

WEBINAR SUMMARY: INNOVATION IPR AND START-UP

DATE AND TIME: 30 April 2020, 11:00hrs.

SPEAKER: MR. MOHIT GAMBHIR, DIRECTOR, MHRD INNOVATION CELL

GENERAL SUMMARY:

The webinar covers all the important aspects related to Intellectual Property Rights that a budding entrepreneur should be aware of in order to be successful. The majority of the issues and concerns faced by the innovators of the present generation in India and the questions raised by the attendees are addressed so as to help them in protecting their innovations and making the most out of it for the benefit of the mankind. It involves the discussion on the important points of the whole process of creating a successful startup, starting from the idea to its execution into the product and eventually its monetization through marketing.

OVERVIEW/KEY POINTS:

- **How to create a successful startup in the present generation and which areas should be targeted for innovation by new entrepreneurs in the upcoming years?**
India is in the platinum era for where the government is quickly providing funding and support to push the ideas. Gujarat is one such exemplary model. The upcoming innovations can be made in areas by which the dependency of India on other countries can be highly reduced which can be achieved by artificial intelligence, gadgets etc. With reference to the current pandemic COVID-19, healthcare sector is also a leap and bound, introduction of 5G, autonomous vehicles, innovations for social distancing, applications or bots for immediate presumptive diagnosis of minor health problems without the need of visiting a doctor etc can highly benefit us. In education department, the pen-paper mode of examinations can be eliminated by bringing solutions to create a controlled environment can make wonders.
- **How to protect one's innovative ideas from being stolen in the world where many people are working on one such same idea?**
Every entrepreneur should protect their IP without fail. The first key step is Prior Art Survey, which involves the study of market and the people working on the same idea for the better understanding of the competitors. IP Filing system in Gujarat is robust and is appreciated across the country by MHRD. For introduction of the innovation internationally PCT Filing should be done. One such example is of a simple ball point pen which is now a billion dollar market, in which a simple innovation of the rolling tip was noted by the attorney. One should hire an IP consultant for patenting. SSIP is sponsoring up to INR 25,000 for filing procedure which has increased the numbers of entrepreneurs by manifolds during the past two years.
- **Few examples of the innovations you've personally come across:**
There are many such examples among which, a box developed by a young couple which allows different players to play a game in real time user by placing four mobiles in the box was granted more than 6 patents in 2009. After 1 year it was purchased by an international gaming company called 888 in 18 million dollars. Some of his my own patents includes systems which can detect malicious forwarded messages at its origin and a tree interface on the screen to select among various options (like calling an executive) when you call customer care.
- **Importance and challenges of MHRD:**
After two years of development of MHRD innovation cell, Smart India Hackathon is successfully run in which there is a drastic increase in the participations day by day. Another council called Institution Innovation Council (IIC) has established 1600 cells across India among various educational institutes where training is provided about cognitive skills, design thinking etc. Atal Ranks of Innovation and Achievement (ARIA) provides ranks based on innovation. All of these is carried out with minimal funding however, seed money for startups upto 10 lakhs is provided now. There are few challenges to co-ordinate the startups and innovations across the country though.
- **Is hiring a consultant necessary for filing patent?**
Having a good consultant who can make good claims is very much necessary to file a patent. IR Gujarat provides specialized personnel for initial discussions if one doesn't want to hire a consultant straightaway.
Can a consultant copy the innovation of the client?
Yes. Therefore it is very much important to sign a Non Disclosure Agreement before discussing about the innovation. Protecting the idea should be ones top priority.
- **Important tips by Mr. Hiranmay (SSIP cell):**
As it is very much necessary to protect ones idea one should fill it up on i-hub or MHRD innovation cell as soon as the idea pops up, because it works on the global time zone. The one who registers first gets the claim. Prior art study or literature work before proceeding is must to know the competitors and the scope of the work in future. If one is not very sure about the innovation, one should file provisional IPR first. Universities should make strict guidelines to protect the projects or thesis of the students



when they're displayed publicly after submission. The main aim of the innovation should be making an impact. Innovation without impact is not innovation, it's just a mere product.

- Word of advise:

I would like to conclude by a very simple sentence: The real innovation is an innovation that can make your life simple with the intervention of technology.

Report by,
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