

Mahajana Education Society (R)
SBRR Mahajana First Grade College (Autonomous)
Affiliated to University of Mysore
Re-Accredited by NAAC with 'A' Grade, College with Potential for Excellence
Post Graduate Wing
Pooja Bhagavat Memorial Mahajana Education Centre
K R S Road, Metagalli, Mysuru – 570 016

Date: 17.01.2024

Zestlogic Systems & Mahajana's Patent portfolio Services & Research Partnership.

Title of the Event and name of the venue:

Title: Faculty Interaction on Research and Intellectual Property.

Venue: Director's Chamber

Details of the department organizing the event in collaboration with institution:

Department of Studies in Computer Science (MCA & M.Sc. Computer Science) in association with Zestlogic Systems Pvt Ltd.

Purpose and scope of the Meeting:

The objectives of the meeting included:

1. Introduction of the Zestlogic Systems and IP Scope definition
2. Explain the inter disciplinary collaboration
3. IP and its importance for NAAC and NIRF

Details of the Meeting:

The Meeting began with the self-introduction by Mr. Srinivasan M, CEO & Head, Research Innovation at Zestlogics.

Mr. Srinivasan emphasized on how having a patent is a crucial step in protecting intellectual property, and collaborating with different departments, colleges and industries can enhance the potential for innovation and commercialization of the college.

He also spoke about how to conduct a Preliminary Search, Determine Patentability, Choose the Right Type of Patent, File a Patent Application. He suggested Collaboration with life sciences department of the college, Collaboration with Different Colleges and industries, Establish Collaborative Agreements, Establish clear agreements outlining roles, responsibilities, intellectual property ownership, and any financial arrangements.

Principal
SBRR Mahajana First Grade College (Autonomous)
K R S Road, Metagalli, Mysuru - 570 016

The speaker also explained the primary goal of the incubation cell: to facilitate the commercialization of inventions and promote technology transfer and to create a conducive environment for fostering an innovation culture within the collaborative ecosystem.

He informed that according to the University Grants Commission (UGC) guidelines, all the educational institutions in India are setting up IPR facilitation centre in their campus to improve their ranking, establish an innovation ecosystem, incubate knowledge-based start-ups, and earn additional revenue.

Based on the status (filed, published and granted) of the patents, designs and copyrights, NIRF ranks are secured by educational institutions.

Mrs. Rachana C R interacted with Mr. Srinivasan and explained the about the NAIN incubation which was existent in the PG centre for students to convert their ideas into innovations. Mr. Srinivasan expressed that he collaborates only with institutions and faculty members with respect to research collaborations and patent filing.

A brief profile of the resource person:

Mr. Srinivasan M, CEO & Head Research Innovation at Zestlogic.

Possesses 25 years' experience, domain: Advanced Analytics, Big data, Actuarial Science, Statistical & Mathematical Modeling, Business Intelligence & Data Visualization.

Zestlogics is a young Embedded and Advanced Analytics company with a diversified business practice focusing on complete, product engineering, software and IP Asset portfolio Management services ranging from embedded systems product development, information technology services, executing mandates from Patent Analytics to licensing support for Global Institutions, Corporates, Licensing Firms, and Law Firms, along with providing services in the domain of Commercialization, Valuation, Licensing, and Technology Transfer Matters.

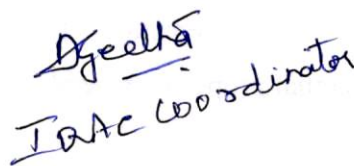
Participants: Suresh, Mysore, Srinivasan M CEO, Zestlogic, Dr Renukarya, Director, Mahajanas, Smt. Rachana C R, MCA & CS HoD, Staff and faculty members of CS, Mahajana PG Wing.



Dr. B. R. Jayakumari
Principal

PRINCIPAL

Smt. Bhagyalakshamma Rattehalli Ramappa
Mahajana First Grade College (Autonomous)
Jayalakshnipuram, Mysuru-570 012



Dr. Geetha
IDAC Coordinator



Smt. Rachana C R
Associate Prof. & Head



