

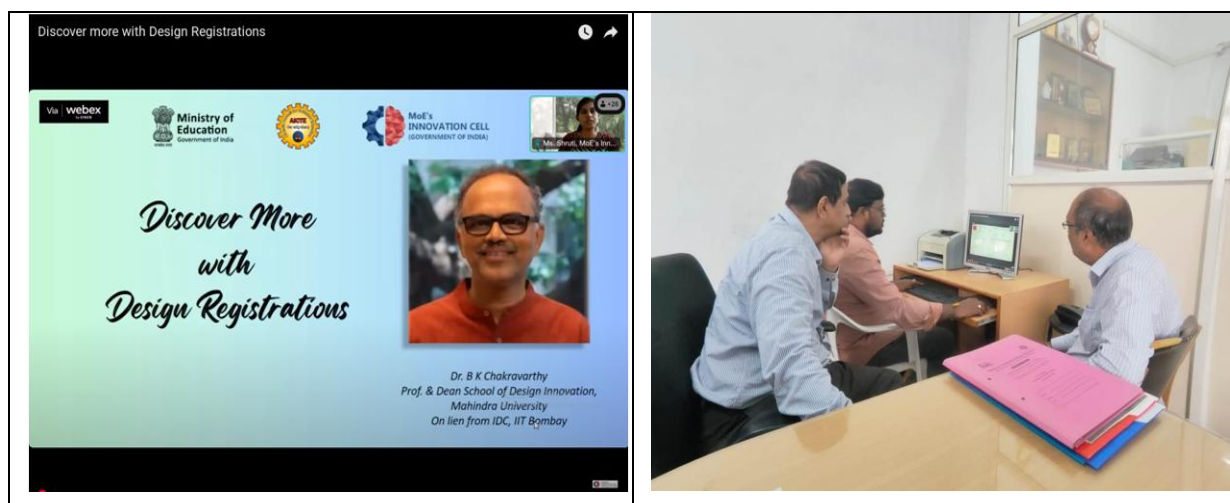
Industry Institute Interaction (IIIC) and Institution's Innovation Council (IIC)

A Report on MIC DRIVEN ACTIVITY on “DISCOVER MORE WITH DESIGN REGISTRATION: MASTERCLASS ON PATENTS AND DESIGN REGISTRATION”

22/04/2025

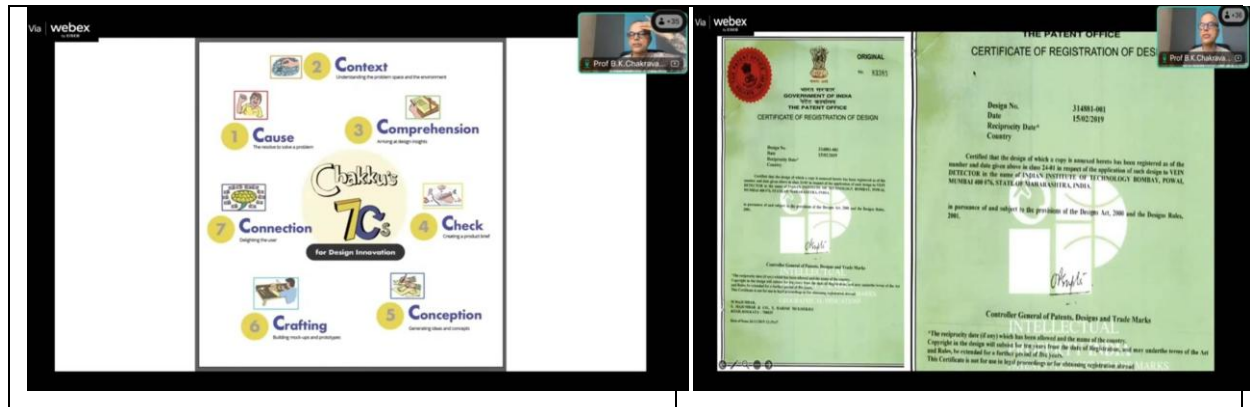
As a part of IP Utsav, an event is organized by the Ministry of Education's Innovation Cell (MIC) and AICTE, on “Discover more with design registration” a master class on patents and design registration on 22nd April 2025 from 11:00 AM to 01:00 PM. The session aimed to raise awareness about intellectual property rights (IPR) among students, educators, and innovators. The expert for this talk is Dr. BK Chakravarthy, Professor & Dean- School of Design Innovation, Mahindra University. The speaker is introduced by Ms Sruthy Abraham, Ministry of Education.

SESSION – I: At the outset, the speaker, Dr. BK Chakravarthy briefly explained about technological boundaries, driving sustainability, leading Entrepreneurship, deliver solutions as a part of design innovation. Innovation by Design is the concept for discovering new concepts which needed collaborative model for innovation.



Dr. BK Chakravarthy had an idea of 7C's (Chakku's) for design innovation which included Cause, Context, Comprehension, Check, Conception, Crafting and Connection. They are explained as:

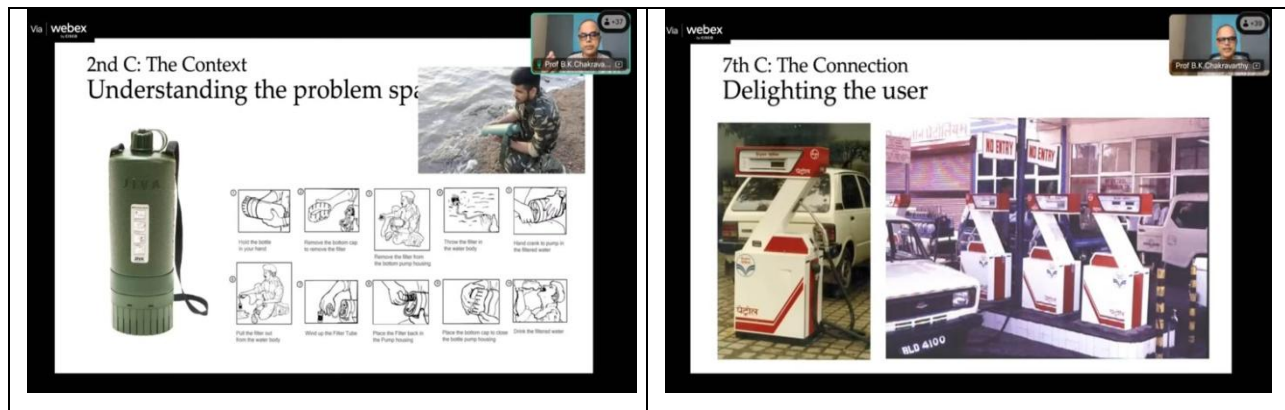
1st C: The Cause – The resolve to solve a problem. In this, student has to identify the blood banks to identify the blood group which became very late. It took one and half year to find a solution. This being a simple Infrared technology, patent is not possible so design registration is needed as it has to be taken to the market. A certificate of registration of design is also shown in the presentation.



2nd C: The Context – Understanding the problem. In this, a water bottle is invented for CRPF Jawans to drink potable water from any source of water. The speaker showed a video of its working.

3rd C: The Comprehension: Arriving at design insights. A pilot production is under progress and a start up is under progress which uses solar energy is used to make an oven. Which is a Window Mounted Solar Oven designed by IIT Bombay Student Mr. Avinash. This particular design requires a patent registration. The details required for patent registration is explained in the presentation.

4th C : The Check - Creating a product brief. It is shown, redesigning of the Palki for Mata Vaishno Devi Shrine which required hard task for porters to take the pilgrims to the Holy Shrine. Prof had redesigned it as pilgrims can be free to sit comfortably in the palki by observing the load which is borne by the porters. Also Structural Analysis is done on the palki. Finally a light weight and economical palki is designed for pilgrims. At present they are being used with Zero failure.



5th C: The Conception – Generating ideas and concepts. A Helmet is designed to safeguard with a simple skip friendly elastic strips which is very easy to wear.

6th C: The Crating – Building mock-ups and prototypes. An example is shown of a new post box for which the registration of design is done.

7th C: The Connection – Delighting the user – In this case, a petrol pump is shown which is designed by the speaker i.e., Zee line petrol pump first ever in India.

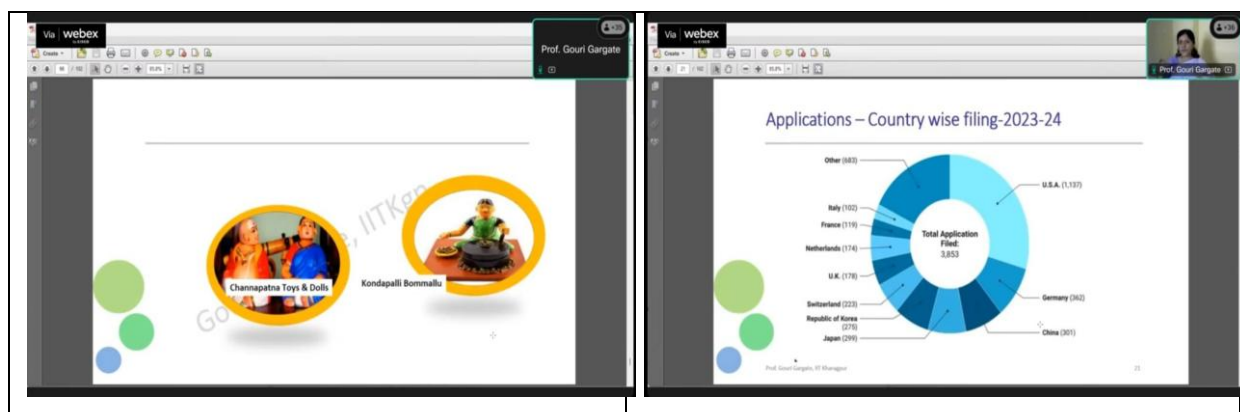
By sharing this wonderful knowledge, Dr. Chakravarthy concluded his session with his insights. There was a Q&A Session after the session is concluded. The speaker answered the queries asked by various participants in the session.

SESSION – II:

The session – II is started by Prof. Gouri Gargate, IIT Kharagpur on the same topic “Discover more with design registration”. The speaker is introduced by Ms Sruthy Abraham, Ministry of Education.

The outline of the discussion is

- Industrial Design – India Status
- Industrial Designs Act – Key Features
- Industrial Designs – Case Law
- Industrial Designs – Case Study
- Industrial Designs - Business



Different types of Intellectual property are explained by means of a flow chart. Different examples are also discussed as a part of this. Various acts of IP are discussed like patents act 1970, copyright act 1957, etc...Also the speaker showed a few examples for which the registrations are possible or not for a particular work or a thing.

The speaker explained that exclusive rights has to be enjoyed otherwise, competitors may take a product to market, there will be no legal means to fight, the product may be sold for lower price, market share for the product is reduced, and it will be harmful to the reputation of firm as well as products in the market. For these reasons, design registration is very much important. Industrial designs added advantages to business which helps in Return on Investment, strengthens brands, opportunities to license or sell it, a positive image is seen in the market and it encourages creativity.

The speaker also shown the data of past years who filed and registered and the states of India in the year 2023-24. Also country wise filing is also shown in the presentation. Key features of industrial design are explained.

The speaker also explained on the Case Laws between reputed companies over the world over the patents and design registration. An example is Apple Inc v Samsung Electronics Co. She also told few case studies on the ancient Kondpally Bomalu and Chennapatnam Dolls.

After the session is completed, Q&A Session is very enthusiastic. Participants asked the queries and the speaker answered the questions very clearly.



Dr. Elangovan, Director, MIC thanked the speaker Prof. Gouri Gargate for her continuous support to MIC for the past two years for sharing her knowledge in the development of MIC. The director also thanked Dr. BK Chakravarthy for his excellent presentation. An e-assessment link is shared for the valuation.

The session Concluded with Vote of thanks by Dr. Elangovan, Director, MIC.

Dr G SUBBARAO
IIC-Event Coordinator