

CELEBRATION OF WORLD INTELLECTUAL PROPERTY DAY 2024 DATED 26.04.2024

As part of the World Intellectual Property Day Celebration 2024, the IPR Cell in collaboration with IQAC of Victoria Institution (College) organised a programme with this year's theme " IP and the SDGs: Building Our Common Future with Innovation and Creativity" on Friday, 26th April.

The event was presided over by Dr. Maitreyi Ray Kanjilal, Principal of Victoria Institution (College), Guest of Honour for the event *Dr. Mahuya Hom Choudhury, Senior Scientist & Nodal Officer Patent Information Centre, West Bengal State Council of Science and Technology*, and IPR Cell Convener of Victoria Institution (College).

The Guest of Honour delivered an illuminating talk on the importance of identifying, securing, nurturing and exploiting Intellectual Property for greater societal growth and development. While explaining the basics of Patent filing, Trademark, Copyright, Industrial Design, GI etc, Dr. Hom Choudhury beautifully elucidated to the audience the journey from Invention to Innovation and encouraged both teachers and students to come up with their novel ideas, creative thinking and skills to embark on an entrepreneurial adventure for both personal and greater good. To ensure active participation of the students, the IPR Cell also organised an exhibition and competition of poster-making, photography and model demonstration on sustainable development goals. The best participants were awarded a medal and all participants have been encouraged with certificates.



