



**Institution's Innovation Council  
Saurashtra University Rajkot**

## **“Protecting Agricultural Innovations: Understanding IPR for Agripreneurs”**

**18<sup>th</sup> March 2026, Wednesday**

College of Agriculture, Junagadh Agricultural University, Junagadh

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# Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

## Event Schedule

<b>9:00 AM</b>	<b>Registration Time</b>
<b>9:10 AM</b>	Welcome
<b>9:15 AM</b>	Expert Lecture on Protecting Agricultural Innovations: Understanding IPR for Agri-Preneurs by Mr. Parth Sejpal
<b>10:45</b>	Programme Feedback - Conclusion
<b>11:00</b>	Closing Ceremony

## Event Registration Link

[bit.ly/SUSEC-PIUJ](https://bit.ly/SUSEC-PIUJ)

## Brief about Event

A session on “**Protecting Agricultural Innovations: Understanding IPR for Agri-preneurs**” was organized by College of Agriculture, Junagadh Agricultural University, Junagadh, in collaboration with SU Start-up and Entrepreneurship Council (SUSEC), SPRIHA–IPR Chair, and Institution’s Innovation Council (IIC), Saurashtra University on **17<sup>th</sup> March, 2026** from **9:00 AM**. The programme aimed to create awareness among students about the importance of intellectual property rights in strengthening innovation and Intellectual Property Rights for Agripreneurs.

The session was delivered by **Mr. Parth Sejpal, IPR Chair Professor, SPRIHA IPR Chair, Saurashtra University**. The speaker highlighted the strong connection between innovation and IP protection, emphasizing that intellectual property rights such as patents, trademarks, copyrights, and industrial designs help innovators secure their creations and contribute to long-term business sustainability.

Mr. Sejpal discussed the Rules, Regulations and Sections applicable for the Patent filing and registration in India along with the procedure, eligibility and criteria for successful Patent filing and registration

The session concluded with an interactive discussion, where participants actively raised questions related to IP filing procedures and the commercialization of innovations. The Programme successfully enhanced awareness among students about the strategic role of intellectual property in promoting innovation-driven entrepreneurship and sustainable business development in the field of Agriculture.

## Key Points

During the session, below mentioned points were discussed:

- Importance of IPR Awareness
- Types of IPR
- Need for Innovation Protection
- Role of Patent Strategy
- Significance of Brand Protection
- Commercialization of innovations
- Investor Attraction
- Competitive Advantage through effective IP management

## Outcome

The session strengthened students’ understanding of the vital link between innovation and Intellectual Property Rights (IPR). Participants gained meaningful insights into how effective protection of intellectual property enhances the value of innovative ideas and supports long-term business sustainability. The programme also encouraged students to incorporate strategic IP planning while developing innovative projects and pursuing startup ventures.

## About the Speaker/Chief Guest



Mr. Parth Sejpal

IPR Chair Professor

SPRIHA

Saurashtra university

The poster features logos at the top for Saurashtra University, SUSEC, Innovation Club, Institution's Innovation Council, SSIP, and BU SEC. The title is 'SEMINAR Protecting Agricultural Innovations: Understanding IPR for Agri-preneurs'. It is organized by the College of Agriculture, Junagadh Agricultural University in collaboration with SU Start-up and Entrepreneurship Council, SPRIHA-IPR Chair and IIC, Saurashtra University. The event is on Wednesday, 18th March, 09:00 AM Onwards, at Seminar Hall, COA, JAU, Junagadh. A 'REGISTER NOW' button is provided with the link BIT.LY/SUSEC-PIUJ. Contact information includes the website www.susec.ac.in and the phone number +91 84909 91979. A portrait of Mr. Parth Sejpal is shown on the right side of the poster.

**Organized By:**  
College of Agriculture, Junagadh  
Agricultural University in collaboration with  
SU Start-up and Entrepreneurship Council,  
SPRIHA-IPR Chair and  
IIC, Saurashtra University.

**Wednesday, 18th March**  
09:00 AM Onwards

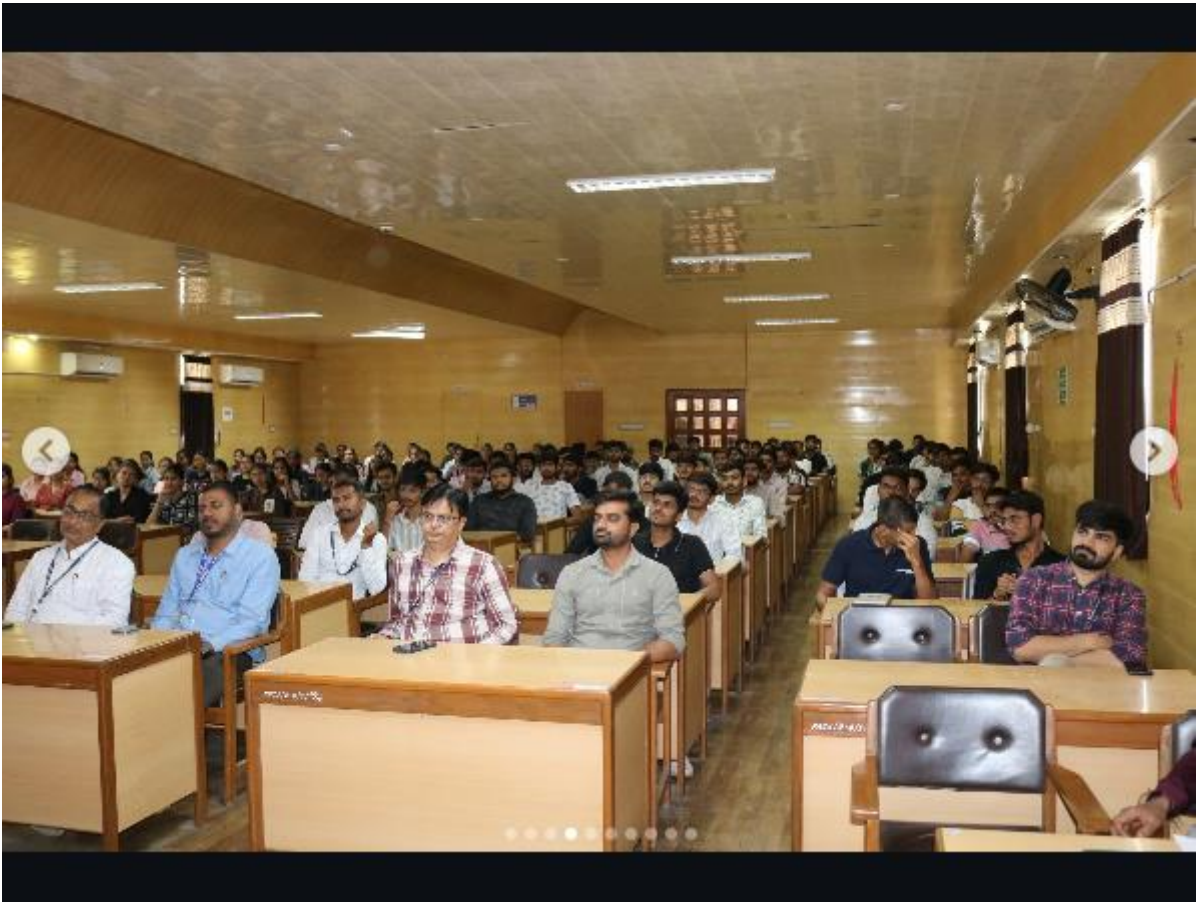
**SEMINAR HALL, COA, JAU, JUNAGADH**

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**Mr. Parth Sejpal**  
IPR CHAIR PROFESSOR  
SPRIHA  
SAURASHTRA UNIVERSITY





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