



Office of the Principal  
**Govt. Degree College Pampore**  
گورنمنٹ ڈگری کالج پانپور (کشمیر)

Tulbagh, Pampore - 192121- (Distt. Pulwama)- Kashmir

Cell: 9419022133, Web : [gdcpampore.com](http://gdcpampore.com) Email: [gdcpampore@gmail.com](mailto:gdcpampore@gmail.com)



**EXPOSURE VISIT OF STUDENTS TO INDIA INTERNATIONAL KASHMIR SAFFRON TRADING CENTRE (IIKSTC)**

On 2/11/2023 IIC of GDC Pampore organised a one day exposure visit to IIKSTC where an agri entrepreneurship trade fair was being conducted by the Government of UT(J&K). Students had first hand experience of different agri entrepreneurship methods. They also became accustomed with different financial schemes floated by the government to help in agri entrepreneurship venture establishment. On the occasion government representatives gave extensive details of the government schemes and divulged the methods to get benefit out of them.





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**Report on**  
**ONE DAY PROGRAMME**  
**ON**  
**INTELLECTUAL PROPERTY RIGHTS (IPR) organized by Dept of**  
**Commerce and IIC on 30-11-2023.**

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The one day programme on Intellectual Property Rights (IPR )was organized by the Department of Commerce in collaboration with Innovation and Incubation Cell (IIC) in the premises of Government Degree College Pampore on 30<sup>th</sup> of November, 2023. The programme was presided over by the worthy Principal of the College, Prof. Dr. Huda Galzai. The programme was attended by good number of students and faculty members of the College.

The introductory speech was given by, Prof. Dr. Huda Galzai. She besides highlighting the importance of Intellectual Property Rights praised the India's innovation and technological competence to the world and highlighted the collaboration and opportunities available for budding entrepreneurs and researchers in the field of Intellectual Property Rights and how the same can inspire the next generation citizens and youth towards developing new innovations and registering the same with the concerned departments.

After the introductory remarks Dr. Bhaskar Jyoti who being the guest speaker of the programme, discussed and briefed about the importance of Intellectual Property Rights. Dr. Bhaskar discussed about the scope of opportunities and challenges to help the students, researchers and innovators in the same field. The invited speaker also enlightened the participants about hoe Intellectual Property is protected in law by, for example, patents, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create. She argued that by striking the right balance between the interests of innovators and the wider public interest, the Intellectual Property system aims to foster an environment in which creativity and innovation can flourish. The lecture was followed by an interactive session with to answer the queries raised by the students and faculty.

The whole event was coordinated by Prof. Redwan Nayeem, Head Dept of Commerce, Dr. Suheel Azad, and Dr. Rouf Bhat. Further, the technical support of the whole event was provided by Dr Mohd Iqbal Malik, Dr Rouf Bhat and Dr. Suheel Azad.

Formal vote of thanks was presented by Dr. Mohd. Iqbal Malik , Head Dept of Islamic Studies, where he thanked Prof. Dr. Huda Galzai for always being supportive of such initiatives. He also thanked and acknowledged Dr. Bhaskar Jyoti for her contemporary information regarding the various dynamics of Intellectual Property Rights. He also appreciated the presence of Vice-Principal of the College and other senior faculty members for their participation in the event. He further thanked each and every participant for making this programme a grand success. The event would not have been possible without the support and hardwork of each and everyone.





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NAAC ACCREDITED GRADE B<sup>+</sup> (CGPA=2.6)

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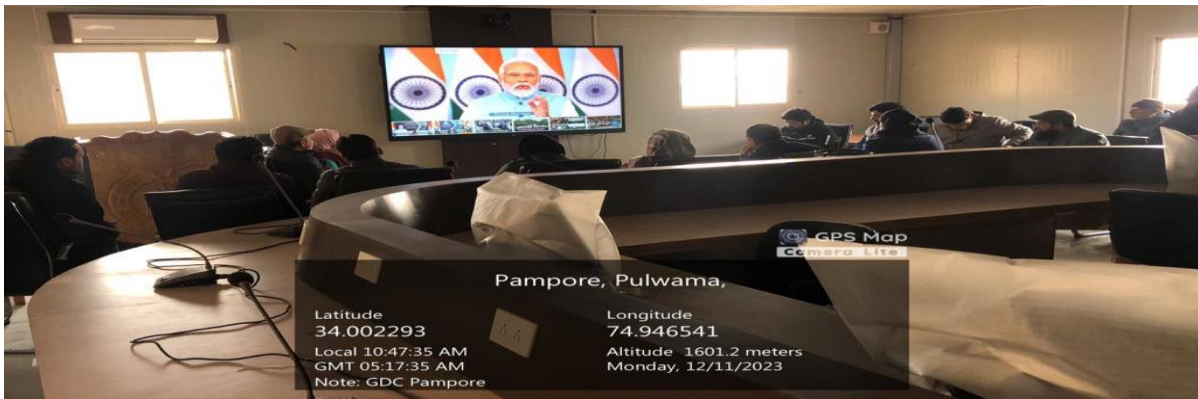
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No: GDC/PMP/23/

Dated:

**Report of Pledge Ceremony and awareness event on Viksit Bharat @2047**

GDC Pampore attended a live telecast of the inaugural session of Viksit Bharat@ 2047: Voice of Youth initiative inaugurated by PM Narendra Modi in Rajbhavan Assam, IIT Guahati. The vision and mission of this initiative is to make India a developed nation by 2047. All the faculty and nonteaching staff of the college attended the online inaugural of the Viksit Bharat @2047 initiative. After the conclusion of online inaugural, a pledge ceremony was held in which all the staff members of the college take pledge to work for making India a developed and self reliant nation by 2047, to remove any trace of colonial mind set, to celebrate our heritage, to strengthen unity and respect those who protect the country & perform the duties of the citizen. Principal of the college Prof. (Dr.) Huda Galzai spoke at the event; she talked about the importance of education and educators for making India progressive in every field. She said educationists sets the base for development and we cannot think of development without education. She further added it's our responsibility as educators to help in fulfilling the mission of ViksitBharat @ 2047 of making India a progressive and developed nation by 2047. During the event students sensitized about the ViksitBharat @2047 initiative and it's purpose. Link for taking online pledge was shared to the students through offline and online mode through various social media platforms. Selfie booths were created in the college for the promotion of Viksit Bharat @2047. College website and various social media platform like face book, Instagram, WhatsApp were also used for raising awareness regarding the Viksit Bharat @2047 initiative. Students were guided and encouraged to share their ideas for Viksit Bharat on the site. Students take pledge online and also shared their ideas on website. The event proceedings were conducted by Dr. Iqbal Malik Head Department of Islamic Studies and the formal vote of thanks was proposed by Prof. Kasira NSS programme officer and Head Department of Education.



Submitted to  
Principal





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## Celebrating International Women's Day

**Dated: 9<sup>th</sup> March, 2024**

**Venue: Lal Ded, Conference Hall, New Academic Block**

Under the able guidance of the worthy Principal Prof. (Dr) Huda Galzai, the Women's Development Cell of the college celebrated International Women's Day on 9<sup>th</sup> March, 2024 in Lal Ded Conference Hall at 11 am. The event aimed to commemorate the achievements of women globally and discuss pertinent issues surrounding gender equality, with a particular focus on combating economic disempowerment.

The theme for International Women's Day 2024 is "Invest in Women: Accelerate Progress." This theme underscores the significance of investing in women's empowerment and economic opportunities to expedite progress towards gender equality. The event started with the welcome address delivered by the esteemed Principal Prof. (Dr) Huda Galzai. In her speech, Prof. Galzai commented on the commendable role played by women in the society. She talked about economic independence, decision making power, equity and gender equality in both domestic spaces and work places as key aspects of Women Empowerment. The keynote address was delivered by Prof. (Dr) Samina Yesvi, Cordinator, Women's Development Cell. In her speech she highlighted the theme of inclusivity, gender sensitivity and economic sustainability.

Three women entrepreneurs from Kashmir were invited as guests to share their inspiring success stories in the programme. Their success stories served as an inspiration to aspiring entrepreneurs and underscored the importance of passion and creativity in achieving business excellence. The first speaker Miss Sana Imtiyaz, the founder of Sweet Temptations Bakery outlet, delivered a captivating speech at the event. She shared her journey of establishing Sweet Temptations and how her designer cakes quickly gained popularity in Srinagar. Sana's



dedication to crafting unique and delicious cakes for special occasions has made Sweet Temptations a favourite among the city's residents, who trust her to add sweetness to their cherished moments like weddings, birthdays, and other events. The second speaker, Nava Shah, the enterprising entrepreneur behind 'Jamkle Jars,' delivered an inspiring speech at the event. As an MBA graduate from Kashmir University, she embarked on her entrepreneurial journey fuelled by her passion for cooking and her desire to establish her own enterprise. With 'Jamkle Jars,' Nava introduced unique, organic varieties of pickles to the market, including innovative flavors like Kashmiri mix veg, chicken, mutton, garlic, beetroot, and dates pickles, all crafted using organic techniques. Her dedication to quality and innovation garnered a positive response from customers, leading to an influx of orders and the steady growth of her business. Nava's journey highlights the importance of perseverance, creativity, and family support in entrepreneurial success. She emphasized the need for women to harness their skills and pursue their entrepreneurial dreams, encouraging every girl to step forward and make a difference. The third speaker, Miss Saima Shafi, affectionately known as 'Kral Koor,' shared her journey of revitalizing the traditional art of pottery in Kashmir. As a civil engineer, she merged her passion for pottery with modern techniques, breathing new life into this ancient craft. Through research, education, and the establishment of her pottery studio, Saima exemplifies the power of innovation and dedication in preserving cultural heritage while embracing progress. Her story resonates as a testament to the transformative potential of women in traditionally male-dominated fields and the impact of their contributions on society. The success stories narrated by the women entrepreneurs served as an inspiration to aspiring entrepreneurs, especially women, to pursue their ambitions and contribute to economic empowerment and growth.

Further, Dr Mohammad Iqbal Malik, Head, Department of Islamic Studies, also enlightened the audience how Islamic principles coexist with feminist ideologies, emphasizing the importance of interpreting Islamic teachings in a contemporary context that promotes gender equality and social justice. His discourse shed light on the potential for synergy between Islam and feminism, fostering understanding and dialogue between these often perceived as conflicting perspectives. Drawing from the rich tapestry of Islamic tradition, Dr. Malik articulated how foundational Islamic teachings espouse principles of justice, compassion, and equality, which inherently support the pursuit of gender equality. He elucidated how the Quran and Hadith, when interpreted through a progressive lens, advocate for the

empowerment and rights of women, challenging patriarchal interpretations that have historically marginalized them.

Students from different semesters attended the programme. Besides, the students of the Department of Music melodiously celebrated the ideals of motherhood and women empowerment in the cultural programme. The event was moderated by Prof. Redwan Nayeem, Head, Department of Commerce. Prof. Aliya Muzaffar, Assistant Professor, Department of English delivered the formal vote of thanks and Dr Shaifta Ayoub, Head, Department of English acted as the rapporteur for the event.

The Women's Day celebration at Government Degree College Pampore served as a platform for insightful discussions on the theme "Invest in Women: Accelerate Progress." The speakers highlighted the urgency of combatting economic disempowerment among women through targeted investments, supportive policies, and collective action. The event inspired attendees to actively contribute to creating a more inclusive and equitable society where women can fully realize their potential and contribute to accelerated progress.







**Vikrant Institution of Technology and Management, Indore**  
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**Quarter III**  
**Mentor Mentee Meeting**  
**1st Orientation Cum Mentoring Session**  
**for**  
**All Mentee Institutions**

1. **Jawaharlal Institute of Technology**
2. **Vindhya Institute of Technology and Science, Satna, M.P.**
3. **Bansal College of Engineering, Mandideep**
4. **Government Degree College Pampore**
5. **Government Degree College, Bijbehara**

<b>Date: 16/03/2024 (Saturday)</b>	<b>Time : 3.00 – 4.00 PM</b>
<b>Session Conducted Online Mode:</b> <b>Google Meet Platform:</b> <a href="https://meet.google.com/fxm-rohe-qjw">https://meet.google.com/fxm-rohe-qjw</a>	<b>Target Audience : IIC Council Members of Mentee Institutions</b>

As Part of Mentor-Mentee Programme - Institution Innovation Council (IIC), Expert from mentor Institute Vikrant Institute of Technology and Management, Indore, Dr. Mamta Meena Convener - IIC, took Orientation cum Mentoring session for All Mentee Institutions (**Jawaharlal Institute of Technology, Vindhya Institute of Technology and Science, Satna, M.P. , Bansal College of Engineering, Mandideep, Government Degree College, Government Degree College, Bijbehara**) on 16th March 2024. Dr. Mamta Meena interacted with faculty and IIC Members and



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explained in detail about the role of IIC in HEIs. She also enlightened the members on start-ups, incubation, Innovation Funding Support & IPR. She also explained about Vikrant Institute of Technology and Management activities to motivate the IIC Council Members of all Mentee Institutions to improve their entrepreneur activities. She also addressed the relations and duties to be maintained between Mentor – Mentee Institute for inculcation of Innovation culture among student and faculty members.

In the last the queries of mentee institutions were addressed and constant support and guidance in future were assured.

#### **Meeting Objectives:**

The objective of Mentor-Mentee scheme for IIC institutions is to engage high performing IIC institutions especially those that have secured star ratings of 3.5 and above during the previous IIC calendar year to act as mentor to the IIC institutions that are in need of guidance and support. This twinning program will help IIC institutions to facilitate knowledge exchange and resource mobilisation between institutions by offering inter-institutional collaborations. Scheme is designed to mentor 5 mentee IIC institutes by one mentor Institute.



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## Why Mentoring?

- Guidance and Support
- Knowledge Transfer & Resource Sharing
- Networking & Collaboration Opportunities



## Benefits of Mentors:

- Knowledge & Expertise Utilization
- Resource Mobilization & Sharing
- Network Expansion & Co-Creation
- Quality Improvisation and Mentoring Maturity
- Motivation & Culture Building

## Benefits of Mentees:

- Capacity and Competency Building
- Streamlined Ecosystem.
- Capability Enhancement
- Exposure and Resource Sharing
- Networking and Partnership Building
- Motivation & Culture Building

## Mentor – Mentee Activity Details

Sr. No	Activity	No of activities	Description
1	Activity 1: Orientation & Mentoring Sessions	2	Common for all Mentee Institutions
2	Activity 2: Quarterly Progress Meetings	15	3 per Mentee Institute
3	Activity 3: Organise IIC calendar activity	2	Common for all Mentee Institutions
4	Activity 4: I&E Training & Exposure Visit	1	Common for all Mentee Institutions
5	Activity 5: Scaling IIC	50	Proposing Institutional Innovation Councils in 50 New Higher Education Institutions
6	Activity 6: Reactivating IICs	10	Guiding 10 Institutions to Active Status
7	Activity 7: Progress Monitoring & Impact Measurement	5	1 per Mentee Institute
8	Activity 8: Guidance		Mentor institution empowers mentees in MoE's innovation initiatives, including NISP adoption, I&E policy formulation, and pre-incubation and incubation facility management



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## **Progress Monitoring & Reporting**

Upload the schedule and submit report in IIC Portal

Zonal In charges will oversee the quality of the activities.  
Always share the activity link with zonal in charge.

All Progress related things to be marked to mentor mentee email:  
mm.iic.mic@aicte-india.org

### **Expected Outcomes**

- Active participation and involvement of students, faculties and staff and most importantly members of the IIC institute in the program.
- Awareness generation among students, faculties and staff on recent developments and approaches for innovation, entrepreneurship and intellectual property and their importance in wealth creation at individual level and national level.
- Nurturing leadership potential of student innovators, and entrepreneurs by providing them coordination roles to achieve the program objective.
- Program will set the foundation for the institute's participation in MoE's Innovation and Entrepreneurship initiatives such as IIC, NIRF, Hackathons, NISP, National Innovation Contest, and YUKTI Innovation Challenge and related programs at MIC and AICTE.





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**Instagram Promotion Link:**

<https://www.instagram.com/p/C4leKwatz5O/?igsh=MXJ2ZnBwZG55YzkzaQ==>

**Memories:**



**VIKSRANT INSTITUTE OF TECHNOLOGY AND MANAGEMENT, INDORE**  
**IIC Code: IC202014391**

**Institution's Innovation Council**  
**MENTOR MENTEE PROGRAM**

**ORIENTATION CUM MENTORING SESSION**

MENTOR INSTITUTE  
**VIKSRANT INSTITUTE OF TECHNOLOGY AND MANAGEMENT, INDORE**







 **Saturday**  
**16th March 2024**  
**at 3:00 PM**



**MR. NITIN SINGH TOMAR**  
President IIC

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**MRS. GARIMA SINGH TOMAR**  
Vice President IIC

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**DR. MAMTA MEENA**  
Convener IIC

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### 1. About VITM, Indore

Vikrant Institute of Technology and Management, Indore is a State Private Institution dedicated to excellence in teaching and research in interdisciplinary learning. Spread to large area of land, the Institute is located in Bhopal near Indore.

The mission is to contribute to the society through academic excellence and diverse knowledge in a broad range of disciplines, from Engineering, Management, to Health and Nutrition, Agriculture and Biotechnology. The Institute offers quality education in these disciplines to the society.

Vikrant Group of Institutions supports its students to succeed at every level to become well rounded individuals and skilled professionals. The Group has 3 colleges, Vikrant Institute of Technology and Management, Vikrant Institute of Integrated and Advanced Studies, Vikrant Institute of Nursing, Vikrant Institute of Pharmacy, Vikrant University Council.

The biggest strength of our Institutes is the renowned faculty members having distinguished academic achievements in different areas of technology, management and other related basic disciplines. The emphasis is to have a progressive outlook and innovative interactive teaching-learning process.

Mamta is presenting

Participants: Irfan ..., Mamta, Bisma, Dr. S P, sur 4 others

### 6. Why Mentoring ?

#### Why Mentoring?

- Guidance and Support
- Knowledge, Research & Researcher Mentoring
- Networking & Collaborative Opportunities

#### Benefits of Mentors

- Researcher's Expectation Satisfaction
- Researcher's Satisfaction in Mentoring
- Quality Improvement in Research
- Researcher's Career Advancement
- Researcher's Career Building

#### Benefits of Mentees

- Capacity and Competence Building
- Researcher's Satisfaction
- Researcher's Career Advancement
- Researcher's Career Building
- Researcher's Career Advancement
- Researcher's Career Building

Mamta is presenting

Participants: Irfan Khur..., Mamta, Bisma, You, Dr. S P, sur 5 others

### Meet Our Team

### Our VITM IIC Team

Mamta is presenting

Participants: Irfan ..., Mamta, Bisma, You, Dr. S P, sur 5 others

### 9. Planning with Mentee Institutes

#### Mentor - Mentee Activity Details

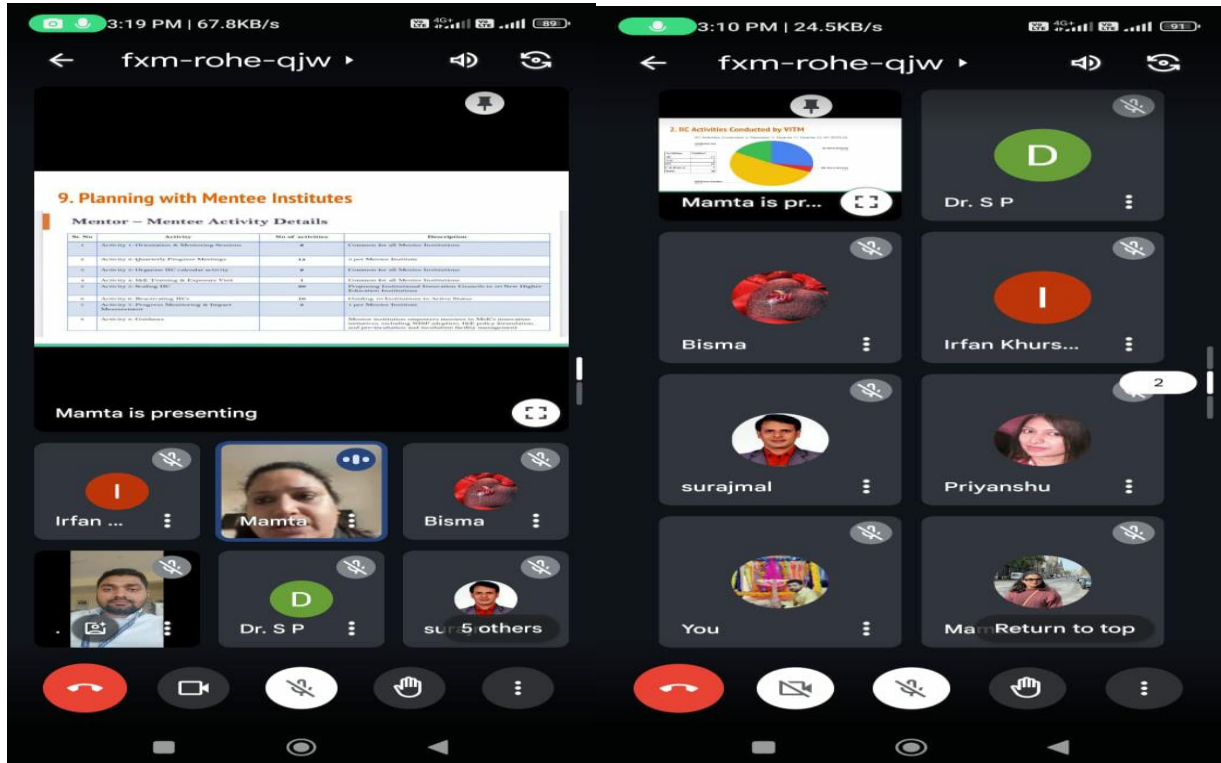
No.	Name	Activity	No. of Mentees	Registration
1	Dr. S. P. Singh	Researcher's Career Advancement	10	Completed
2	Dr. S. P. Singh	Researcher's Career Advancement	10	Completed
3	Dr. S. P. Singh	Researcher's Career Advancement	10	Completed
4	Dr. S. P. Singh	Researcher's Career Advancement	10	Completed
5	Dr. S. P. Singh	Researcher's Career Advancement	10	Completed
6	Dr. S. P. Singh	Researcher's Career Advancement	10	Completed
7	Dr. S. P. Singh	Researcher's Career Advancement	10	Completed
8	Dr. S. P. Singh	Researcher's Career Advancement	10	Completed
9	Dr. S. P. Singh	Researcher's Career Advancement	10	Completed
10	Dr. S. P. Singh	Researcher's Career Advancement	10	Completed

Mamta is presenting

Participants: Irfan ..., Mamta, Bisma, You, Dr. S P, sur 6 others



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Report Prepared by:

Dr. Mamta Meena

IIC Convener, VITM, Indore



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## **Report on**

### **IIC Driven Activity**

#### **Quarter III- Semester II**

#### **“Intellectual Property Rights (IPRs) and IP Management for Startup”**

**Session By: Prof. Roshan Kisan Bonde**, Assistant Professor, Department of Electronics and Telecommunication Engineering, Innovation Ambassador and Convener IIC DBATU, Dr. Babasaheb Ambedkar Technological University Lonere, Raigad Maharashtra

#### **Under Mentor Mentee Scheme (Volunteer Institute)**

<b>Date: 23/04/2024</b>	<b>Time: 2:00 PM to 3:00 PM</b>
<b>Venue: Vivekanad Hall, VGI, Indore (&amp; Online Platform)</b>	<b>Participants: 85 Participants (Hybrid Mode)</b>

“Learn to safeguard your startup's innovations! Join our workshop on Intellectual Property Rights (IPRs) and effective IP management. Gain insights to protect your ideas and navigate the competitive landscape with confidence. ”

Institution's Innovation Council and Vikrant Incubation Centre of Vikrant Institute of Technology and Management, Indore and Vikrant Institute of Integrated and Advanced Studies are Organising Workshop on "Intellectual Property Rights (IPRs) and IP management for startup" by Prof. Roshan Kisan Bonde, Assistant Professor, Department of Electronics and Telecommunication Engineering, Innovation Ambassador and Convener IIC DBATU, Dr. Babasaheb Ambedkar Technological University Lonere, Raigad Maharashtra



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In association with VITM Mentee Institutions under Mentor-Mentee Program

1. Jawaharlal Institute of Technology, Borawan
2. Vindhya Institute of Technology and Science, Satna
3. Bansal College of Engineering, Mandideep
4. Government Degree College, Pampore, J&K
5. Government Degree College, Bijbehara, J&K

#### **Workshop Overview:**

A session of “Intellectual Property Rights” was organised by Institutions Innovation Council, Vikrant Incubation Centre and I- Cell of Vikrant Group of Institutions, Indore (VGI) for the students of Engineering and Diploma (including Management) and faculty members of all the streams on 23rd April 2024 at 2.00 PM. The Government of India promotes Startup/ Entrepreneurship and Innovation, by giving funds and grants. The Workshop was organised to sensitise the students, in briefing of patent filing and copyrights. There were 85 participants. The Workshop was delivered by Prof. Roshan Kisan Bonde, Assistant Professor, Department of Electronics and Telecommunication Engineering, Innovation Ambassador and Convener IIC DBATU, Dr. Babasaheb Ambedkar Technological University Lonere, Raigad Maharashtra, India.

#### **Objective:**

The main objective of the event was to sensitise the students about Importance of IPR, Ethical steps in Patent Filing. The silent objective of the event was also to educate the students that innovation is mandatory for Patent Filing. The students were also educated about various steps in patent filing.

#### **Workshop Detail:**



## Vikrant Group of Institutions, Indore

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Prof. Roshan Kisan Bonde, Assistant Professor, started the session by giving an explanation of the word IPR. He taught the full process of arriving at an innovation idea which includes observation, mind mapping, ideation, prototyping, validation, survey etc. He informed me that the observation is the key tool for identifying the requirements. He explained that the various solutions for the problems or needs must be worked out properly. He shared her own experience to explain the importance of IPR and Ethical Steps of Filing Patent. He also educated students to reserve their rights to their idea by introducing Intellectual Property Rights. He informed various categories like idea generation, prototyping, patent filing etc. for which students can apply for Patent and Copyright. The students were delighted by listening to the experience of the Speaker.

### Workshop Memories:

The poster is for a workshop titled "Intellectual Property Rights (IPRs) and IP Management for Startup". It is organized by Vikrant Institute of Technology and Management, Indore and Vikrant Institute of Integrated and Advanced Studies, Indore. The workshop is part of the "Under Mentor Mentee Scheme" and features Prof. Roshan Kisan Bonde as the speaker. The event is scheduled for 23 April 2024, starting at 2:30 PM onwards, and will be held as an online Google Meet. The poster also lists several associated institutions: Jawaharlal Institute of Technology, Borawan; Vindhya Institute of Technology and Science, Satna; Bansal College of Engineering, Mandideep; Government Degree College, Pampore, Jammu and Kashmir; and Government Degree College, Bijnahara. Logos for Vikrant Group of Institutions, Institution's Innovation Council, and Vikrant Innovation Centre are also present.

**Vikrant**  
Group of Institutions  
INDORE

**VIKSRANT INSTITUTE OF TECHNOLOGY AND MANAGEMENT, INDORE** | **VIKSRANT INSTITUTE OF INTEGRATED AND ADVANCED STUDIES, INDORE**

ORGANISING

**WORKSHOP ON**  
**Intellectual Property Rights (IPRs)**  
**and IP Management for Startup**

IN ASSOCIATION WITH

**UNDER MENTOR MENTEE SCHEME**

SPEAKER

**Prof. ROSHAN KISAN BONDE**  
Assistant Professor, Department of Electronics and telecommunication Engineering, Innovation Ambassador and Convener IIC DBATU, Dr. Babasaheb Ambedkar Technological University Lonere, Raigad Maharashtra

**23 APRIL 2024** | **2:30 PM ONWARDS**  
**ONLINE GOOGLE MEET**  
www.vitm.edu.in



## Vikrant Group of Institutions, Indore

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10:20 AM | cwd-aiea-kvv

### How can startups protect their intellectual property?

- to protect ideas and intellectual property
- to protect their IP is to ensure that all contracts with employees, suppliers and partners are clear about who owns the IP.
- to register trademarks, copyrights and patents as soon as possible
- to help protect IP from external threats

9:50 AM | cwd-aiea-kvv



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The screenshot shows a Google Meet session in progress. The main area displays a grid of video thumbnails. The top-left thumbnail shows a woman speaking. Other thumbnails are either circular icons with initials (B, M, V, M) or smaller video thumbnails of participants like Roshan Bonde, Mamta Meena, sandeep shukla, Athar Ajaz, and Seema Singh. A '21 others' icon is also present. The bottom toolbar includes icons for mute, video, chat, and other meeting controls. The time is 9:40 AM. The 'People' sidebar on the right shows a search bar, 'IN MEETING' status, 'Raised hands' (1), and a list of contributors including Mamta Meena (You), Afreen Bashir, Asrar Masoodi (Rarsa), Athar Ajaz, Bhat Faizan, Farhana John, and farmaanbaba.

The screenshot shows a Google Meet session where a presentation is being shared. The main area displays a slide titled 'Introduction' with the following bullet points:

- Intellectual property is a valuable asset for startups because it gives them exclusive rights to their creation.
- Intellectual property can also provide startups with a competitive edge in the market.
- Intellectual property can be used to generate income for startups.
- Intellectual property rights provide startups with legal protection for their work, allowing them to reap the rewards of their investment.
- Intellectual property also provides startups with the opportunity to license their products and services to third parties
- Intellectual property is an important tool for startups when it comes to marketing and promotion.

The bottom toolbar shows a notification: 'Asrar Masoodi (Rarsa) has left the meeting'. The 'People' sidebar on the right shows a search bar, 'IN MEETING' status, 'Raised hands' (1), and a list of contributors including Mamta Meena (You), Afreen Bashir, Farhana John, Irfan Khurshid Shah, Khushboo Dar, Lone Uzair, and M Uskan. The time is 9:45 AM.





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The screenshot shows a Google Meet interface. The main content is a presentation slide titled "What are the consequences of not protecting intellectual property?". The slide lists several consequences: Loss of Competitive Advantage, Risk of Infringement, Diminished Market Value, Limited Revenue Opportunities, Loss of Brand Reputation, Missed Opportunities for Innovation, Difficulty Enforcing Rights, and Exposure to Trade Secrets Theft. To the right of the text is a word cloud with the word "infringement" prominently displayed. The Meet interface includes a "People" list on the right with names like Irfan Khurshed Shah, Khushboo Dar, M Uskan, Madan Mohan, Mamta Meena (Meeting host), me hod, Mohain Ali, numan bhat, priyanshu jain, Prof. Sarita Yadav, rajesh rathore, and Rajkumar Nagwanshi. The bottom of the screen shows a toolbar with icons for mute, video, chat, and other meeting controls. The time is 9:53 AM and the meeting ID is cwd-alea-kvv.

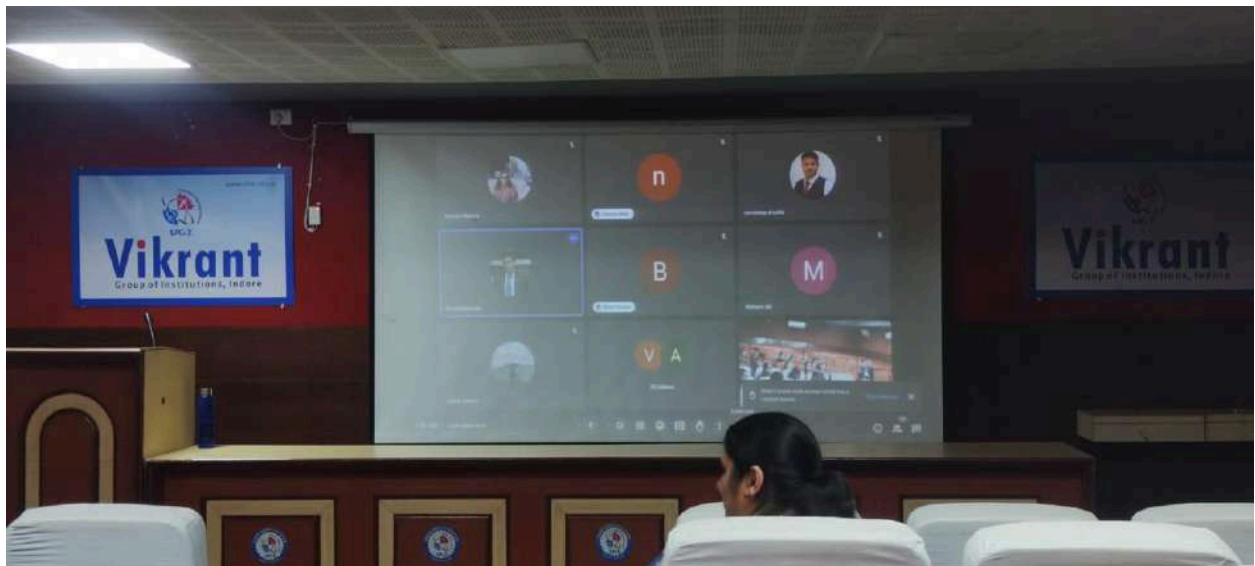




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Google Meet : Video call link: <https://meet.google.com/cwd-aiea-kvv>

**Instagram Promotional Link :**

<https://www.instagram.com/p/C6Fw7B9oWcm/?igsh=bmg1YmN3MmVxMnMw>

Report Prepared by:

Dr. Mamta Meena

IIC Coordinator, VITM & VIAS, Indore



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**Report on**  
**Self Driven Activity**  
**Quarter III- Semester II**  
**Hand Holding Support on**  
**"Training of Innovation Ambassadors", "Mentoring Support to Students",**  
**"Establishment of Pre-Incubation and Incubation Facilities"**  
**Session By: Prof. Kavitha Karthikeyan, MoE's Innovation Ambassador, Prince Shri Venkateshwara Padmavathy Engineering College (Autonomous), Ponmar, Chennai - 600127**  
**Under Mentor Mentee Scheme (Volunteer Institute)**

<b>Date: 24/04/2024</b>	<b>Time: 2:30 PM to 3:30 PM</b>
<b>Venue: Vivekanad Hall, VGI, Indore (&amp; Online Platform)</b>	<b>Participants: 75 Participants (Hybrid Mode)</b>

Institution's Innovation Council and Vikrant Incubation Centre of Vikrant Institute of Technology and Management, Indore and Vikrant Institute of Integrated and Advanced Studies organised Session on Hand Holding Support on "Training of Innovation Ambassadors", "Mentoring Support to Students", "Establishment of Pre-Incubation and Incubation Facilities" by Prof. Kavitha Karthikeyan, MoE's Innovation Ambassador, Prince Shri Venkateshwara Padmavathy Engineering College (Autonomous), Ponmar, Chennai - 600127

In association with VITM Mentee Institutions under Mentor-Mentee Program

1. Jawaharlal Institute of Technology, Borawan
2. Vindhya Institute of Technology and Science, Satna



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3. Bansal College of Engineering, Mandideep
4. Government Degree College, Pampore, J&K
5. Government Degree College, Bijbehara, J&K

### Session Report Overview:

#### 1. Introduction:

This report highlights the handholding support provided to mentee institutes regarding Innovation Ambassadors Training, Mentoring to students, and Establishment of Incubation Facilities.

#### 2. Objective:

The primary objective was to empower mentee institutes in fostering innovation culture, providing mentorship to students, and establishing robust incubation facilities to nurture entrepreneurial ventures.

#### 3. Activities Undertaken:

##### ❖ Innovation Ambassadors Training:

- MIC Conducted comprehensive training sessions for faculty members designated as Innovation Ambassadors.
- Covered topics including ideation, design thinking, intellectual property rights, and innovation management.
- Equipped ambassadors with the necessary tools and resources to effectively mentor students and foster innovation within their institutes.



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#### ❖ Mentoring to Students:

- Facilitated mentorship programs connecting students with industry experts, entrepreneurs, and alumni.
- Organised regular mentoring sessions, workshops, and hackathons to provide hands-on experience and guidance.
- Encouraged students to develop innovative projects and entrepreneurial ventures, providing support at every stage of development.

#### ❖ Establishment of Incubation Facilities:

- Assisted mentee institutes in setting up dedicated incubation centres or enhancing existing facilities.
- Provided guidance on infrastructure, funding opportunities, networking, and mentorship for startups.
- Collaborated with industry partners to offer access to resources, expertise, and market insights to incubated startups.

#### **4. Outcomes Achieved:**

##### ❖ Innovation Culture Enhancement:

- Mentee institutes witnessed a significant rise in the adoption of innovation-driven practices among faculty and students.
- Increased participation in innovation challenges, competitions, and research projects.

##### ❖ Student Empowerment:



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- Students benefited from personalized mentorship, gaining practical skills and entrepreneurial mindset.
- Several innovative projects were developed, some of which progressed into viable startups.

#### ❖ Incubation Success:

- Incubation facilities contributed to the successful launch of several startups across various sectors.
- Startups received funding, mentoring, and access to markets, accelerating their growth and impact.

#### **5. Challenges Faced:**

- Limited funding and resources posed challenges in the establishment and sustenance of incubation facilities.
- Ensuring continuous engagement and participation of faculty members and students required ongoing efforts.

#### **6. Recommendations:**

- Continued support in terms of funding, infrastructure, and mentorship is essential for the sustainability and growth of innovation ecosystems in mentee institutes.
- Strengthening industry-academia collaboration to provide real-world exposure and opportunities for students and startups.

#### **7. Conclusion:**



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The handholding support provided to mentee institutes has been instrumental in fostering innovation, empowering students, and nurturing entrepreneurial ventures. Continued efforts and collaboration are vital to sustain and expand the impact of these initiatives in the future.

There were 75 participants (Attended in Hybrid Mode).

#### Session Memories:

The poster features the logos of Vikrant Group of Institutions Indore, Institution's Innovation Council, and Vikrant Incubation Centre at the top. The main title is 'HAND HOLDING SUPPORT ON' in large blue letters, with sub-points: 'Training of Innovation Ambassadors', 'Mentoring Support to Students', and 'Establishment of Pre-Incubation and Incubation Facilities'. Below this, it lists 'IN ASSOCIATION WITH' several partner institutions with their logos: Jawaharlal Institute of Technology, Borawen; Vindhya Institute of Technology and Science, Satna; Bansal College of Engineering, Mandideep; Government Degree College, Pampore, Jammu and Kashmir; and Government Degree College, Bijehara. The speaker is identified as Prof. Kavitha Karthikeyan, MoE's Innovation Ambassador from Prince Shri Venkateshwara Padmavathy Engineering College (Autonomous) Ponmar, Chennai - 600127. A circular portrait of Prof. Karthikeyan is shown on the right. At the bottom, the event is scheduled for 24 April 2024 at 2:30 PM onwards via an online Google Meet, with the website www.vitm.edu.in provided.

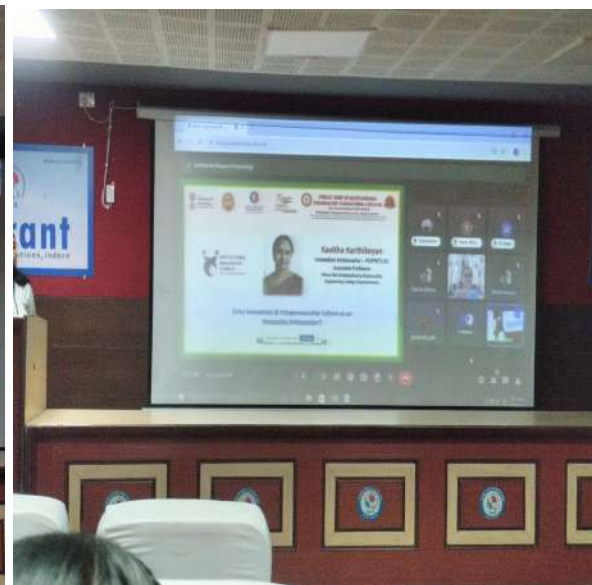




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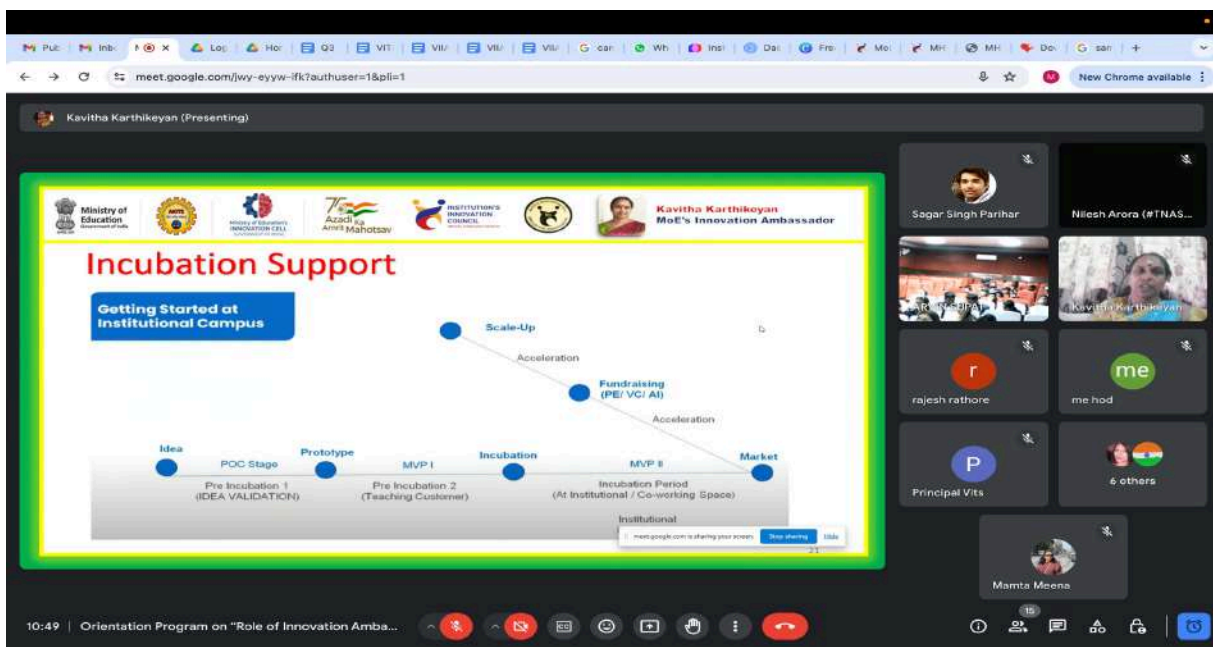
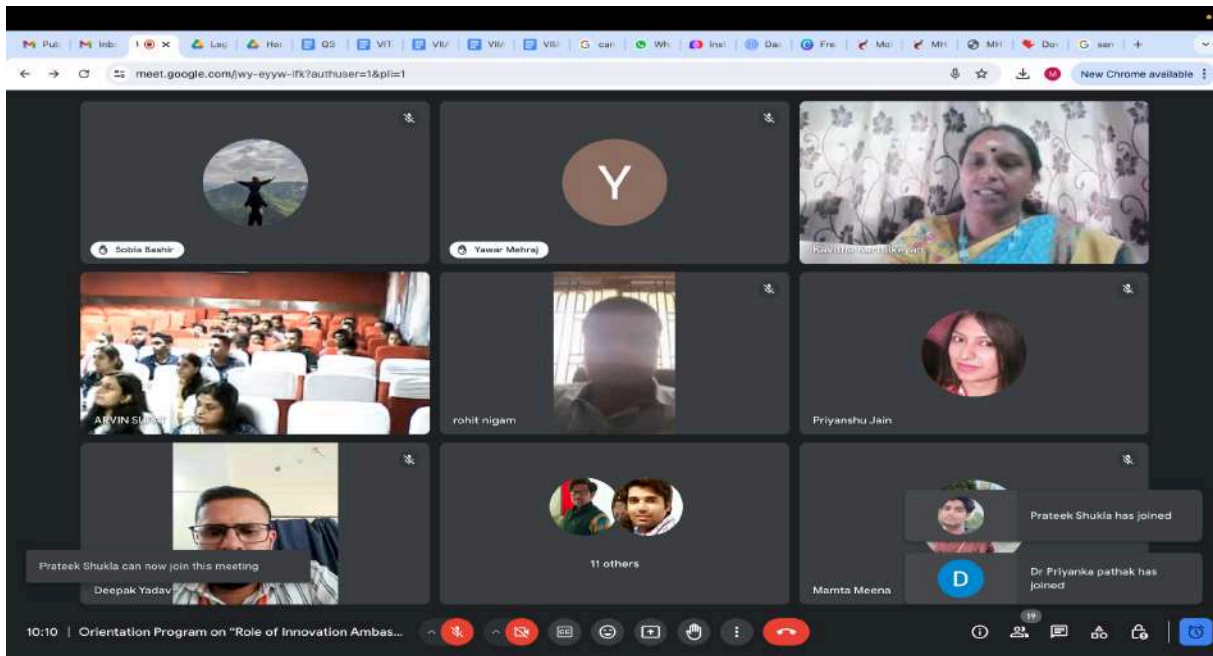




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Ministry of Education  
IIT Madras  
Ministry of Education INNOVATION CELL  
75th Anniversary  
INSTITUTION'S INNOVATION COUNCIL  
Kavitha Karthikeyan  
MoE's Innovation Ambassador

INSTITUTION'S INNOVATION COUNCIL

**With a Passion to deal with**

- Design thinking & Innovations
- IFR & Technology Transfer
- Entrepreneurship Development Program
- Pre-incubations & Incubation Management

Google Meet interface showing participants: ali ahmad khan, Desai, Yodan, Sagar Singh Parihar, Kavitha Karthikeyan, me hod, rajesh rathore, 8 others, Mamta Meena.

Google Meet : Video call link: <https://meet.google.com/jwy-eyyw-ifk>

Promotional Link :

Instagram: <https://www.instagram.com/p/C6HA96rtXqa/?igsh=ZzBkajQ2a282MjR5>

Facebook: <https://www.facebook.com/share/p/NgMhPphcmCE2bi6q/?mibextid=WC7FNe>

Report Prepared by:

Dr. Mamta Meena

IIC Coordinator, VITM & VIAS, Indore



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**IC202219073**

To observe World Intellectual Property Day 2024 on 26/04/2024, IIC, GDC Pampore organised an essay writing competition for students. The event was organised in collaboration with the Department of Commerce. The event was coordinated by Dr. Irfan Khursheed Shah and prof. Redwana Nayeem. More than 50 students and 5 faculty members participated in the event. The objective of organising such event was to enhance awareness about intellectual property rights among the students.





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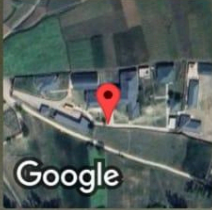
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 **GPS Map Camera**



Pampore, null, null  
GDC Tulbagh Pampore, Pampore, 192121  
Lat 34.003704°  
Long 74.930855°  
26/04/24 01:09 PM GMT +05:30



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**Quarter III**  
**IIC Driven Activity**  
**Report on**  
**Workshop on Business Model Canvas**  
**in Association with Institutions Innovation Council (IIC)**  
**Under Mentor-Mentee Scheme**

Date: 6/05/2024 (Monday) Time : 2.30 PM (Onwards)

Session Conducted Online Mode

Google Meet Video call link: <https://meet.google.com/wus-vewp-xhq>

Target Audience : Students and Faculty Members (77)

Title of the session: **Workshop on Business Model Canvas**

Date and Time: **6th May 2024 and 2.30 - 4.30 PM**

Duration: 2 hours

Session : 2

Mode: Online/Offline : Online

Quarter: Quarter 3

Expert/SpeakerDetails: **Dr. Bhavin Shah, HOD-Electronics & Telecommunication Engineering, Atharva College of Engineering, Mumbai, Maharashtra**

No. of Experts Engaged: 1

The Institution's Innovation Council and Vikrant Incubation Centre of Vikrant Institute of Technology and Management, Indore and Vikrant Institute of Integrated and Advanced Studies have organised a Workshop on "Business Model Canvas" by Dr. Bhavin Shah, HOD-Electronics & Telecommunication Engineering, Atharva College of Engineering, Mumbai, Maharashtra

In Collaboration with VITM Mentee Institutions under Mentor-Mentee Program

1. Jawaharlal Institute of Technology, Borawan
2. Vindhya Institute of Technology and Science, Satna
3. Bansal College of Engineering, Mandideep
4. **Government Degree College, Pampore, J&K**
5. Government Degree College, Bijbehara, J&K

Introduction:

The workshop on Business Model Canvas (BMC) was organized by Vikrant Group of Institutions with the aim of providing participants with a comprehensive understanding of BMC and its application in developing and refining business models. The workshop brought together entrepreneurs, business professionals, and students interested in gaining insights into strategic business planning and innovation.



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**VIKRANT INSTITUTE OF TECHNOLOGY AND MANAGEMENT, INDORE** | **VIKRANT INSTITUTE OF INTEGRATED AND ADVANCED STUDIES, INDORE**

ORGANISING

# WORKSHOP ON BUSINESS MODEL CANVAS



**UNDER MENTOR MENTEE SCHEME**

**SPEAKER**

**Dr. BHAVIN SHAH**  
HOD-Electronics & Telecommunication Engineering (EXTC),  
Atharva College of Engineering, Mumbai

IN ASSOCIATION WITH MENTEE INSTITUTIONS

 Jawaharlal Institute of Technology, Borwan	 Vindhya Institute of Technology and Science, Satna	 Bansal College of Engineering, Mandideep	 Government Degree College, Pampore, Jammu and Kashmir	 Government Degree College, Bijbehara
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ATL SCHOOLS

Saraswati Shishu Mandir, Salnath Colony School Code - 23608767	Shri Ganesh Vidhya Mandir, Indore School Code - 208989853	Winners Valley School School Code - 131612096
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**06 MAY 2024 | 2:30 PM ONWARDS**

**ONLINE GOOGLE MEET**  
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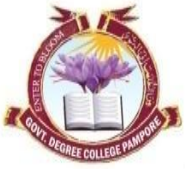
Coordinator  
**DR. MAMTA MEENA**  
IIC Convener  
VITM, Indore  
IIC ID : IC202014391

### Objectives:

1. Introduce participants to the concept of Business Model Canvas and its components.
2. Explore practical examples and case studies to illustrate the application of BMC in real-world scenarios.
3. Provide participants with hands-on experience in developing and analyzing business models using BMC.
4. Foster collaboration and knowledge sharing among participants to enhance their strategic thinking and problem-solving skills.

### Workshop Agenda:

1. Introduction to Business Model Canvas: The workshop began with an overview of BMC, its purpose, and its relevance in strategic business planning. Participants were introduced to the nine key building blocks of BMC, including customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.
2. Interactive Sessions: Facilitators conducted interactive sessions to explore each building block of BMC in detail. Participants engaged in discussions, brainstorming activities, and group exercises to identify and analyze various components of business models.
3. Case Studies and Examples: Practical examples and case studies were presented to demonstrate the application of BMC in different industries and business contexts.

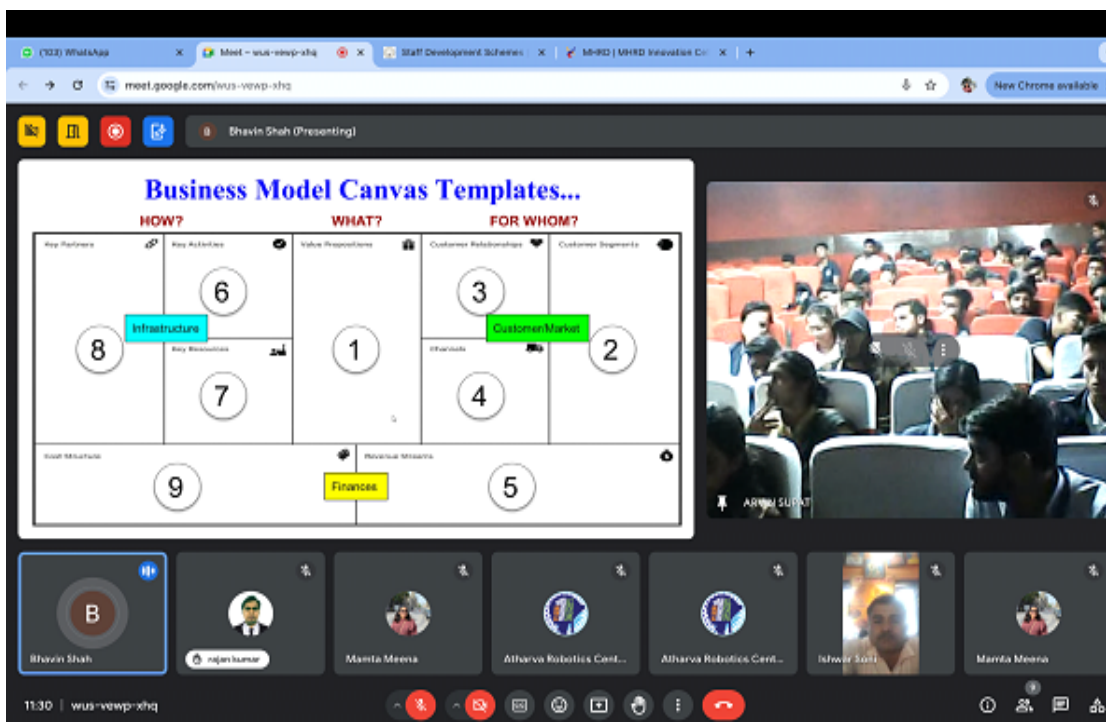
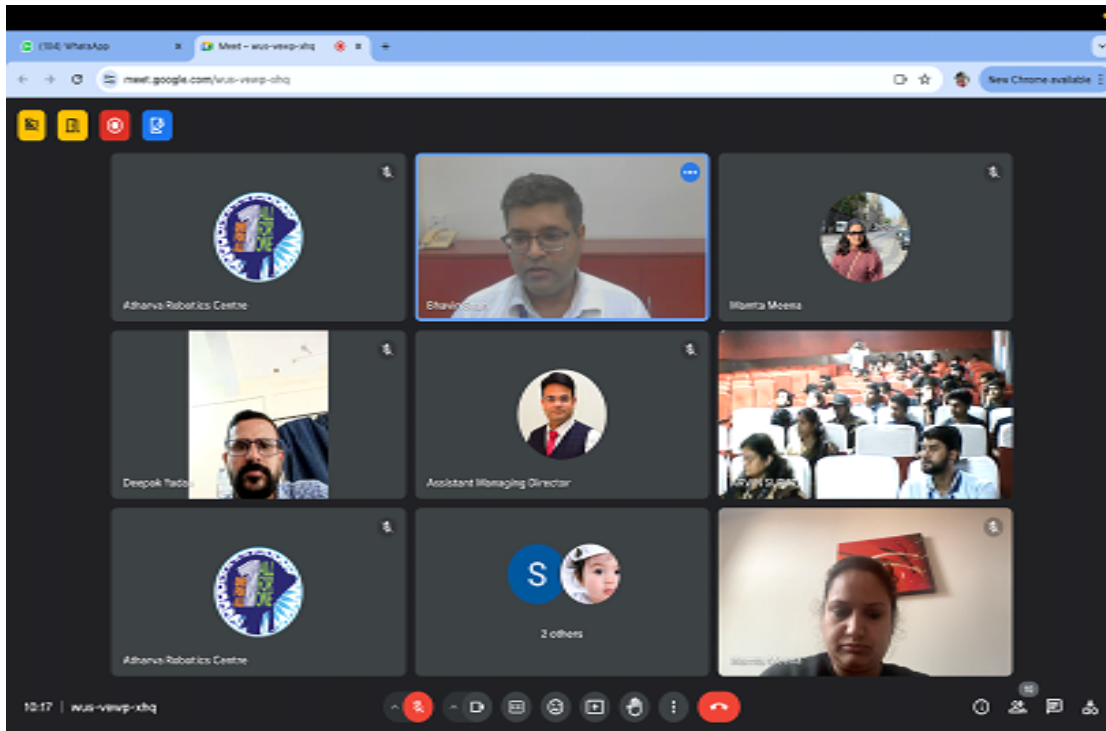


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Participants had the opportunity to analyze and discuss how successful companies utilized BMC to innovate and create value for their customers.







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4. Hands-on Exercises: Participants were divided into groups and tasked with developing their own business models using BMC templates. Facilitators provided guidance and feedback as participants worked through the process of identifying key elements of their business models, refining value propositions, and optimizing resource allocation.

5. Feedback and Reflection: The workshop concluded with a feedback session where participants shared their insights, lessons learned, and challenges encountered during the workshop. Facilitators provided additional guidance and resources for further exploration of BMC concepts.

**Outcomes:**

1. Enhanced Understanding: Participants gained a deeper understanding of the Business Model Canvas framework and its practical application in business strategy and innovation.
2. Practical Skills: Hands-on exercises provided participants with practical experience in developing and analyzing business models, enhancing their strategic planning and decision-making skills.
3. Networking Opportunities: The workshop facilitated networking opportunities among participants from diverse backgrounds, fostering collaboration and knowledge sharing.
4. Inspiration for Innovation: Participants were inspired to think creatively and innovatively about their business models, exploring new opportunities for growth and sustainability.

**Conclusion:**

The workshop on Business Model Canvas provided participants with valuable insights, practical skills, and inspiration to develop and refine their business models. By leveraging the BMC framework, participants gained a structured approach to strategic business planning and innovation, empowering them to navigate challenges and seize opportunities in today's dynamic business environment.

Facebook Promotion Link:

<https://www.facebook.com/share/p/TWGkDVDjLstLKsW3/?>

Report Prepared by:

Dr. Mamta Meena

Mentor

IIC GDC Pampore



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## One Day Exposure Visit to industrial Unit

On 28th May 2024, the Dept of Commerce, in collaboration with Entrepreneurship Development Cell and IIC organized an industrial visit to Alpine Agro Fresh Pvt. Ltd. Lassipora Pulwama. The visit was organized and coordinated by Prof Redwan Nayeem (Head Department of Commerce and co-convenor IIC). The visit began at 9:00 am. Thirty students from the commerce department and 20 students from innovation club participated in the event. The Main aim of the industrial visit was to provide an exposure to students about entrepreneurship. Such visits also provide students a good opportunity to gain full awareness about entrepreneurial practices. Through industrial visits students get awareness about new technologies. Moreover practical and other curricular activities are included as an integral part of NEP 2020 curriculum so that students can study more diligently. Similarly, an Industrial visit is a type of practical knowledge that introduces them to the working world and provides students with an insight into the corporate world. It provides students with a practical real-world perspective on different functions in organizations such as Marketing, HR, Finance, Operations, Customer Service, Logistics, etc.





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After reaching the site, the team was guided by Dr. Manzoor Ahmad Ganai, Administrative Manager Alpine Agro Ltd, who provided insights regarding the different stages and processes involved in protection and storage of various horticultural produce particularly apples ,brief description about the company, revenue generation and monitoring, layout of the plant, number of employees, benefits provided by the organization to the employees, CSR activities, performance appraisal system, conflict resolution procedure, and safety measures for hazardous work, etc. He explained that with limited storage options, a significant portion of the apple harvest would often perish before reaching consumers, causing substantial losses to farmers and the economy. However, the advent of innovative controlled-atmospheric (CA) storage facilities has become a beacon of hope for farmers Equipped with cutting-edge technology, CA storage offers the perfect environment to store apples at precise temperatures, preserving their freshness and quality for extended periods. The CA storage system ensures an optimum supply of oxygen, carbon dioxide, nitrogen besides humidity and temperature to preserve edible items for longer periods of time.





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Apples kept in cold-storage units in Kashmir help growers to fetch much better rates by selling their production according to their will. . Alpine Agro Fresh Private Limited, established on November 7, 2019, is a dynamic entity in the realm of horticultural solutions. Registered at the Registrar of Companies, Jammu, they are committed to revolutionizing the agro-industry landscape through innovation and excellence. Alpine Agro Fresh is driven by a singular mission - to redefine the standards of horticultural practices, ensuring sustainable growth, and fostering prosperity for all stakeholders involved. In the first session, the team was taken to the different departments where various technical aspects involved in cold storage were demonstrated to the students in a detailed way. All the queries related to the session were answered in a very effective way. The second session related to grading of fruits was then undertaken where various mechanical and manual phases involved were shown to students in a comprehensive manner. In the third session, the team was taken to the mechanical division which acts as a control house for the entire CA process. All the mechanics of the division were shared by the Incharge Mechanical Division. The team was then introduced to the Managing Director Alpine Agro, Er Wajid Mushtaq who interacted with students and the faculty.

