

**INTERNATIONAL CONFERENCE ON
INTELLECTUAL PROPERTY AND ENTREPRENEURSHIP
20th FEBRUARY, 2020**

International conferences give an opportunity to broaden our thinking and knowledge by listening to new ideas and theories and recent trends related to the field. In order to equip the academia with broadened thinking and knowledge of Intellectual Property, an International Conference on Intellectual Property and Entrepreneurship was organized by the Department of Commerce in association with Institute of Chartered Accountants of India Southern India Regional Council, Thoothukudi Branch on 20th February, 2020.

In today's globally competitive environment, intellectual property has placed itself on a pedestal in the context of economic growth and is becoming increasingly important. Intellectual Property (IP) is the fuel that powers the engine of prosperity, fostering invention and innovation. The increasing significance of intangible assets in the global economy is forcing business organizations to actively manage their IP as a key driver for building and sustaining their competitive advantage and achieving superior performance.

The inauguration of the conference commenced with the invocation by the department choir. The Conference was inaugurated by the Chief Guests CA.J. Ignatius Maria Arul Roy, Chairman of Tuticorin Branch of SIRC of ICAI, CA.B. Francis Amal George, CA.Nikhil Vasanth, Rev. Dr. Sr. Mary Gilda, Mrs. C. Sathyalakshmi and Mrs. G. Maria Delicia Helina by watering a plant and strengthening its roots. Mrs. R. Tiffany, Assistant Professor, Department of Commerce welcomed the gathering. The inaugural address was delivered by our Principal Rev. Dr. Sr. Mary Gilda. The chief guest in his presidential address exemplified verses from the Thirukural about Intellectual Property and Entrepreneurship. CA.B. Francis Amal George delivered the keynote address on Intellectual Property. He stressed on the unprecedented importance of intellectual property rights to protect the inventions and creative works of individuals and firms by quoting day to day examples. The inaugural function came to an end with the vote of thanks by Mrs. G. Maria Delicia Helina, Head, Department of Commerce.

The first technical session started with an excellent and interactive presentation on the "Overview of IP" by Prof. Dr. B. Nimalathasan, Head, Department of Accounting, University of Jaffna, Sri Lanka. Dr. Nimalathasan started by explaining the importance of IPR in the present scenario. The history of Intellectual property (IP) followed by the different categories were discussed. The talk gave a clear idea about the Industrial Property and Intellectual property.

In the second session, CA.J. Nikhil Vasanth, J. Thomas Fernando & Company delivered a motivating lecture on the "Fundamentals of Intellectual Property for Entrepreneurs". He explained the importance of Intellectual Property for Entrepreneurs and its application to trademarks, copyrights, patents and geographical indications. The speaker also gave various examples regarding Intellectual Property and the session was a very interesting and interactive one.

The third technical session was headed by Dr. V. Gayathri, Associate Professor in Biotechnology, Rajalakshmi Engineering College, Chennai on the topic "Understanding the 3I's that lead to successful Entrepreneurship". The speaker focused on the 3I's - Idea, Innovation and Invention that help an entrepreneur to be lucrative.

In parallel to the third technical session, a presentation of the research papers published took place in the Audio Visual Hall. A total of 51 papers were received and 29 papers were published in a special issue in Bodhi International Journal of Research in Humanities, Arts and Science an online, peer reviewed, Refereed, Quarterly Journal, which is powered & published by Center for Resource, Research and Publication Services, (CRRPS) India with E-ISSN: 2456-5571, Vol 3, Special Issue-4. 22 papers were published in Our Heritage Journal with ISSN 0474-9030, Vol-68, Special Issue-55 a multidisciplinary UGC Care listed journal for research Publication.

The fourth technical session on "Startups and Entrepreneurship Initiative" commenced after the lunch break. The session was taken over by Dr. S. Amalanathan, Head, School of Business and Management, Christ (Deemed to be University), Bengaluru. The resource person gave a clear inkling

on startups: the new businesses that intend to grow large beyond the solo founder. After the fourth session a feedback session was conducted. An online feedback through e-mail was collected from the participants.

The valedictory session of the International Conference commenced with the prayer song by the department choir. Dr. S. Santhana Kamala, Assistant Professor, Department of Commerce welcomed the gathering. The chief guest of the valedictory session CA.K. Xavierraj, Treasurer of Tuticorin Branch of SIRC of ICAI delivered the valedictory address. He accentuated and encouraged the students and participants on the Chartered Accountancy Course. Mrs. G. Maria Delicia Helina delivered the vote of thanks. The Conference came to an end with the National Anthem.

The Conference on Intellectual Property and Entrepreneurship brought together panelists from across the globe, to share their insights in different domains of intellectual property (IP). It provided a platform to discuss national, regional and international knowledge and experience on recent IP and development issues, as well as to strategize on how best to benefit from the IP system. The one day merging of minds aimed to create first level IPR awareness among the teachers, students and young intellectuals about the beneficial aspects of intellectual property, their creative and novel ideas, inventions etc... In a nutshell, the Conference proved to be an insightful forum for the promotion of creativity, research and technical advancements as well as application into market for entrepreneurs.

