

# WORLD INTELLECTUAL PROPERTY DAY-2017



**ORGANISED BY: DIRECTORATE OF IPC**

## EVENTS

- GUEST LECTURE
- BUSINESS PLAN PITCH COMPETITION
- WORKING MODELS
- ADVERTISEMENT MAKING COMPETITION
- SELL IN ONE MINUTE (SIOM)
- SKIT COMPETITION OF NOTABLE INVENTION

## SPONSORED BY:



Council of Science and Technology, U.P.  
Government of Uttar Pradesh

## CONTACT US:

**Mr. ABNER ARPIT JOHN (7571035533)**  
(MARKETING MANAGER, AUXILIARY UNIT)

**Er. VARUN PAUL (9559806969)**  
(SCIENCE POLICY OFFICER)



**DATE: 26<sup>th</sup> APRIL, 2017**  
**VENUE: JIBB**

**REGISTRATION FEES:**  
**STUDENTS Rs. 100**  
**STAFF Rs. 200**

## **About the Event**

We are pleased to inform you all that Directorate of IPC are organizing World IP Day on 26th April, 2017 (Wednesday) in the university. The event will be centered around research and innovation related activities in the university.

The morning session will focus on seminars related to research, research grant writing, research ethics, presentation of all the experiential and auxiliary units in the university, poster presentation by individual PI's on their research work.

The afternoon session will focus on competitive events for the students. The events are:-

1. Business Plan Pitch Competition
2. Technology Innovation Competition (To develop working models) using university resources or waste material.
3. Skit presentation to deliver message to encourage respect for creators and creativity or to celebrate the works of notable inventors or creators.
4. Advertisement Making
5. Sell in One Minute Competition (SIOM)
6. Individual PPT presentations of activities of Auxiliary Units and EL Units to be presented by Mr. SK Nath (Coordinator, Auxiliary Units) and Dr. Neerubala (Coordinator, EL Units)

The theme given by World Intellectual Property Organization (WIPO) for IP day, 2017 is Innovation: Improving Lives. The competitive event or the model should focus on the given theme.

### **The registration fee is:-**

Students: Rs 100.00

Staff: Rs 200.00

The registration will start from 31st March, 2017 till 25th April, 2017. For on the spot registration Rs. 100.00 will be charged extra.

For registrations please contact:-

1. Mr. Abner Arpit John, Marketing Manager, Directorate of Auxiliary Unit- 7571035533
2. Er. Varun Paul, Science Policy Officer, IPC- 9559806969
3. Mrs. Joohi Srivastava, IP Development Officer, IPC
4. Mr. Abhishek Kumar Chaudhary, Business Development Officer, IPC- 7042341287

# World IP Day- 2017

Directorate of IPC

Sam Higginbottom University of Agriculture, Technology and Sciences  
Allahabad- 211007

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## REGISTRATION FORM Serial No. \_\_\_\_\_

- ❖ Name: \_\_\_\_\_
- ❖ ID No./ Emp. No.: \_\_\_\_\_
- ❖ Department: \_\_\_\_\_
- ❖ College/ Institute: \_\_\_\_\_
- ❖ Mobile No.: \_\_\_\_\_
- ❖ Email ID: \_\_\_\_\_

### Choose the event you want to participate in (For Students only):-

- BUSINESS PLAN PITCH COMPETITION:
- TECHNOLOGY INNOVATION COMPETITION (Working Model):   
(Using University resources or waste materials)
- SKIT PRESENTATION.
- ADVERTISEMENT MAKING:
- SELL IN ONE MINUTE COMPETITION:

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

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### FOR OFFICE USE ONLY

Received the sum of the amount of Rs. \_\_\_\_\_ only from \_\_\_\_\_  
on \_\_\_\_\_ for the Participation in World IP Day-2017 on 26<sup>th</sup> April, 2017.

Serial No. \_\_\_\_\_

\_\_\_\_\_  
Authorized Signatory

Note:

- Registered Candidates need to retain this receipt back and bring it on the day of the event for registration.
- Maximum of 200 seats will be filled up on first come first serve basis.

# **Guidelines For Various Events at World IP Day**

## **Pitch Perfect - Business Plan Pitch Competition**

1. Interested participants can enroll individually or in teams (not more than four members per team).
2. All entries must be produced in PowerPoint Presentation.
3. The presentation time will be 5-7 minutes with maximum eight slides.
4. Each presentation should have the following:-
  - a) Mission / Vision
  - b) Product/ Service Offering
  - c) USP- Unique Selling Proposition
  - d) Market Analysis & Target Customers
  - e) Revenue Model
  - f) Management Team
5. The presentation should be sharp, concise and exciting. It should clearly convey the passion and dream of the entrepreneur.
6. Use bullet points and pictures for more appealing presentation.
7. The Judging panel will ask question after the presentation.

## **Vigyapan- Advertisement Making Competition**

1. Interested participants can enroll individually or in teams (not more than four members per team).
2. All entries must be digitally produced.
3. Each entry must focus on one of the following products from Experiential Learning Units/Auxiliary Units of SHUATS:-
  - a) Spices, Pickles
  - b) Key Rings, Mugs, T-Shirt, Clothing items
  - c) Floriculture, Mushroom production, Planting machine,
  - d) Bio pesticides, Bio Agents, Bio fertilizers
  - e) Broilers, Veterinary
  - f) Milk and Milk products, Aggies Products
  - g) Bamboo poles, Nursery, Fruit products
  - h) Vegetable seeds, Grains seeds, Flowers seed,
  - i) Organic Vegetables
  - j) Mobile Application, solar products,
  - k) Irrigation solutions
  - l) Any Innovative product
4. Maximum length of the video advertisement is 1 ½ minutes and video format should be supported by VLC media player.
5. Each video should begin with a title screen.
6. Screening and shortlisting of all the entries for the Vigyapan event will be done on 24th April, 2017 and final presentation of shortlisted candidates on 26th April, 2017.
7. Decision of the judges will be final and no appeal will be entertained.
8. The organizers reserve the rights to amend the rules and regulations and the terms and conditions governing the competition without prior notice.
9. Use of abusive language would lead to disqualification. Participants will be disqualified for displaying any obscenity or vulgarity in their presentation.

### **Abhiviyaktee – Skit Competition**

1. Each entry must be submitted as a group effort, with a minimum of 5 members per team & maximum of 10.
2. Students are allowed to either focus on just one topic or a combination of topics within the scope of themes as follows:-
  - (a) Start ups
  - (b) Innovation
  - (c) Creativity
  - (d) Entrepreneurship
  - (e) Notable work of some entrepreneur
3. The skit can either be performed in English or Hindi language.
4. A brief synopsis of the skit must be included with the entry along with a catchy group name.
5. Participants are required to arrange/ provide their own costumes, props, sound effects, music accompaniment and make-up.
6. Teams are encouraged to keep the cost of production low and to use recycled materials where possible.
7. Style of presentation to be any one or a combination of following:-
  - a) Drama
  - b) Musical
  - c) Street Play
  - d) Dance and Movement.
8. The maximum duration of skit presentation will be of 8 minutes.
9. Teams should not exceed their time limit. The teams exceeding time limit will be warned by a buzzer.
10. Decision of the judges will be final and no appeal will be entertained.

### **SIOM- Sell In One Minute**

1. Interested participant can enroll individually.
2. On the spot the participant will have to sell any product draw at random from a list of products.
3. Selling of the product will be based on certain product specific conditions.
4. Maximum time period to sell the product will be 1 minute only.
5. Use of abusive language would lead to disqualification. Participants will be disqualified for displaying any obscenity or vulgarity in their presentation.
6. Decision of the judges will be final and no appeal will be entertained.
7. The organizers reserve the rights to amend the rules and regulations and the terms and conditions governing the competition without prior notice.

### **Working Model Competition – Technology & Innovation Based**

1. Interested participants can enroll individually or in teams (not more than four members per team).
2. Each model should be made by utilizing either waste materials or any SHUATS resources.
3. Participants are encouraged to keep the cost of working model low and to use recycled materials where possible.
4. Participants will have to explain the working model to the judging panel.
5. Decision of the judges will be final and no appeal will be entertained.