

**A report on
"START-UP'S FOR BRIGHT NATION AND
IMPORTANCE OF COPYRIGHTS AND TRADEMARKS"**

22nd October, 2016

Mr. Kiran Kumar on his session on "Start-up's for Bright Nation and importance of copyrights and trademarks" delivered below points to the students of Mechanical Engineering on 22nd Oct 2016.

- Start-up's is the best option to start a job career after college.
- In Start-up every employee is a thinker and do-er, where as in MNC's only top management think and rest employees have to act.
- Start-up's only look for young unlike MNC look for experienced.
- Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and Start-ups in the country.
- Indian startups aim is to promote entrepreneurship, construct entrepreneurial competences at scale and strengthen early phase support for startups by gathering together key stakeholders of the network including startup incubators / accelerators, angel investors, venture capitalists, startup support groups, mentors and technology corporations.
- Incubation centers have emerged as a vital source of investment and support for new businesses and foster youthful firms, helping them to survive in their early phase. Incubators offer infrastructural support, stage to do networking, administrative assistance and other supportive activities to start new business.
- Mr. Kiran also mentioned that Intellectual Property Rights play a crucial role as the legal vehicle through which either the transfer of knowledge or the contractual relationship is effected. Alternatively, knowledge may be

exploited in-house, in which case the role of IPRs is to block imitating competition.

- Commercialization can be defined as the process of turning an invention or creation into a commercially viable product, service or process. Commercialization may require additional R&D, product developments, clinical trials or development of techniques to scale-up production prior to taking the results of research to market.

This is important because not all inventors or creators wish or have the resources, skill and appetite for risk to commercialize their own inventions or creations.

Converting an original or new idea, concept or design to a desired product available in the marketplace requires:

- Time
- Funds (own or borrowed)
- Creative effort
- Innovative effort (own, of employees and of external collaborators, partners, advisors and consultants)
- Persistence
- Focused management of the entire process from idea to market.

Students of Mechanical Engineering enriched with the contents delivered by Mr. Kiran Kumar on Start-Up's for Bright Nation and Importance of Copyrights and Trademarks.



Mr. Kiran Kumar addressing the students on Start-ups and IPR



Students of Mechanical Engineering listening to the lecture