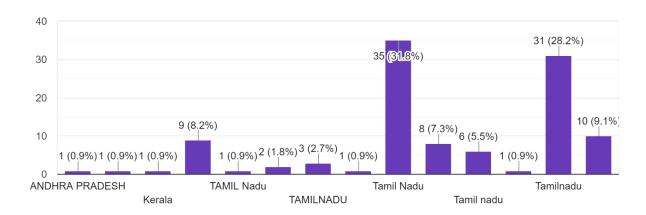
COLLEGE/UNIVERSITY/INSTITUTION

110 responses



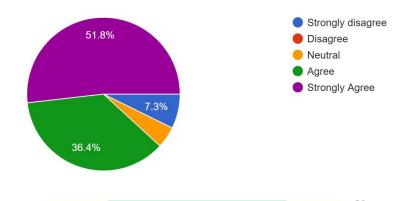


STATE 110 responses

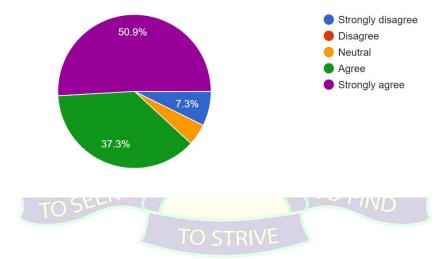




The e-Session Objectives were stated clearly and met? 110 responses

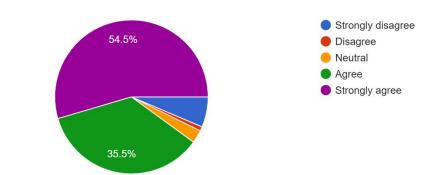


Expert/Speaker has explained well effort to explain to make me understand on the topic. 110 responses

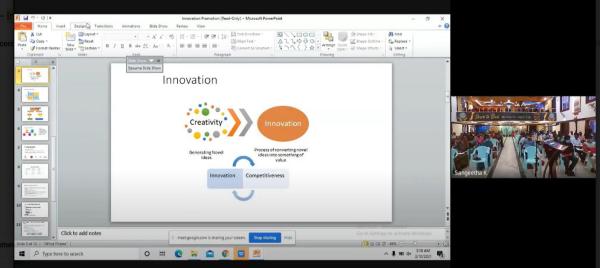




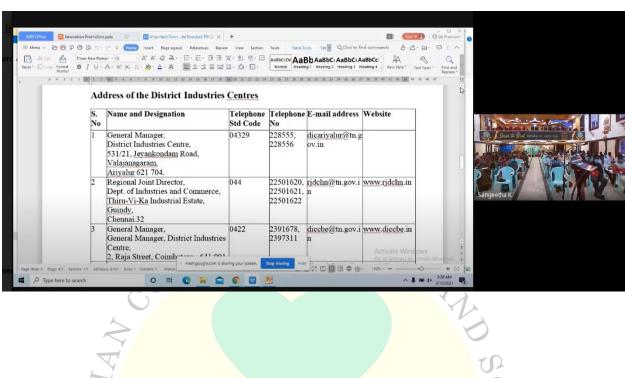
If Similar e-Sessions are organized in near future, your willingness to join the e-session. 110 responses















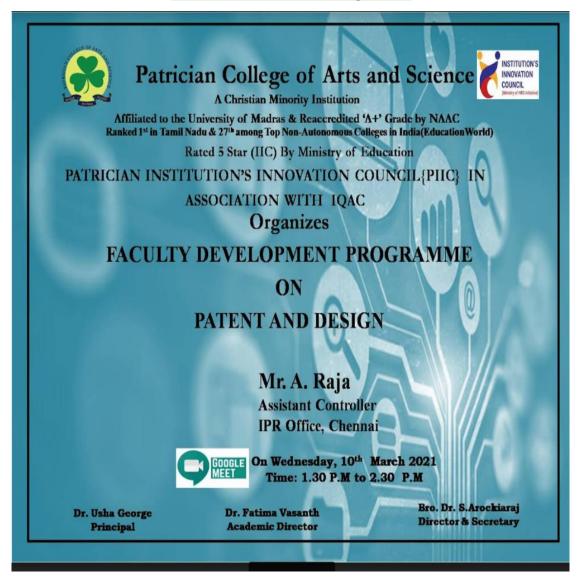
PATRICIAN INSTITUTION'S INNOVATION CELL in association with IQAC FACULTY DEVELOPMENT PROGRAMME

ON

PATENT AND DESIGN

Monday, 10th March 2021 [1.30 P.M to 2.30 P.M]ONLINE & OFFLINEMODE

Venue: Auditorium & Google meet





PROGRAMME SCHEDULE <u>Day -3</u>

PRAYER	:	Ms. Raichel Diana
Introduction of resource person	7	Prof. Frizilin R
Resource Person Presentation	:	Mr. A.Raja Assistant Controller IPR Office, Chennai
Vote of Thanks TO SEEK		Prof. Srivaishnavi. K.R O STRIVE



RESOURCE PERSON - MR RAJA

Mr Raja is the founding attorney of the IP law firm Selvam and Selvam. He practices Intellectual Property law with special focus on protection and enforcement of trademarks and domain names. He has extensive experience in advising clients such as TripAdvisor LLC, ADP Inc, Citrix Online, Fromageries Bel, World Triathlon Corporation, Cartier, Linux Foundation on branding strategies, clearance searches, filing, prosecution of trademarks and internet domain name disputes; intellectual property transactions including IP audits, policies and procedures, due diligence, trademark acquisitions, licensing, assignments, settlement, consent and coexistence agreements.

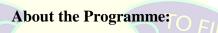
He also enjoys his experience as a visiting faculty, Department of Journalism, Madras University where he teaches Copyright and Trademark law.

His clientele include both individuals and companies ranging from small start-ups to multinational corporations in a wide variety of industries, including technology, consumer goods, pharmaceuticals and confectionery.

Selvam is a member of the International Trademark Association and served as Committee Member - Trade Dress Sub Committee during 2010 - 2012 and currently serves on the Academic Committee 2013 - 2015.

Prior to starting the law firm Selvam and Selvam, he was an associate with Lall and Sethi, an IP firm based in New Delhi where he had the opportunity to work with the Motion Picture Association of America (MPAA) on issues relating to copyright infringement of Hollywood movies and has successfully conducted enforcement actions against piracy of Hollywood blockbusters.

Mr. Raja is also passionate about technology and often spends his free time developing and improving various tech tools for effective management of his client's IP portfolio



Intellectual Property Right plays a key role in gaining advantages position to promote economic growth of our nation. India enjoys a large asset of R&D personnel and infrastructural facilities. Scientists and policy makers need more information, orientation and facilities for protecting the products of intellectual prowess of Indian Scientists. Hence this workshop was organized to sensitize about the IPR to the medical and paramedical faculty and students.

OBJECTIVE

The main purpose of intellectual property law is to encourage the creation of a wide variety of intellectual goods. Intellectual property rights refers to the general term for the assignment of property rights through patents, copyrights and trademarks. These property rights allow the holder to exercise a monopoly on the use of the item for a specified period

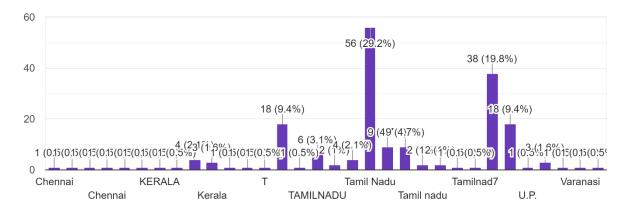


OUTCOME:

It created a great impact on the entire audience. Students were taught on how IPR restricts copying others ideas and how this will help the development of new ideas for the betterment of the society. fACULTY learnt how IPR provides total control over a new innovation and its creator. They were also given a platform to discuss how small innovations influence societies at large and how they should indulge in innovating and patenting ideas that will be useful for all the classes of individuals in the society.

Feedback Feedback

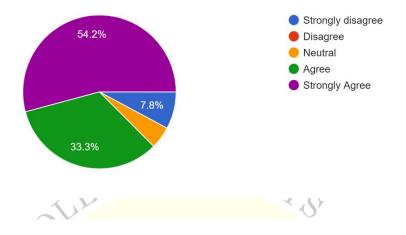
STATE 192 responses



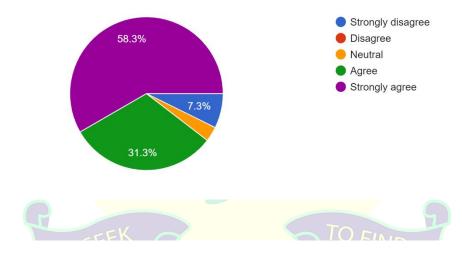




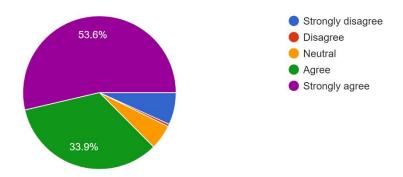
The e-Session Objectives were stated clearly and met? 192 responses



Expert/Speaker has explained well effort to explain to make me understand on the topic. 192 responses



If Similar e-Sessions are organized in near future, your willingness to join the e-session. 192 responses





PATRICIAN INSTITUTION'S INNOVATION CELL in association with IQAC FACULTY DEVELOPMENT PROGRAMME ON

Incubation Mechanistic& Funding Opportunities for Academic Innovators Monday, 11thMarch 2021 [1.30 P.M to 2.30 P.M] ONLINE & OFFLINEMODE Venue: Auditorium & Google meet

PROGRAMME SCHEDULE Day -4

PRAYER	:	Prof. Sabapathi
0		
Introduction of resource person		
introduction of resource person	•	Prof. Raichel Diana
5		IC
		Dr.Ra <mark>mjee P</mark> allela
Resource Person Presentation		COO at AIC-CCMB
		Atal Incubation Centre – Osmania University
POSEEK C		Hyderabad, Telangana
		TO FIND
103		Prof.T.Vaidegi
Vote of Thanks	:	TO STRIVE





Patrician College of Arts and Science



A Christian Minority Institution

Affiliated to the University of Madras & Reaccredited 'A+' Grade by NAAC Ranked 1st in Tamil Nadu & 27th among Top Non-Autonomous Colleges in India(EducationWorld)

Rated 5 Star (IIC) By Ministry of Education

PATRICIAN INSTITUTION'S INNOVATION COUNCIL{PIIC} IN

ASSOCIATION WITH IQAC Organizes

FACULTY DEVELOPMENT PROGRAMME

ON

INCUBATION MECHANISTICS & FUNDING OPPORTUNITIES FOR

ACADEMIC INNOVATORS



Dr. Ramjee Pallela
COO at AIC-CCMB
Atal Incubation Centre – Osmania University
Hyderabad, Telangana



On Wednesday, 11th March 2021 Time: 1.30 P.M to 2.30 P.M

Dr. Usha George Principal Dr. Fatima Vasanth Academic Director Bro. Dr. S.Arockiaraj Director & Secretary

TO STRIVE



RESOURCE PERSON PROFILE

Ramjee Pallela, *Ph.D.*, *M.B.A. COO*

Dr. Ramjee Pallela completed his Ph.D. in Osmania University, Hyderabad. He did his M.Sc. in Andhra University, Vishakhapatnam, and B.Sc. in Andhra University, Vishakhapatnam, India. He also has Additional Qualifications such as Advanced Certification Course in AI/MLfrom IIIT-Hyderabad an M.B.A. Pondicherry University, Puducherry, India and P.G. Diploma in Patent's Law, NALSAR



University, Hyderabad, India. Remarkably he has won the Third prize for the team in business plan (BRAKE: Clinical Trails Outsourcing) presentation in the IV Training Programme on "Technology Led Entrepreneurship" conducted by CSIR-HRDG at Central Leather Research Institute (CSIR-CLRI), Tamil Nadu, India. He has been in various Advisory Roles such as Mentor of Change, Atal Innovation Mission (AIM), NITI AAYOG, Govt. of India. Advisory Board Member, a-IDEA, National Academy of Agricultural Research Management (NAARM), Hyderabad. Advisory Board Member, Biostandups, Hyderabad. Advisory Board Member, Shri Joshika Molecular Diagnostic and Research Centre (SJMDRC), Vishakapatnam. Advisory Board Member, MNR Research and Education Foundation (MNRREF), Sangareddy, India Active Member, Telangana MedTech Consortium, Hyderabad. Resource person for various training programmes (sponsored by scientific agencies like DST/DBT) students/teachers/lecturers/entrepreneurs.He has worked as Experience Project Trainee/Assist. &Senior Research Fellow (Ph.D.) at Toxicology Unit, CSIR-Indian Institute of Chemical Technology (CSIR-IICT), India.from 2003 to 2009. After his post doctoral research he worked as a Project Manager & Research Scientist at DBT-ICGEB centre for advanced bioenergy from 2012 to 2014. He was a chief Manager, IKPKnowledge Park (IKP), Hyderabad, India from 2014 to 2018 currently he is the COO, Atal Incubation Centre-CCMB (AIC-CCMB), Hyderabad, India.

He has published more than 24 Peer-reviewed Research Articles, 16 Book Chapters, written 2 books and published News articles. He has been a Peer Reviewer to several journals from Wiley, Springer, Elsevier, NOVA, MDPI etc. Social Alpha Challenge (PATH Impact Lab, India) and other innovation challenges. He has conducted over 30 workshops and networking



INTRODUCTION

Patrician College Institution innovation council supports and disseminates teaching and learning good practice across the university and beyond, and our aim is to become a world-leading centre of pedagogic and academic innovation and excellence, with a focus on enhancing and disrupting the learning and teaching experience. We are looking forward to build a strong pathway for the students who excel in the field of innovation and entrepreneurship.

The Patrician Institution Innovation Council promotes academic innovation projects and provides information, advice, and guidance for this and other forms of pedagogical support. We explore, support and facilitate best practice in the transformation of assessment, learning and curriculum development. We encourage and facilitate enhancement, engagement, and transformational thinking and activities within the teaching and learning experience, supporting pedagogic innovation and providing leadership.

This Faculty development program on the topic Incubation Mechanistic& Funding Opportunities for Academic Innovators was initiated to bring more light to the knowledge of the faculty on the innovation and start up. The furtistic perspective of the college is to build a strong foundation for the new inventors in every field possible and this faculty development session was looked as a highly informative and need of the hour for the faculty.

OBJECTIVE

To highlight on the pre incubation preparations

To focus on the application process

To give knowledge on the agreement execution and process monitoring in incaution

To provide knowledge on the online curated database of all start ups to robust market and competitor



OVERVIEW

Dr. Ramjee Pallela started of by given an introduction about his organization where he is currently working after which he will focused on the legal and Finance aspects and highlighted the importance of setting up a necessary legal and financial systems and processes and how to ensure that once are dispersed as per the specific agreements. He highlighted on how to put a







OUTCOME

- The faculty were well equipped with the knowledge on how the funding aspects of the incubation works
- A clear knowledge on how to handle startups was oriented which was very informative
- The highlights on Institutional and research funding were useful for the faculty from Arts background.
- Overall it was very strategic and systematic layout for any startup given in a nutshell and hence was very useful and informative.

FEED BACK

- As a part of our efforts to gather feedback we conferred with the faculty who attended online and offline they reported that the session was very informative and useful.
- There were also few suggestions to conduct more educational and research funding FDPs in the future
- The time given for the program was sufficient and the contents were delivered clearly and concisely. Overall it was a successful FDP program.

TO STRIVE



Patrician College of Arts and Science

PATRICIAN INSTITUTION'S INNOVATION CELL (PIIC) FACULTY DEVELOPMENT PROGRAMME

ON

Incubation - IPR - Start up (<u>Day -5</u>) Monday, 15th March 2021 [1.30 P.M to 2.30 P.M] ONLINE & OFFLINEMODE

Venue: Auditorium & Google meet

Monday, 15th March 2021 [1.30 P.M to 2.30 P.M]ONLINE & OFFLINEMODE

Venue: Auditorium & Google meet



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PATRICIAN INSTITUTION'S INNOVATION CELL {PIIC} IN ASSOCIATION WITH IQAC

Invites you to join for a ONE DAY WORKSHOP
ON

IPR, START UP AND INCUBATION



Dr. PARAMASIVAM K Professor, Head-Govt Schemes, Head, IPR Cell Kumaraguru College of Technology Coimbatore



On Wednesday, 10th March 2021 Time: 1.30 P.M to 2.30 P.M

Dr. Usha George Principal Dr. Fatima Vasanth Academic Director Bro. Dr. S.Arockiaraj Director & Secretary



PROGRAMME SCHEDULE <u>Day -5</u>

PRAYER	:	Raichal Diana
Introduction of resource person	G	Dr. Thenmozhi
Resource Person Presentation		Dr. Paramasivam K Professor, Head-Govt Schemes, Head, IPR Cell Kumaraguru College of Technology Coimbatore
Vote of Thanks	:	Prof. Mr. Daniel Felix Joseph Chalke
Feed Back session		1.Mr.Joseph ,Head department of Mathametics,PCAS
Valedictory address		2. Dr.Gobinath Dr.Fatima Vasanth, Academic Director



RESOURCE PERSON PROFILE:

Dr. K. Paramasivam is presently associated with Kumaraguru College of Technology (Autonomous), Coimbatore, India as Professor, EEE Department, Head-Govt. schemes & Projects and IPR Cell.

He has more than 24 years of teaching experience with 19 years of research experience. Eight research scholars completed PhD and 7 research scholars are pursuing PhD under his guidance. He has completed three funded projects from AICTE-RPS, Govt. of India and consultancy work of worth Rs. 23 Lakhs. He has filed three patents to his credit. He has published 136 research papers in Journals and Conferences with good citation index of 186, h-index: 8 and i-10 index: 6.

Awards: He had received Dedicated Service Award from Freescale system, Best Technology Driven Researcher award from KCT twice, Outstanding service award from IAJIT journal and Anna University IPR award 2019. He has completed Anna University-CIPR, WIPO-TISC, CIPAM certificate course on IPR and Patent Drafting. He is Innovation Ambassadorof MoE-IICs for IPR and Technology transfer.

TO SEEK TO FIND
TO STRIVE



Coimbatore

08.03.2021

Introduction of the Programme

The focus of the seminar was to promote the creation, protection & enforcement of the Intellectual Property Rights amongst various stakeholders. Those who have the creative minds and ability should feel assured that not only their efforts have been duly recognized but it is secured in a specified manner. It is also important to promote intellectual property licensing practices, particularly, with a view to foster creativity, innovation and the transfer and dissemination of technology to developing countries and least developed countries.

A Startup incubator is a collaborative program designed to help new startups succeed. Incubators help entrepreneurs solve some of the problems commonly associated with running a startup by providing workspace, seed funding, mentoring, and training. It aids entrepreneurs in solving discrepancies associated with running of startup. Globally, incubators have become a biome with an array of initiatives that motivate and back economic.

To encourage seed-capital investment in startups. To serve as a platform for promotion of world-class Innovation Hubs, Grand Challenges, startup businesses and other self-employment activities, particularly in technology driven areas. To propel successful innovation through incubation and joint R&D efforts between academia and industry

Outcome of the Programme

On the above backdrop, Patrician Institution's Innovation Council (PIIC) in association with IQAC organized 5th Day FDP programme. 126 participants from Patrician college and 75 participants from various Institutions and industries attended this FDP.

The speaker shared his magnificent knowledge and experience in the Patents and Intellectual Property Rights where he guided about drafting the patents and what actually can be patented. This vast information regarding the field is essential in today's world where innovation led Start-Up's count every second. It is essential for the participants engaged in developing new concepts and products who should protect their ideas by patenting them or choosing suitable Intellectual Property Rights. The contents covered by him were the basics forms of IPR. He covered about copyrights, Trademarks and Patents by giving various real life examples. He also talked about various brands and gave knowledge about the salient features of IPR. He explained what can be patented and what cannot be patented as per rules. He talked about the terminology /jargons used in IPR



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The speakers also explored the fascinating universe of science entrepreneurship. Science startups are booming and these highly attractive employers are making scientists want to change direction and move away from the classic academic career path. Yet, the world of growing, fast-paced, innovative companies poses its own challenges and hurdles. Get first-hand advice on how to succeed in these environments from recognized startup employees, founders and CEOs.

. The webinar was further enlightened by the interesting questions answer session in the last which gave true colors to the webinar and gave chance to young innovators to speak their doubts regarding innovation and its protection.

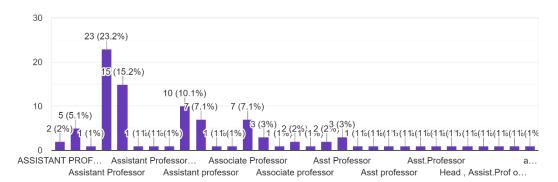




Feedback:

DESIGNATION

99 responses

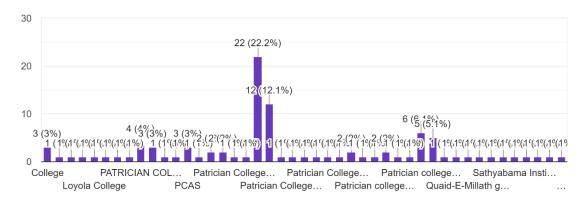






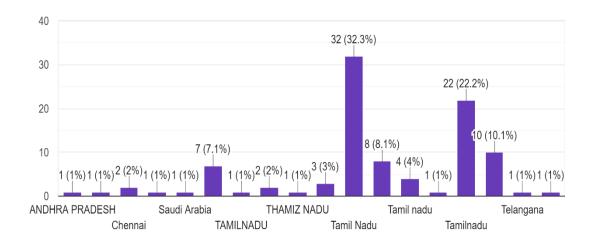
COLLEGE/UNIVERSITY/INSTITUTION

99 responses



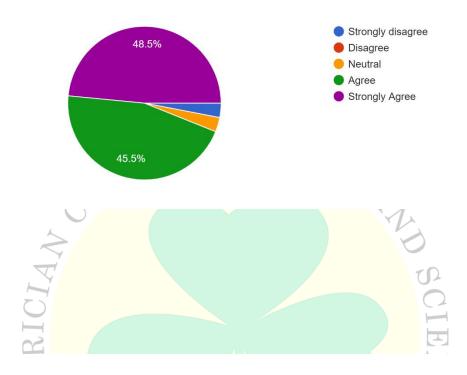


STATE 99 responses

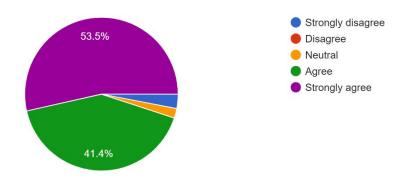




The e-Session Objectives were stated clearly and met?
99 responses

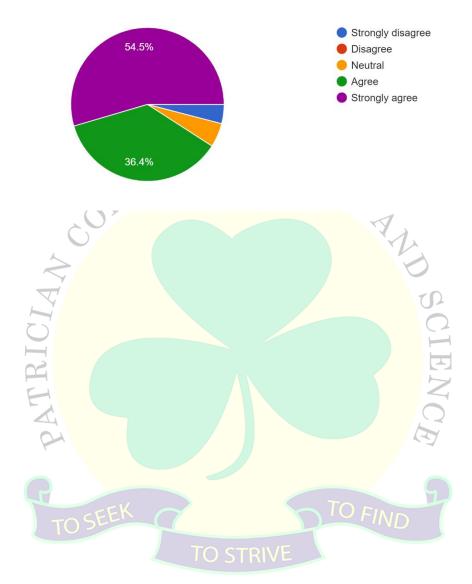


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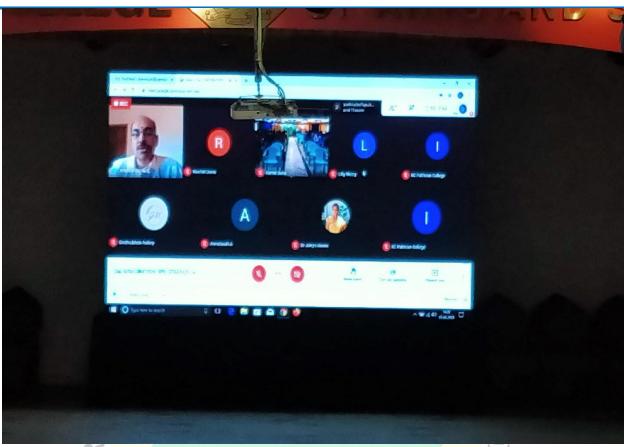




If Similar e-Sessions are organized in near future, your willingness to join the e-session.
99 responses

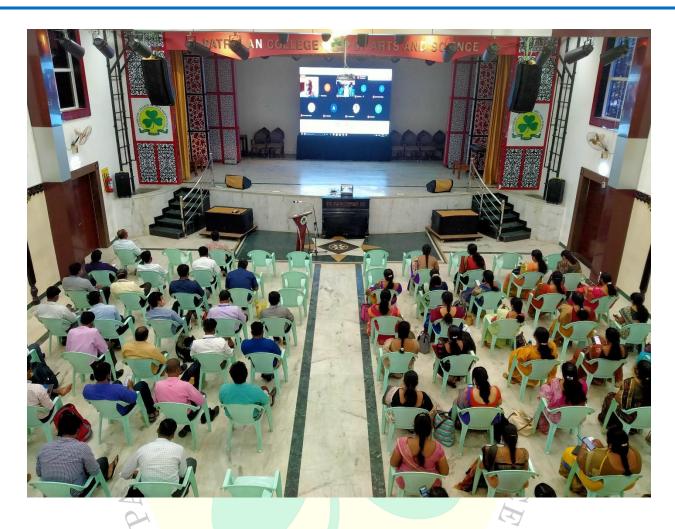












TO STRIVE TO FIND



CERTIFICATE



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INSTITUTION'S INNOVATION COUNCIL

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PATRICIAN INSTITUTION INNOVATION CELL(PIIC) IN ASSOCIATION WITH IQAC

CERTIFICATE OF PARTICIPATION

This is to certify that Dr.K.K.A.Alaguappan, Associate Professor & Head

Of

Kongu Arts and Science College (Autonomous), Erode.

Has actively participated in 5 Day National Level Faculty Development Programme on "ENTREPRENEURSHIP AND INNOVATION" hosted by Patrician College of Arts and Science, from Monday 8th March 2021 to Monday 15th March 2021.

Principal

Dr. Fatima Vasanth **Academic Director**

Bor. And Bay Bro.Dr. S. Arockiaraj Director & Secretary