

Jindal College for women

(Managed by Pragun Jindal Philanthropic Organization)

Affiliated to Bangalore University, Jnanabharathi Campus & NAAC accredited

ISO 21001-2018 Certified

Jindal nagar, Tumkur Road, Bengaluru-73



WOMEN EMPOWERMENT CELL

ANNUAL REPORT

2022-23

Introduction

“Feminism isn’t about making women stronger. Women are already strong. It’s about changing the way the world would perceive that strength.” IPR provide certain exclusive rights to the inventors or creators of that property, in order to enable them to reap commercial benefits from their creative efforts or reputation. There are several types of intellectual property protection like patent, copyright, trademark. The intellectual property (IP) gender gap is a real problem; only around 16 percent of patent applications filed through WIPO's Patent Cooperation Treaty (PCT) are from women, leaving countless brilliant minds and their ideas untapped. WIPO estimates that at current rates, gender parity among PCT-listed inventors will not be achieved before 2064. By taking action now to enable and support women innovators, we can unlock their potential for innovation, strengthen IP and innovation ecosystems and drive economic growth.

Guest Lecture on **Intellectual property rights** by Mrs. Srilatha Vashista Ceo Aadya infotech, Bangalore on 26th April, 2023 on the behalf of the women empowerment cell

Objectives of the event

- To make provide brief introduction about intellectual property rights
- To make sure that women understand the importance of Intellectual property rights.

The program began with a brief preface to the implementation of intellectual property right by women. In this talk, the speaker while explaining she gave the information of patents, copyrights, trade marks to the student’s. She also taught the importance of registration of patents copyrights. She explained the importance of copyrights by taking examples of recent films i.e, Kantara and Shyam Singha Roy .In her speech she used the phrase “GOOD ARTIST COPY

GREAT ARTIST STEAL”.

She portrayed the idea of getting the franchise of Mc Donald's , KFC , Domino's to the students. She gave live examples to the students to make them understand better. She also explained the success and failure of AADHYA AIRTEK. She gave an opportunity to work while studying that is part time job; the work is to market the products of her company. By the she ended her speech.





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Jindal Nagar Tumkur Road , Bangalore -560073

Department Of Commerce

In association with
Women Empowerment Cell and IQAC

Presents
Guest lecture

On
**IMPORTANCE OF INTELLECTUAL PROPERTY RIGHTS
TO WOMEN**

BY
D R. SREE LATHA VASISHT
CEO , AADHYA AIRTEK

Date
26th April 2023

Time
11.00 AM

Venue
Auditorium

Veena A K
Convenor

Faculty Members
DOC

Mrs. Bhagyavathi B
WEC , Secretary

Dr. Xavier P
HOD , DOC

Mrs. Divya KB
IQAC Coordinator

Prof. Veena T
Principal

All are cordially invited