



# SREEKRISHNAPURAM V.T. BHATTATHIRIPAD COLLEGE

Aided and Affiliated to University of Calicut, NAAC Accredited with B+ Grade

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## CRITERION – III RESEARCH, INNOVATIONS AND EXTENSION

### 3.2 Innovation Ecosystem



[www.vtb.ac.in](http://www.vtb.ac.in)



Mannampatta P.O., Palakkad – 678 633



**3.2.1 Institution has created an ecosystem for innovations, Indian Knowledge System (IKS), including awareness about IPR, establishment of IPR cell, Incubation centre and other initiatives for the creation and transfer of knowledge/technology and the outcomes (2019-2024)**

## Intellectual Property Rights

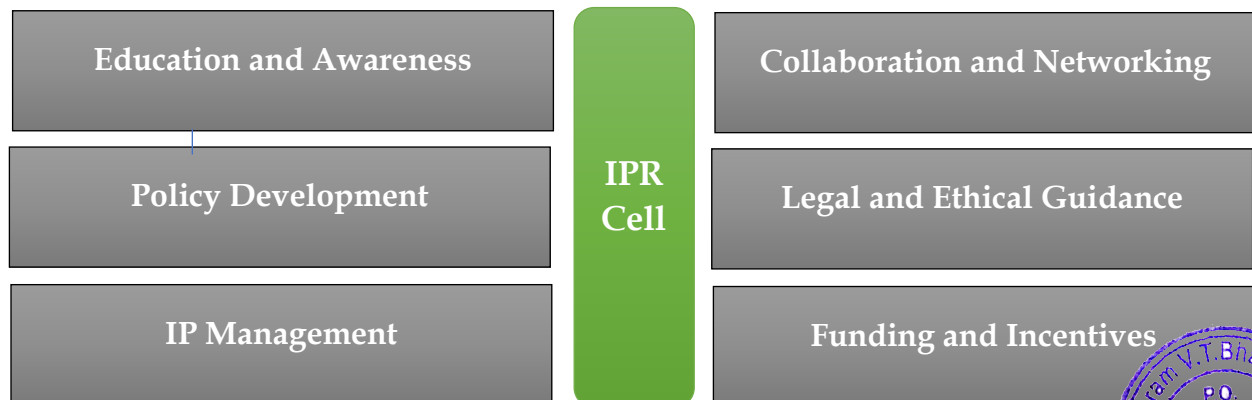
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## Intellectual property Rights

Intellectual Property (IP) refers to creations of the mind, such as inventions, literary and artistic works, designs, symbols, names, and images used in commerce. IP is protected by law through various mechanisms, including patents, copyrights, trademarks, and trade secrets. Patents provide exclusive rights to inventors for their inventions, allowing them to control how their inventions are used by others. Copyrights protect the rights of creators over their literary and artistic works, such as books, music, paintings, and films. Trademarks are signs capable of distinguishing the goods or services of one enterprise from those of others. Trade secrets protect confidential information that gives a business a competitive edge. IP protection is crucial as it encourages innovation by granting exclusive rights, contributes to economic growth by enabling creators to earn recognition and financial benefits from their work, and fosters an environment where creativity and cultural expression can flourish.

## Intellectual property Rights Cell

The establishment of Intellectual Property Rights (IPR) Cells in colleges is a significant government initiative aimed at fostering innovation and protecting intellectual property within academic institutions. These cells conduct workshops, seminars, and training sessions to educate students and faculty about the importance of IP and the processes involved in securing IP rights. They provide guidance and support to innovators in protecting their inventions and ideas, assist in the commercialization of IP by facilitating technology transfer and connecting inventors with industry partners, and help develop institutional policies for effective IP management. The government supports these initiatives by providing resources, funding, training programs, and access to IP management tools and databases, creating an environment that encourages innovation and ensures that intellectual assets generated within academic institutions are adequately protected and utilized for economic and societal benefits.





# IPR CELL @ VTB

The Intellectual Property Rights (IPR) Cell at Sreekrishnapuram V. T Bhattathiripad College, established in 2022, plays a crucial role in fostering innovation and protecting intellectual property within the institution. It conducts workshops and seminars to educate the college community about intellectual property rights, assists in patent filing and maintenance, manages trademarks and copyrights, and safeguards trade secrets. The IPR Cell also explores licensing opportunities, ensures compliance with relevant laws, and collaborates with stakeholders to advance the college's IPR goals. By promoting a culture of continual learning and innovation, the IPR Cell maximizes the value of the college's intellectual property assets.

## ONE DAY WEBINAR ON IPR @ VTB ON 17<sup>th</sup> FEBRUARY 2022

The Intellectual Property Rights (IPR) Cell at Sreekrishnapuram V. T. Bhattathiripad College, established in 2022, plays a crucial role in fostering innovation and protecting intellectual property within the institution. It conducts workshops and seminars to educate the college community about intellectual property rights, assists in patent filing and maintenance, manages trademarks and copyrights, and safeguards trade secrets. The IPR Cell also explores licensing opportunities, ensures compliance with relevant laws, and collaborates with stakeholders to advance the college's IPR goals. By promoting a culture of continuous learning and innovation, the IPR Cell maximizes the value of the college's intellectual property assets.





# NATIONAL SEMINAR ON PROTECTION OF CONSUMERS IN IPR REGIME @ VTB ON 15<sup>th</sup> MARCH 2023

The National Seminar on **Consumer Rights and Dispute Redressal** was inaugurated by Dr. Saritha Namboothiri, our Principal, in the seminar hall on March 15, 2023, at 2 pm. Mr. NK Krishnan Kutty, a distinguished member of the District Consumer Disputes Redressal Commission, then provided valuable insights into the topic. Bindu T, HOD of the PG Department of Commerce and Management Studies, delivered an informative introductory talk. BCom students engaged actively in discussions on consumer rights, legal frameworks, and dispute resolution mechanisms. The seminar successfully provided a platform for students to gain a deeper understanding of consumer rights and dispute resolution.



**Sreekrishnapuram V. T. Bhattathiripad College**  
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National Seminar on  
**PROTECTION OF CONSUMERS IN IPR REGIME**

**Speaker**

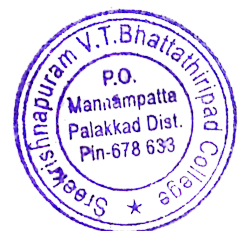


**Topic :**  
Consumer Rights &  
Consumer Disputes Redressal

Date : 15.03.2023  
Time : 02.30 P M  
Venue : Seminar Hall

**N K KRISHNANKUTTY**  
(Member, District Consumer Disputes Redressal Commission)

Organized By  
Department of Commerce & Management Studies



## DEDICATED SESSIONS FOR IPR IN VARIOUS SEMINARS ORGANIZED IN THE COLLEGE

### One Week International Online Workshop on Research Methodology

During the 'One Week International Online Workshop on Research Methodology,' a dedicated session on Intellectual Property Rights (IPR) was conducted by Dr. Vijayachandran Pillai, Professor (Retd.) and Former Head of DCMS at the University of Calicut. Dr. Pillai's extensive knowledge and experience in the field provided participants with a comprehensive understanding of IPR, significantly enriching the workshop. His session was instrumental in enhancing the attendees' grasp of research methodology and the importance of IPR in academic and professional research



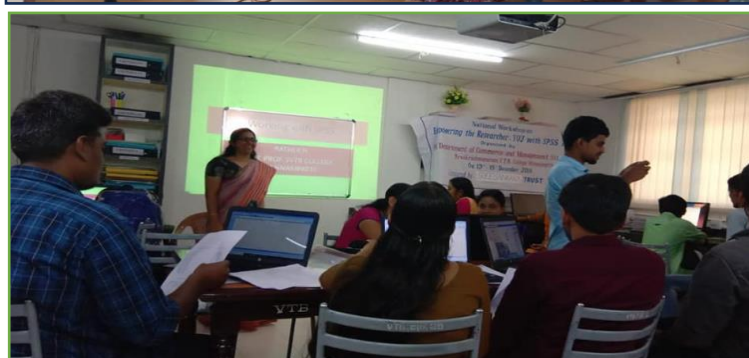
### National Level Workshop on Research Methodology

On April 10, 2021, the 'National Level Workshop on Research Methodology' included a session on Intellectual Property Rights (IPR) led by Dr. P. C. Muraleemadhavan, President of the Kerala Sanskrit Academy. Dr. Muraleemadhavan provided valuable insights into IPR, highlighting its importance in protecting innovations and encouraging creativity. The session effectively combined information and interaction, equipping participants with a clearer understanding of intellectual property for their research work.



## Empowering the Researcher in You with SPSS

On February 14, 2020, the seminar titled 'Empowering the Researcher in You with SPSS' included a session on Intellectual Property Rights (IPR) led by Dr. S. Sreejith, Assistant Professor in the Department of Legal Studies at Cochin University of Science and Technology. Dr. Sreejith offered valuable insights into IPR, enhancing the seminar with his expertise and facilitating discussions with the participants.





## Two-week Faculty Development Course on Research Methodology

On October 24, 2021, a session on Intellectual Property Rights (IPR) was held as part of the 'Two-week Faculty Development Course on Research Methodology.' The session was led by Ms. Arathi Ashok, Assistant Professor in the Department of Legal Studies at Cochin University of Science and Technology (CUSAT). Ms. Ashok provided a comprehensive overview of IPR, contributing significantly to the course. Her presentation facilitated a detailed discussion on the importance of IPR in research methodology.

The image is a screenshot of a YouTube video. The top part shows a teal-colored banner for an 'ONLINE FACULTY DEVELOPMENT PROGRAMME / SHORT TERM COURSE ON RESEARCH METHODOLOGY' organized by the Department of Enterprise and Management Studies at Sreekrishnaparam V. T. Bhatathiripad College. The banner lists three sessions:

- 27/10/2021 - WEDNESDAY: Research reporting and Citation, 2:00-5:00 pm, by Dr. K. Ranga, Assistant Professor, Department of Business Administration, Annashilingam Institute for Home Science & Higher Education for Women, Coimbatore.
- 28/10/2021 - THURSDAY: New dimensions of Social science research, 2:00-5:00 pm, by Dr. T.G. Saji, Associate Professor, School of Management studies, CUSAT.
- 29/10/2021 - FRIDAY: Intellectual Property right and Plagiarism policy, 2:00-5:00 pm, by Ms. Arathi Ashok, Assistant Professor, Intellectual Property Right, School of Legal studies, CUSAT.

The bottom part of the screenshot shows a presentation slide titled 'Intellectual Property and Plagiarism' by Arathi Ashok, Assistant Professor, SLS, CUSAT. A small video inset in the top right corner shows Ms. Arathi Ashok speaking.

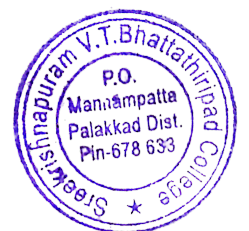
<https://youtu.be/5Ov413gW4u8?si=ooxNqIKV5NmhzI0>

## Empowering the Researcher in You with "R"

On January 14, 2020, the seminar titled 'Empowering the Researcher in You with "R"' included a session on Intellectual Property Rights (IPR) led by Dr. S. Sreejith, Assistant Professor in the Department of Legal Studies at CUSAT. Dr. Sreejith provided a detailed overview of IPR, emphasizing its role in protecting researchers' innovations and



intellectual contributions. His presentation gave attendees a solid understanding of IPR, equipping them with the knowledge needed to manage the legal aspects of their research.



## Empowering the Researcher in You with “R”

On January 27, 2023, the Department of Sanskrit at Sreekrishnapuram V. T Bhattathiripad College in Mannampatta held a one-day workshop focused on research methodology for sixth-semester students. The event began with a prayer, followed by a welcome address by Dr. Parvathy K P. Dr. Jayan E. delivered the presidential address. Dr. Sreeja K P presented on the topic of qualitative research, explaining its principles and applications. A session on Intellectual Property Rights (IPR) was included, emphasizing its relevance to academic and professional research. In the afternoon, Dr. Sruthi P.A. covered both qualitative and quantitative research methodologies. The workshop ended with a vote of thanks from Sreeshma K P, providing participants with a comprehensive understanding of research methodologies and IPR.



## ONE DAY SEMINAR ON RELEVANCE OF INTELLECTUAL PROPERTY RIGHTS @ VTB ON 25<sup>th</sup> JUNE 2024

The Seminar on Intellectual Property Rights, organized by the Internal Quality Assurance Cell (IQAC) in collaboration with the PG Department of Commerce, was held in the Seminar Hall from 10:30 am to 12:30 pm. The event, attended by faculty members, students, and other stakeholders, began with a prayer, followed by a welcome speech by





Ms. Sinu M and a presidential address by Ms. Rathi K N, both Assistant Professors of the PG Department of Commerce. The seminar was inaugurated by Dr. Saritha Namboothiri, the Principal, with felicitations from Dr. Sandeep Narayanan, the IQAC Coordinator, and Kamal Raj Mohan, Assistant Professor. The keynote address was delivered by Adv. T G Madhavan Unni, who provided an insightful overview of intellectual property rights, their legal frameworks, and relevance across sectors, using real-world examples and case studies. The seminar concluded with a vote of thanks by Vaishnaja, an MCom student.

**SREEKRISHNAPURAM  
V. T. BHATTATHIRIPAD COLLEGE**



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**SEMINAR ON  
INTELLECTUAL PROPERTY RIGHTS**

Organised by IQAC in association with PG Department of Commerce

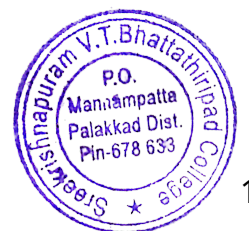
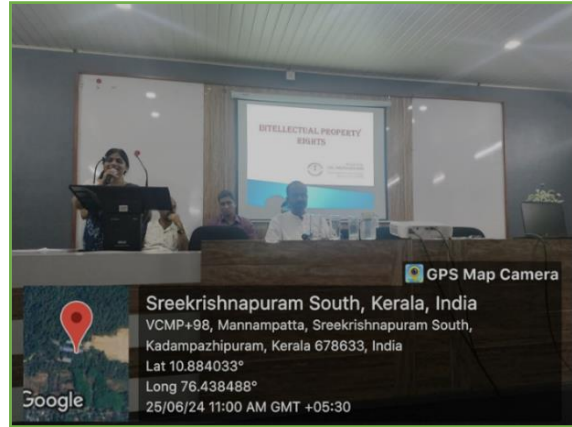
On  
**TUESDAY**  
23 June 2023  
10:30am - 12:30pm

**RESOURCE PERSON**

Adv. **T G MADHAVAN UNNI (B.COM,LLB)**  
Practicing lawyer in taxation  
Business Laws & IPR since 2000



Contact coordinator  
Ms.Sinu M  
Assistant Professor  
PG Department of Commerce  
+91 97477 15254



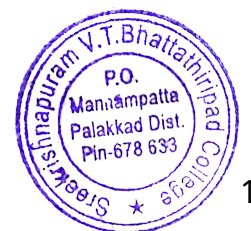
Copyrights are a crucial aspect of intellectual property rights, providing legal protection to the creators of original works, including literary, artistic, and academic creations. At our college, we recognize the importance of safeguarding the intellectual contributions of our faculty, students, and staff. This section of the IPR report highlights the various copyrights owned by our institution, showcasing our commitment to fostering innovation and creativity. By securing copyrights, we ensure that the original works produced within our college are protected, allowing creators to retain control over their use and distribution. This not only encourages further academic and artistic endeavors but also enhances the reputation and intellectual capital of our institution.

## **Book titled 'Vedic Education System and Ancient Indian Astronomy' (First Edition) by Dr. Parvathy K P**

Our college proudly holds the copyright for the book "Vedic Education System and Ancient Indian Astronomy," authored by Dr. Parvathy K P. This significant work, published by Motilal Banarsidass Publishing House, Delhi, explores the rich heritage of Vedic education and ancient Indian astronomical practices. The book is available in both hardcover (ISBN: 978-93-5676-392-0) and paperback (ISBN: 978-93-5676-406-4) editions.

Dr. Parvathy K P's extensive research and scholarly contributions in this book highlight the profound knowledge and educational systems of ancient India, making it a valuable resource for students, researchers, and enthusiasts of Indian history and culture. By securing the copyright for this publication, our college not only protects the intellectual property of our esteemed faculty but also promotes academic excellence and the dissemination of knowledge.

This copyright underscores our institution's commitment to fostering innovation, preserving cultural heritage, and supporting the academic endeavors of our faculty and students. It serves as a testament to the high standards of research and scholarship upheld by our college.



**Vedic Education  
and  
Ancient Indian Astronomy**

**DR. PARVATHY K.P.**



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**Showroom:**

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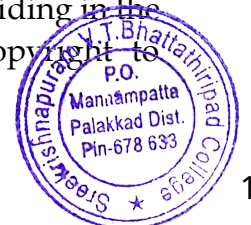
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Tel: +91-9042022626 Email: [bengaluru@mbd.in](mailto:bengaluru@mbd.in)

**Book titled 'Academy of Commerce Review' by Dr. Vinitha A S, Ms. Anu A N  
and Ms. Vidya K**

The book **Academy of Commerce Review**, published in 2022, reflects the academic and research efforts of our college. The copyright for this publication is held by Dr. Vinitha A S, Ms. Anu A N, and Ms. Vidya K, demonstrating the college's commitment to intellectual property rights (IPR). Securing copyrights helps protect and recognize the intellectual contributions of faculty and students.

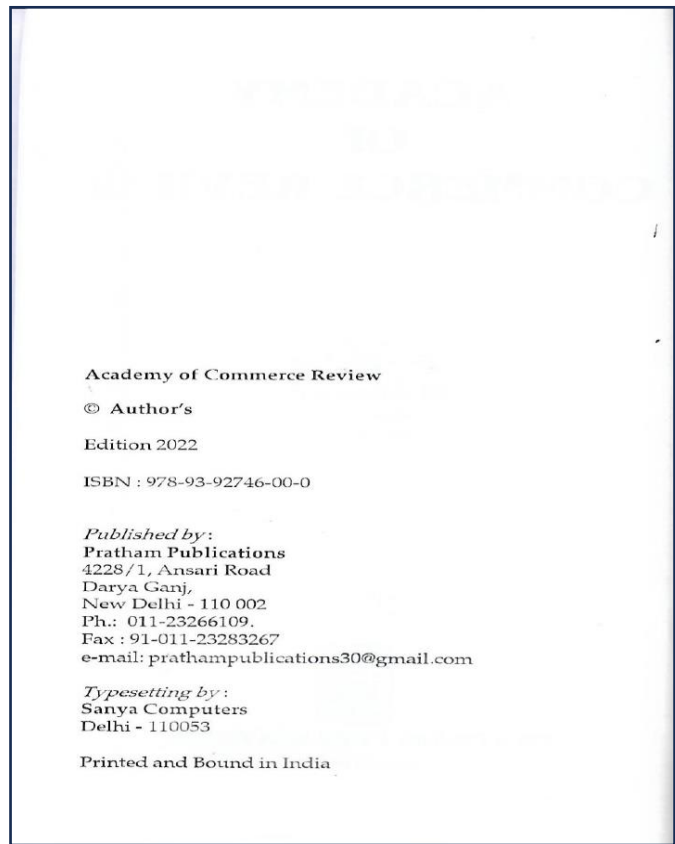
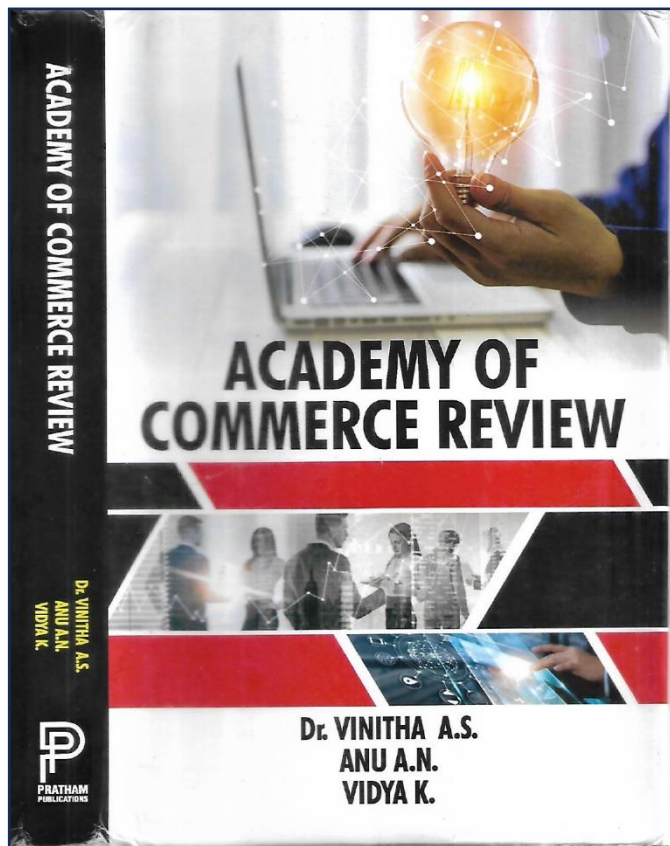
The college supports original research and scholarly activities by facilitating publications for faculty and students. It conducts regular seminars and workshops on IPR to inform the college community about protecting their intellectual creations. These events address various aspects of IPR, including copyrights, patents, and trademarks.

Collaboration with publishers like Pratham Publishers extends the reach of our faculty and students' work, contributing to the college's academic standing. The college's IPR policy outlines the rights and responsibilities of authors and the institution, aiding in the management and protection of intellectual property. By holding the copyright to





Academy of Commerce Review, the college highlights its academic achievements and the importance of IPR in academia.



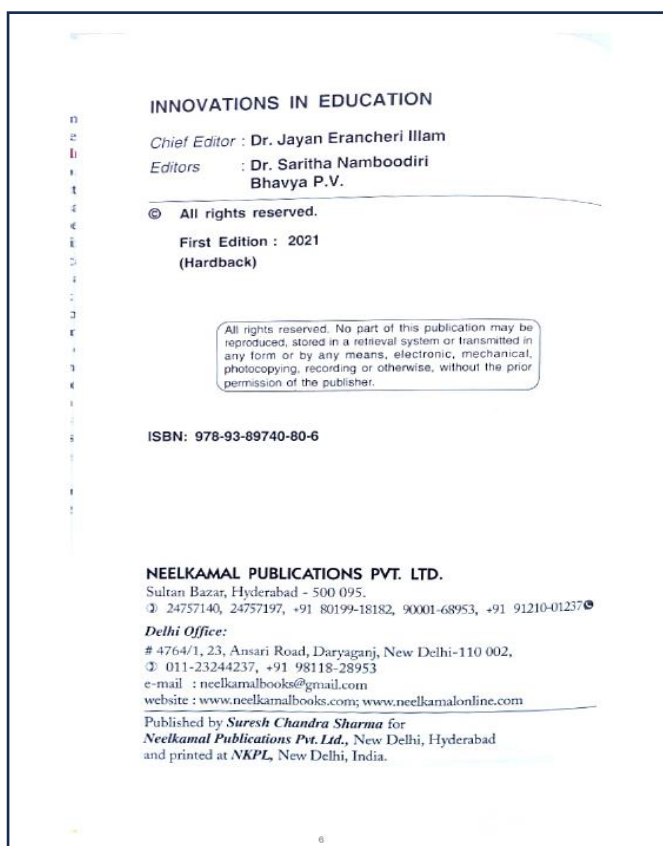
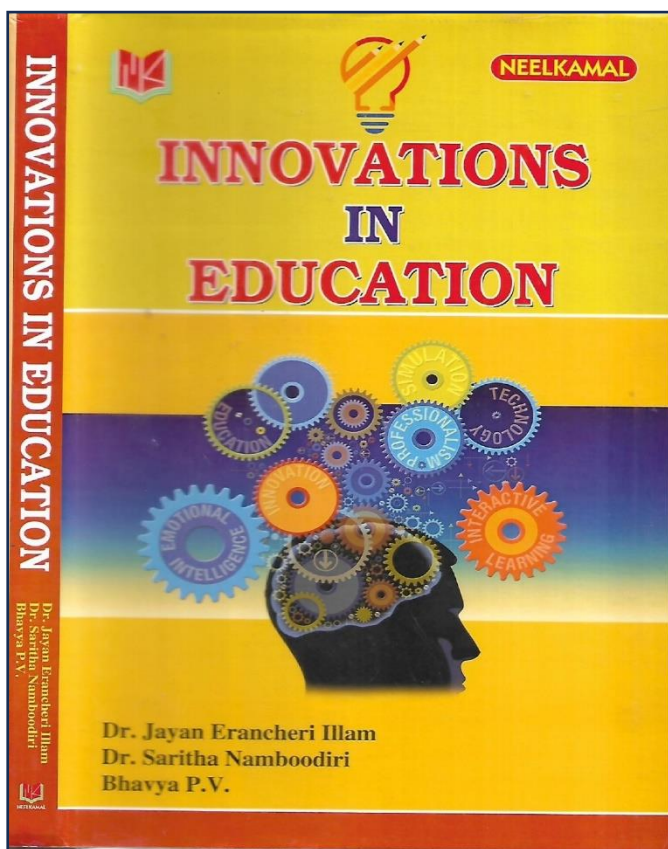
## Book titled 'Innovations in Education' by Dr. Jayan Erancheri Illam, Dr. Saritha Namboodiri and Ms. Bhavya P M

The book **Innovations in Education**, published in 2021 by Neelkamal Publications Pvt. Ltd, Hyderabad, represents a notable contribution to the field of educational innovations. The copyright for this book is held by Dr. Jayan Erancheri Illam, Dr. Saritha Namboodiri, and Ms. Bhavya P V, reflecting the college's commitment to intellectual property rights (IPR) and encouraging faculty involvement in scholarly activities.

The college actively promotes awareness and understanding of IPR among faculty and students through seminars, workshops, and webinars. These initiatives emphasize the importance of protecting intellectual property and provide practical guidance on managing it. The publication of **Innovations in Education** highlights the college's commitment to these principles and the advancements made by its faculty.



By holding the copyright for this educational resource, Sreekrishnapuram V T Bhattathiripad College underscores its role in the academic domain and its dedication to IPR. This ownership not only enhances the college's reputation but also encourages other institutions to prioritize IPR in their academic practices. The college's efforts ensure that the intellectual contributions of its faculty are recognized and protected, supporting an environment conducive to innovation and creativity.



## Book titled 'Marketing for Digital World (A Paradigm Shift)' by Mr. Kamal Raj Mohan and Ms. Rathi K N

The book **Marketing for Digital World (A Paradigm Shift)**, published in 2021 by Sonali Publications, New Delhi, and authored by Mr. Kamal Raj Mohan and Ms. Rathi K N, exemplifies the intellectual contributions from our college. The institution holds the copyright for this work, demonstrating its commitment to academic excellence and the protection of original research. This ownership ensures that the authors receive appropriate recognition and financial rewards for their work, encouraging further creativity.



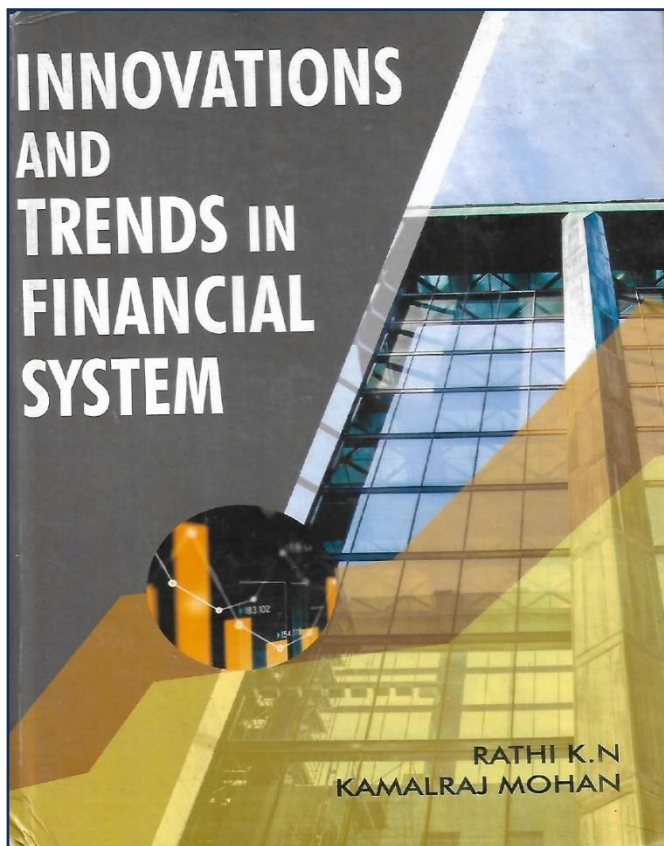




ISBN 978-93-88742-15-3, emphasizes the importance of intellectual property rights (IPR) in safeguarding original academic contributions.

## Book titled 'Innovation and Trends in Financial System' by Ms. Rathi K N and Mr. Kamal Raj Mohan

The book **Innovation and Trends in Financial System**, published in 2019 by Pratham Publications, New Delhi, is authored by Ms. Rathi K N and Mr. Kamal Raj Mohan, Assistant Professors in the Department of Commerce and Management Studies. The copyright for this book, with ISBN 978-93-88742-13-9, is held by the college. This reflects the college's dedication to supporting academic and innovative work. By owning the copyright, the college ensures that the intellectual property created by its faculty is protected and contributes to the institution's academic standing and resources.



Innovations and Trends in Financial System

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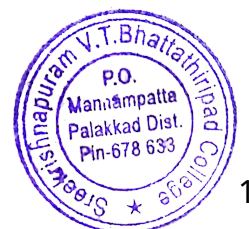
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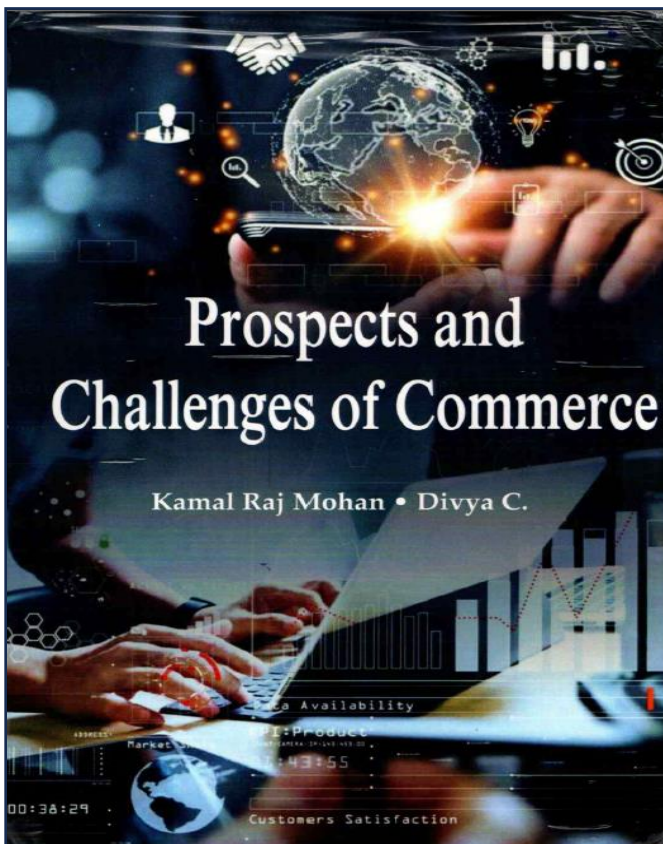
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## Book titled 'Prospects and Challenges of Commerce' by Mr. Kamal Raj Mohan and Ms. Divya C

The book **Prospects and Challenges of Commerce**, published in 2024, is authored by Mr. Kamal Raj Mohan and Ms. Divya C, Assistant Professors in the Department of Commerce and Management Studies. The copyright for this book is held by the authors, highlighting the college's support for intellectual property rights (IPR). By securing the copyright, the college ensures that the authors retain exclusive rights to their work, including reproduction, distribution, and adaptation. This protects the authors' contributions and enhances the institution's reputation for scholarly activity and innovation.



Prospects and Challenges of Commerce

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