

**DETAILED REPORTS
& PICTURES
(2022-23)**

**ACTIVITIES CONDUCTED ON IPR,
ENTREPRENEURSHIP & SKILL
DEVELOPMENT (2022-23)**

1. World Environment Day Celebration

Date: 05/06/2022

Student Participants: 200

Faculty Participants: 10

Report

Kanya Maha Vidyalaya- the Autonomous & Heritage Institution , Ranked No 1 by India Today Ranking 2020 Organised a week long activities like poster making, rangoli, extension lecture and plant donation camp on WORLD ENVIRONMENT 5TH JUNE 2022 theme “ONLY ONE EARTH” in order to spread awareness about the Environment & Biodiversity conservation. The event was organized by the department of environment science and NCC. Students from all the streams participated with full zeal and enthusiasm. Around 200 students of various streams of collegiate school and college participated in the same. The main motive of this event was to make students aware about the Environment & Biodiversity conservation. As the theme of this year was “ONLY ONE EARTH” Students accentuated many issue like protection of species, save plants, save nature and restoring degraded, damaged or destroyed ecosystem and habitats in the environment by active human intervention and actions etc through plantation drive. Meanwhile many students planted different useful medicinal, ornamental and plants releasing oxygen during night. Principal Prof. (Dr.) Atima Sharma Dwivedi Congratulated the students and Mrs Sadhana Tandon head of department, Dr. Madhumeet (Dean student welfare), Mrs. Veena Deepak (Co-ordinator kmv collegiate school), Mrs. Anand Prabha incharge collegiate school, Ms. Sufalica kalia from department of Environment science and NCC incharge for sensitizing the students and making the event big success. She thanked all the students for joining the cause and asked them to connect to such initiatives in future too.



2. Three days hands-on workshop on ‘Art of Baking’

Date: 05/06/2022-09/06/2022

Student Participants: 30

Faculty Participants: 02

Report

The three days long hands-on workshop on the art of baking for Start-ups goodies for the students of various schools.

1. The passing out students of 12th class were invited to attend three days long hands-on workshop on the art of baking at KMV IIC pre-incubation centre
2. In the three days workshop students have practiced making products after demonstrations from the Faculty expert- Chef Ashish Raina
3. The students have penned down the recipes and get to know the basics of fermentation and baking.
4. The students have baked the following foods during the three days of the camp.
 - Dry Cakes
 - Muffins
 - Garlic Bread
 - Bread rolls
 - Bread Sticks
 - Focaccia Bread
 - Pizzas- 5 types
5. The food was presented in the form of a buffet and it was offered to the students in the campus.

The Heritage Institution
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Ranked No. 1 College of Punjab & Top National Rankings
(India Today, Outlook Magazine & Times of India Group-2021)

3RD JULY- 9TH JULY (1:00 PM TO 3:00 PM)

WORKSHOP ON
ART OF BAKING

LIST OF TRAINING SESSIONS

- ✓ DRY CAKE
- ✓ MUFFINS
- ✓ GARLIC BREAD
- ✓ BREAD ROLLS
- ✓ BREAD STICKS
- ✓ FOCACCIA BREAD

Logos: HYATT, JW MARRIOTT, Radisson, Holiday Inn, Oberoi, Lufthansa, Royal Caribbean International, Skill India, THSC

Learn with the Best to be the Best
Fill registration form
Call to book seat @8360612514
Ashish Raina- +91 9872333062



3. Participation in IIC Regional Meet

Date: 26/07/2022

Student Participants: 01

Faculty Participants: 05

Report

Being recognised as one of the best performing IIC Institutions by MoE's Innovation cell, KMV was selected to highlight the achievements of its Innovation Council. The team of KMV IIC attended the Regional Meet of MoE's innovation cell on July 26, 2022 at Chandigarh university. Dr. Rashmi Sharma, President, KMV IIC showcased the achievements of KMV in the field of innovation, entrepreneurship, IPR, start-up etc. to the IIC members of other institutions all over the North-West Zone. Dr. Neetu Chopra, Vice President, KMV IIC explained the role of an Innovation Ambassador in promoting innovation and entrepreneurship culture to the participants from different institutions.

KMV participated in poster gallery at the regional meet. KMV poster highlighted the achievements of IIC established at KMV. The poster was appreciated by high officials of MIC, Govt. of India. KMV also put-up innovation stall. The innovative idea-touchless sanitizer dispenser and touchless switches developed by KMV students, was exhibited at the innovation stall. It received overwhelming response from the visitors to our stall.

The MoE's Innovation Cell, New Delhi applauded the efforts of Principal Prof. (Dr.) Atima Sharma Dwivedi and KMV IIC team in promoting the I& E culture in students and faculty of KMV and other institutions as well.



4. One day Session with Innovation and Start-up Ecosystem Enablers from the State Level

Date: 27/07/2022

Student Participants: 645

Faculty Participants: 126

Report

The Institution's Innovation Council of KMV successfully conducted a "One day Session with Innovation and Start-up Ecosystem Enablers from the State Level" on 27th July, 2022. Ms Pooja Arora (Media & Entertainment, Sector Skill Council, New Delhi), Mr Sukhdeep Singh, owner, Anhad Studio, Mr Karan Arora, CEO, Itronix Solutions, Mr Tushar Bansal, owner, Tushar Hair and Beauty Hub, Mr Narinder, Milano Beauty Saloon, Mr Vishal Singh, General Manager, Ramada, Jalandhar, CA Ajay Bansal, CA Anirudh Sareen, Ms Swati Kataria, Dietician, Dt. Renu Verma, Dietician, Mr Varun Nayyar, CEO, Digital Adda, Mr Rajesh Kumar, Manager, Pantaloons, Mr Talwinder Singh, Trend Setter Ludhiana, Mr Ashmeet Singh, CEO, Paras Enterprises, Ludhiana were the prominent people who participated in the session. The session highlighted the functions of an entrepreneur. It provided the basic idea of how to get initial investment for any start-up. The industry players gave examples of day-to-day business and its dealing with daily life. They also highlighted the importance of teamwork in any business. They made it clear that thorough analysis of all the factors is crucial before starting business or entering the market.

An interactive session between the industry experts and students was also conducted in order to understand the needs of the students and to provide them with a proper direction for their career.



5. Celebration activity on “Celebrating 75 Years of Independence”

Date: 15/08/2022

Student Participants: 500

Faculty Participants: 150

Report

The main aim of holding inter-disciplinary event was to develop entrepreneurial and leadership qualities among the participants along with cooperation and coordination.

The PG Department of Computer Science and Applications in collaboration with KMV IIC organised poster making competition to celebrate 75 years of Independence – Azaadi ka Amrit Mahotsav. As many as 25 entries from across various courses in the institution were received.

To keep the Textile Heritage alive and create awareness of Handloom fabrics, Department of Textile Design and Apparel Technology encouraged the students for a Case Study on handloom fabrics highlighting its importance as our Indian heritage. Students also displayed their handloom products prepared by them by using different handloom techniques like cushion covers, bags, tapestries, table runners, rugs, pot holders etc. PG Department of Fine Arts organised a painting competition on the theme of India’s efforts for fostering Innovation. The creativity and ideas displayed were magnificent. KMV-IIC aims to display the creative paintings of the students in exhibitions or group shows in the coming future. To keep the energy of independence and inspire them from the sacrifices of the warriors of freedom struggle, PG Department of Commerce and Business Administration organised singing

competition on the theme related with sacrifices of soldiers and contributions of various people like Mahatma Gandhi, Jawaharlal Nehru, Pt. Lal Bahadur Shastri, Bhagat Singh, etc. to make India independent and fostering towards innovation.

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INSTITUTION'S INNOVATION COUNCIL
Innovation & Entrepreneurship in HEIs for Aatmanirbhar Bharat
Celebrating 75 years of Independence

75 Azadi Ka Amrit Mahotsav
HAPPY INDEPENDENCE DAY

Poster making Competition
Painting Competition
Songs
Case Studies

Organised by Team, KMV IIC
Prof. (Dr.) Atima Sharma Dwivedi
Principal



6. Session on VC Funding Opportunity for Early-Stage Entrepreneurs

Date: 18/08/2022

Student Participants: 80

Faculty Participants: 35

Report

One-day session on VC Funding Opportunity for Early Stage Entrepreneurs was organized by KMV-IIC in collaboration with the Department of Retail Management on 18th August, 2022 for our Mentee Institutions and for students to guide them about how the venture capitalist can provide the necessary funding to grow their business. The Resource Person for the session was Mrs Ankita Kapoor Basin, Branch Head, Central Bank of India. She also guided the students about Venture capital financing upscale the business. Attaining VC funding is a great advantage for startups as it helps not only in funding your business and injecting cash but also through opening new doors and new opportunities for your business growth.

Mrs. Ankita also explained that VCs invest funds into a company in exchange for a share in the profits and decision-making power within the business. She also elaborated that it is a commitment of capital for the formation and setting up of small scale enterprises specializing in new ideas or new technologies. She explained about VCFs also bring with them the

knowledge and experts of the investors which will help the company make further advancements

Mrs. Ankita shared some more information on increasing importance of Venture Capitalist in promoting a more innovative economy by providing the investment and resources needed for high-potential risky business to grow. This is very crucial for sustainable growth and for maintaining India's competitive edge. India requires a strong, sustainable venture capital industry to support high-potential young businesses, to ensure that they are able to grow into globally competitive firms that drive job-creation, innovation and economic growth.

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INSTITUTION'S INNOVATION COUNCIL
in collaboration with
Department of Retail Management
organises
A Session on
VC Funding Opportunity for Early Stage Entrepreneurs
For our Mentee Institutions
August 18, 2022 Time:10:00 am

Resource Person
Mrs. Ankita Kapoor Basin
Branch Head
Central Bank of India

Participating Institutions:
G.H.G Institute of Law for Women
IITM College of Science, Arts and Commerce, Haryana
Government College, Ropar
J.C.D.A.V College, Dasuya
Lakshmi Narayan College of Technology Excellence

Dr. Rashmi Sharma (President, KMV IIC)
Ms. Chetna (Social Media Coordinator, KMV IIC)
Prof. (Dr.) Atima Sharma Dwivedi
Principal

7. World Entrepreneurs Day Celebrations

Date: 21/08/2022

Student Participants: 76

Faculty Participants: 22

Report

KMV IIC celebrated world Entrepreneurship Day by organising a session on Journey of Successful Women Entrepreneurs of India. As the session commenced, Ms. Arti Thakur, Convener KMV IIC made a presentation to the students about the leading Women entrepreneurs, sharing their journey, the challenges an entrepreneur faces and factors that contributed to their success.

Also, as the part of the event, the participating students also made presentation on journey of Women Entrepreneurs. As many as 40 students participated in the event and 15 contributed with their presentations on Journey of Indian Women Entrepreneurs.

As the presentation concluded there was discussion and exchange of ideas on what students think of choosing entrepreneurship over a regular job, hardships, and challenges of Women entrepreneurs and who inspires them the most and why.



8. Power Point Competition on Use of Data Analytics in Improving Business Strategies

Date: 23/08/2022

Student Participants: 25

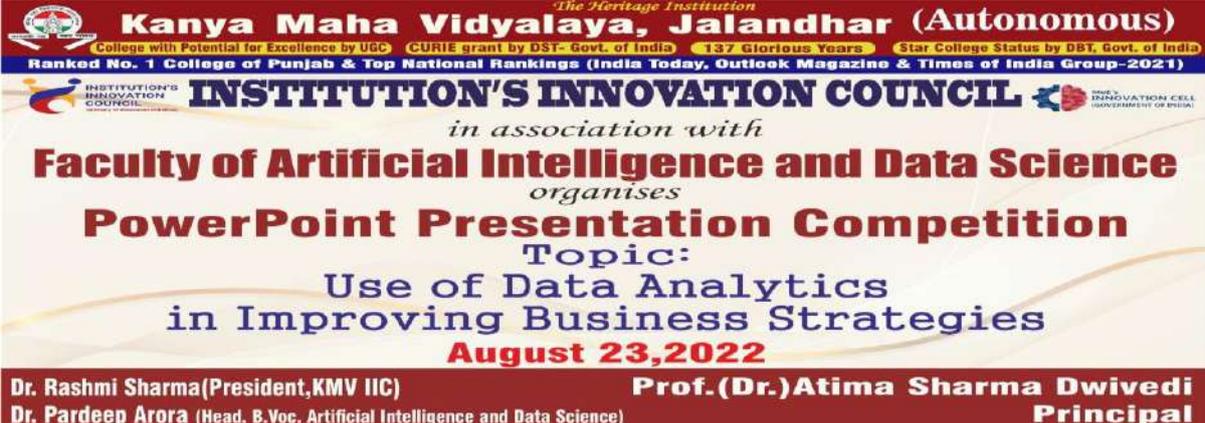
Faculty Participants: 05

Report

The Faculty of B.Voc. Artificial Intelligence and Data Science organised a PowerPoint presentation competition on the topic 'Use of Data Analytics in Improving Business Strategies' in association with KMV IIC. was conducted by Mr. Pradeep Arora (Head of B. Voc Artificial Intelligence and Data Science), Ms. Amandeep Kaur and Ms. Simarpreet Kaur in Kanya Maha Vidyalaya, Jalandhar on August 23, 2022. All participants gave PowerPoint presentations on the topic using various real life examples of thriving companies and businesses. They explained the concept of data analysis and business strategies and how they are combined in order to attain profit in start ups. One of the students highlighted the process of data analytics followed by Coca-Cola Company to increase their sales and market their

product better. Another participant discussed that, Byju's- The Learning App, also uses data science algorithms to attract audience (parents or students) to join their platform for studying.

This was a knowledge packed session for the audience as well as the participants who were able to learn the whole concept in-depth. The event helped in making students aware of the technical concept of data analytics and how it can be useful in making better business decisions.



The banner is for a PowerPoint Presentation Competition organized by the Faculty of Artificial Intelligence and Data Science. The topic is 'Use of Data Analytics in Improving Business Strategies' held on August 23, 2022. The event is associated with the Institution's Innovation Council (IIC) and the Innovation Cell of the Government of Punjab. The banner also lists the names of the organizers: Dr. Rashmi Sharma (President, KMV IIC), Prof. (Dr.) Atima Sharma Dwivedi (Principal), and Dr. Pardeep Arora (Head, B.Voc. Artificial Intelligence and Data Science). The top of the banner features the name of the institution, Kanya Maha Vidyalaya, Jalandhar (Autonomous), and several accolades including UGC ranking, CURIE grant, and Star College Status.



9. Session on Lean Start-up & Minimum Viable Product

Date: 26/08/2022

Student Participants: 75

Faculty Participants: 40

Report

Kanya Maha Vidyalaya, Jalandhar an autonomous and heritage institution has always supported the **Atmanirbhar Bharat Abhiyaan/ Self-reliant India** campaign which is the vision of new India envisaged by the Hon'ble Prime Minister Shri Narendra Modi. P.G. Department of Physics is inculcating innovative minds among its students and is then translating innovations to prototypes. Recently with the objective of stressing the need of startup, P.G. Department of Physics in collaboration with KMV's Innovation Council (KMV IIC) has organized an expert talk on **Lean Start-up & Minimum Viable Product** on August 26, 2022. Dr. Kuldeep Singh Nagla (Associate Professor at Dr. B.R. Ambedkar National

Institute of Technology, Jalandhar) was invited as a resource person for the event. The event was attended by 115 participants including faculty members and students of 5 mentee institutions namely Govt. College, Ropar, Guru Hargobind Institute of Law for Women, Ludhiana, J.C. DAV College, Dasuya, IITM College of Art Science and Commerce, Sonipat, Laxmi Narayan College of Technology Excellence, Bhopal. In his talk, Dr. Nagla addressed participants on the topic of “Introduction to IPR: Focused on Patents, Designs and copyrights”. Dr. Nagla motivated students as well as faculty to come up with innovative projects and have a startup to support society as well as nation. Dr. Nagla also guided students about various government bodies like Punjab State Council for Science & Technology (PSCST), DST, Department of Science and Technology, Govt. of India, Dr BR Ambedkar National Institute of Technology, Jalandhar for financial assistance. For motivating students for startup Dr. Nagla included various examples like Swiggy, Cred, Uber, Whatsapp, SpaceX etc. in his presentation. Further Dr. Nagla elaborated the concept of Intellectual Property Rights and its need. Further he discussed patents, trademarks, copyright, industrial design etc. Presentation of Dr. Nagla was very motivating and impressive. Students asked various questions related to IPR, startups from the resource person.



10. Session on Pre-Incubation Opportunities for Students & Faculties-Early-Stage

Entrepreneurs

Date: 31/08/2022

Student Participants: 04

Faculty Participants: 18

Report

KMV-IIC is equipped with state of art infrastructure that includes Innovation Hub, Cuisine Lab, Animation Lab, Sukriti- The Retail Lab, Beauty and wellness lab, Audio-Visual Studio, Fashion Designing Lab. KMV Innovation Ambassadors introduced and elaborated incubation facilities available at KMV, Jalandhar. During the presentations Innovation Ambassadors elaborated that Innovation hub is an independent place of learning, inspiration, motivation, recreation, imagination and thinking. In order to enhance the creativity and skill in Education of Basic Physics, some experiments like circular pendulum, Black hole, Air cannon, Doppler Effect, energy transfer in spring etc, are installed to make it easier for students to understand

the concepts of Physics in a practical way. Also center of Beauty & Wellness has well equipped lab and smart classes for students to enhance their practical skills. Beauty and wellness center offers Micro Derma Abrasion, Beauty Studio, Galvanic, High Frequency Skin Analyzer, UV Lamp (For Nail Extension), Autoclave, Sterilizer etc. Kanya Maha Vidyalaya, Jalandhar has been a proud recipient to an array of awards for excellence in skill based education and outstanding performances by the students in Hospitality and Tourism. Students practice bed making and other Accommodation Management practical's in the guest house at the KMV campus. The Basic Training Kitchen and Bakery are the hands-on training labs to learn various culinary aspects. The Basic Training Restaurant is the hands-on training lab to learn various concepts of food and beverage service industry. Under Textile and Apparel Technology, students are trained in handloom making, stitching, draping etc. KMV IIC has supported several students to establish their own boutiques under seed money project. Students also sell their products through Amazon under the banner of KMV, Jalandhar. To boost talent among KMViets, fashion show named Sukriti is organized every year where students gets an opportunity to exhibit their talents through modeling, fashion designing and make up art. Under the program Nutrition, Exercise and Health, KMV IIC boost spirits of students to enhance their skills as dietician, for which workshops, extension lectures and invited talks are organized regularly.



11. Inter-College Idea Competition “Antaragni- Event for Exuberance”

Date: 06/09/2022-08/09/2022

Student Participants: 200

Faculty Participants: 50

Report

Kanya Maha Vidyalaya Jalandhar, organise various innovative activities for inculcating innovative spirit among students. These competitions are organized every year with the objective to provide platform for the students to showcase their talent. To carry the baton ahead Department of Science organised intra college idea pooling event Antaragni and received an overwhelming response from students of different departments. The motive of this event is to develop various skills of students and to expose them to the current trends in the technical and professional fields. The event includes submission of Innovation ideas, prototypes and start-ups. The event was organized on 6th September 2022. The event was successful enough as around 200 students’ registered for this event and students showcased their talent. Almost 122 innovation ideas, 54 prototypes and 30 start-up ideas were received

and evaluated. The prototypes were developed from projects submitted under Hackathon event organised by Department of Science. The best projects submitted by the students were mentored by the teachers of this institute as well as mentored from relevant experts of national repute. From the submitted entries, best innovative ideas, prototypes and start-ups were selected and students were encouraged with prizes under three categories. These selected ideas, prototypes and start-ups were submitted to YUKTI- National Innovation Repository (NIR) program of Institution's Innovation Council, an initiative of the Ministry of Education, Government of India. Total 124 students registered under this program, and submitted 65 innovation ideas, 35 prototypes and 20 start-ups. These submitted applications were verified by experts and 64 innovative ideas, 33 prototypes and 19 start-ups were recommended from our institution.

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Department of Science
 in collaboration with
INSTITUTION'S INNOVATION COUNCIL
 organises

Antaragni- Event for Exuberance

Innovation Idea Start-up Prototype

- ❖ Team leader can Submit Innovation Ideas, Prototypes and start-ups.
- ❖ Team can have upto 5 members.
- ❖ All the ideas should be original and lucrative
- ❖ Prize for best submitted categories.
- ❖ Participation certificate for Students

Dr Neetu Verma (Coordinator)
 Dr Mandeep Kaur (Co-Coordinator)

Prof (Dr) Atma Sharma Dwivedi
 Principal



12. Session on Potential & Prospects of Beekeeping Entrepreneurship in India

Date: 16/09/2022

Student Participants: 80

Faculty Participants: 07

Report

The session on the topic '**Potential and Prospects of Beekeeping Entrepreneurship in India**' was conducted by Dr Pardeep Kumar Chhuneja, professor, Punjab Agricultural University, Ludhiana on September 15, 2022. It was a knowledge packed session where the resource person interacted with the students and talked about bee keeping industry. He primarily focussed on the products of bee keeping industry. He explained about advantages of this industry such as low initial investment, low cost technologies, least time requirements, early returns etc. He also focused on type of bee keeper i.e. college going students, farm ladies, service men etc. in India. Further, he talked about suitability of agro

based enterprise as this have less competition with other agricultural enterprise, generates new employment opportunities, improves quality of crops etc. Dr Chhuneja also highlighted that Punjab is leading state in India in Apiculture. He also explained the profit from this bee keeping enterprise. Dr Chhuneja also discussed success story of Tiwana bee farm. He concluded his session by saying that successful beekeeping based on sound scientific principles.

After the main Inputs in Agriculture

LAND
LABOUR
CAPITAL and
MANAGEMENT

Beekeeping has been notified as fifth important input for overall development of Agriculture in a

Beekeeping at Glance

Region	Colonies	Production	Floral Species	Export	Export Value	International Standing	Still Needs
INDIA	12.2 million	1,33,000 tonnes	>750	74,413.04 MT (83 nations)	Rs. 1221.18 cr (US\$ 163.73 m)	4/7 th in world export (5.1% value-wise)	188 million colonies
PUNJAB	1.2 million	36,000 tonnes (apiary honey)	4,946 documented Beekeepers				

The leading state in India in Apiculture

13. Session on Problem Solving and Ideation Workshop

Date: 20/09/2022

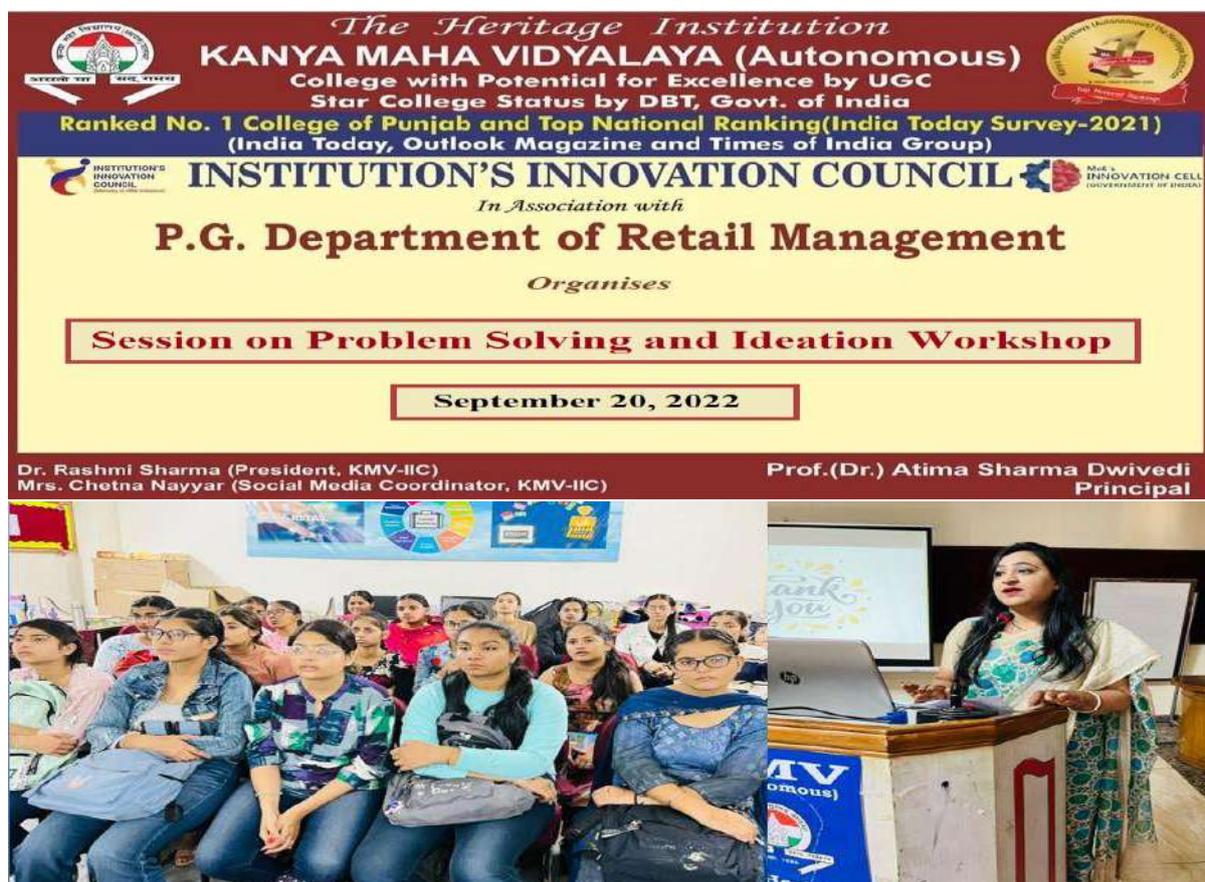
Student Participants: 83

Faculty Participants: 26

Report

PG Department of Retail Management of Kanya Maha Vidyalaya College, Jalandhar in collaboration with Institution innovation council-KMV organized a one-day session on September 20, 2022, titled ‘**Problem Solving and Ideation Workshop**’ by Mrs. Chetna, Social Media Coordinator, KMV-IIC to make students aware about using creativity and innovation to develop solutions. The resource person guided students that Ideas are vital for organizations because they are the source for innovation and this in turn is endless source of competitive advantage. Mrs Chetna discussed that ideation is one of the most necessary components of a business strategy, and if you don’t have a process for ideation, it’s unlikely that your business will see constant improvement and will therefore be unable to deliver what

your customers actually want. All the students were highly motivated after participating in the games to develop ideas like brainstorming, role playing etc. It was a very informative day for the students. She also shared some more information on increasing importance of ideation and concept development and how much is it essential in the dynamic business environment as ideation allows companies to become innovative or remain competitive by increasing the likelihood of new product rollouts, increased customer acquisition, and superior financial performance.



14. World Environmental Health Day Celebration

Date: 26/09/2022

Student Participants: 60

Faculty Participants: 20

Report

World Environmental day is celebrated on 26th September every year to promote the awareness of different issues surrounding the environmental health. To sensitize students about this current issue P.G. Department of Botany of Kanya Maha Vidyalaya, Jalandhar celebrated world Environmental Health Day by organizing various activities like Quiz competition, Poster presentation competition, slogan writing competition, poem writing competition and nature through lens (Photography competition). Students from M.Sc. Botany and B.Sc. medical participated in the event. M.Sc. Botany Sem. III student Muskaan Sharma gave introductory speech on World Environmental health Day. For Quiz competition 30 students were registered for screening. After screening 16 students were shortlisted. Four

teams A, B, C and D with four students each were formed from shortlisted students. There were three rounds in quiz. In first and second round each team was given five questions each and third round was the buzzer round. Team D was the winner team with Team B as first runner up and Team C as second runner up. In nature through lens (photography) more than hundred entries were submitted. In poster making, slogan writing and poem writing more than thirty entries were there in competition. Principal Ma'am interacted with the students and she praises the students for their efforts and motivated them to keep doing such activities in future.



15. Workshop on Introduction to Entrepreneurship

Date: 11/10/2022

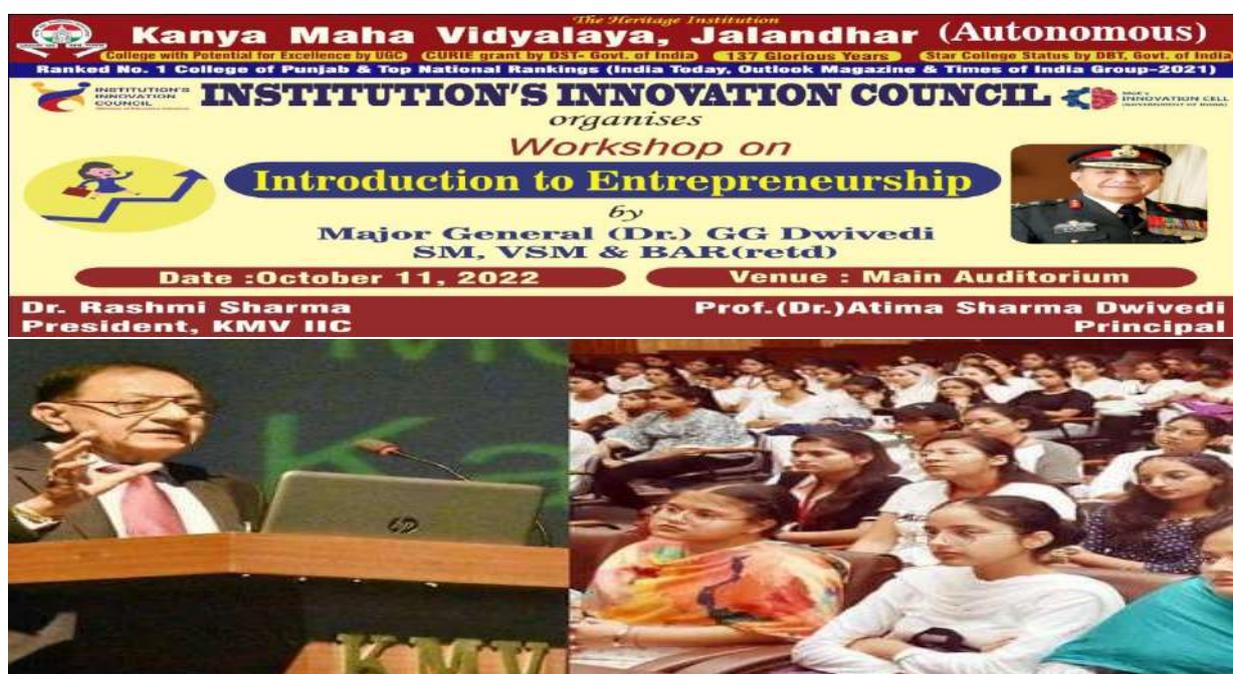
Student Participants: 135

Faculty Participants: 35

Report

Institution's Innovation Council of Kanya Maha Vidyalaya (Autonomous & Heritage institution), Jalandhar (KMV-IIC) organized a workshop related to '**Introduction to Entrepreneurship**' on **11th October, 2022**. The main objective of the workshop was to acquaint the students with the basic idea of innovation and entrepreneurship and to give the students a framework and some tools for evaluating an entrepreneurial venture and for constructing a plan to pursue the opportunity. **Major General (Dr.) GG Dwivedi** was the resource person of this workshop. Session started by welcome address and speaker

introduction by Dr. Rashmi Sharma. The resource person of the session was Major General (Dr.) G.G Dwivedi SM, VSM & BAR. He explained about Ideation is the creative process of generating, developing, and communicating new ideas. Entrepreneurial leaders are those who can influence people despite having no formal authority over them. The ability to influence is based on communication skill, awareness of actions, and a commitment to ideas. Dr. G.G Dwivedi also explained the entrepreneurial process in which identification and evaluation of opportunity, develop of business plan, determination of requires resources and management of resulting enterprise. He also explained the students that the Entrepreneurship competencies combine creativity, a sense of initiative, problem-solving, the ability to marshal resources, and financial and technological knowledge. These competencies enable entrepreneurs and entrepreneurial employees to provoke and adapt to change. At the end of the session he said that the road to entrepreneurship is often a treacherous one filled with unexpected detours, roadblocks and dead ends. Despite those hardships, with the right motivation, inspiration and game plan, you can be a successful entrepreneur, too.



16. Workshop on Creativity & Innovation

Date: 11/10/2022

Student Participants: 135

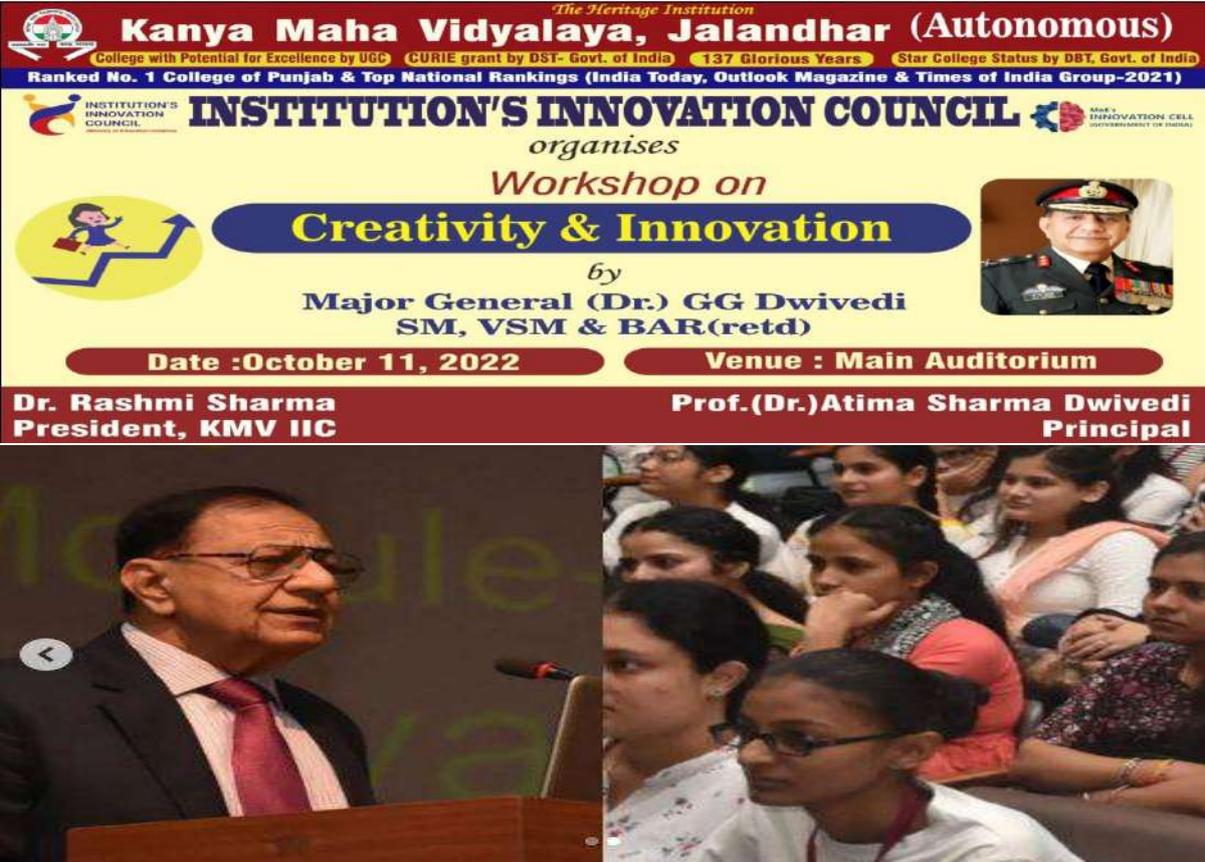
Faculty Participants: 35

Report

Institution's Innovation Council of Kanya Maha Vidyalaya (Autonomous & Heritage institution), Jalandhar (KMV-IIC) organized a workshop related to '**Creativity & Innovation**' on **11th October, 2022**. The resource person of this workshop was Major General (Dr.) G.G Dwivedi SM, VSM, BAR. The workshop was divided into two parts. The first module was on Idea to Ideation and second module was based on Creative Thinking – Negotiation Skills. Dr. G.G Dwivedi explained about creativity is what drives innovation and progress. He explained that a creative problem solver will find new solutions rather than

simply identifying and implementing the norms. Creative thinking means looking at something in a new way, thinking out of the box to solve problem from different prospective.

He explained about creative thinking & critical thinking. He explained that creative thinking is generative, non – judgemental, expansive & possibility whereas critical thinking is analytical, judgemental, selective, probability. He explained that imagination is more important than knowledge, knowledge to all we know and understand, while imagination embraces entire world all there ever will be to know and understand. He also explained about negotiation skills that negotiation skills are a critical factor. Being a entrepreneur you must have negotiating skills. The students Shubneet and Shruti Kalia presented case studies. At the end of the students asked questions and cleared their doubts.



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INSTITUTION'S INNOVATION COUNCIL organises
Workshop on Creativity & Innovation
by
Major General (Dr.) GG Dwivedi
SM, VSM & BAR(retd)

Date :October 11, 2022 **Venue : Main Auditorium**

Dr. Rashmi Sharma President, KMV IIC **Prof.(Dr.)Atima Sharma Dwivedi** Principal

17. Workshop on Entrepreneurial Competencies

Date: 14/10/2022

Student Participants: 135

Faculty Participants: 32

Report

Institution's Innovation Council of Kanya Maha Vidyalaya (Autonomous & Heritage institution), Jalandhar (KMV-IIC) organized a workshop related to 'Session on Entrepreneurial Competencies' on 14th October, 2022. The resource person of this session was Major General (Dr.) G.G Dwivedi SM, VSM, BAR. Dr. G.G Dwivedi explained that **entrepreneurial competency** is a set of skills and behavior needed to create, develop, manage, and grow a business venture. He also explained about entrepreneurial leadership means organizing and motivating a group of people to achieve a common objective through

innovation, risk optimization, taking advantage of opportunities, and managing the dynamic organizational environment. He also explained about entrepreneurs always try to improve their communication skills because it will assist them in sharing their ideas and presenting them clearly and to constantly work in a better way with their staff, team members, clients and colleagues. He explained that the communication process is made up of three key components that is eye contact thought, encoding, decoding. He explained about non – verbal behavior of communication includes facial expression, gesture, proximity, vocal. He also explained about problem solving is the act of identify problem; gather information; develop course of action, evaluate best courses, formulate and implement a plan. At the end of the session the answer to various questions asked by the students were also given by Dr. G.G Dwivedi in a very satisfactory manner.



18. Workshop on Management Skills & Functions

Date: 15/10/2022

Student Participants: 135

Faculty Participants: 32

Report

Institution's Innovation Council of Kanya Maha Vidyalaya (Autonomous & Heritage institution), Jalandhar (KMV-IIC) organized a workshop related to 'Management Skills and Functions' on 15th October, 2022. The resource person of this session was Major General (Dr.) G.G Dwivedi SM, VSM, BAR. Mr. Dwivedi explained that Management skills are a combination of hard skills and soft skills that professionals in leadership positions use to complete their primary duties with ease and efficiency. He further explained that students that hard skills are technical abilities that you can learn through training or education and apply to specific roles, and soft skills are personal characteristics that are typically helpful in any

industry. An effective manager can apply both types of skills in their regular activities to help a team excel. The session was quite interactive in which the resource person has very interestingly through real life examples made the students aware that ‘Entrepreneurship is all about leadership. Without leadership no team can be built and no idea can be converted into practicality as idea is more important today than ideology. He also explained the competencies and the skills an entrepreneur must possess to be successful. The resource person also explained the changing nature of the environment, technology being the main driver. Also, to be a successful entrepreneur the leader must be a good decision maker and convert ideas into practicality. He also said that entrepreneurship is a continuous leadership to bring something new and present a new game all over. One cannot expect different results by doing more of the same thing. An entrepreneur must be one step further. He does not wait for opportunities but create opportunities.

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
 College with Potential for Excellence by UGC | CURIE grant by DST- Govt. of India | 137 Glorious Years | Star College Status by DBT, Govt. of India
 Ranked No. 1 College of Punjab & Top National Rankings (India Today, Outlook Magazine & Times of India Group-2021)

INSTITUTION'S INNOVATION COUNCIL organises
Workshop on Management Skills & Functions
 by
Major General (Dr.) GG Dwivedi
 SM, VSM & BAR(retd)

Date : October 15, 2022 **Venue : Conference Hall**

Dr. Rashmi Sharma President, KMV IIC **Prof. (Dr.) Atima Sharma Dwivedi** Principal

19. City Level Exhibition by KMV Budding Entrepreneurs (Manage through YUKTI-NIR)

Date: 15/10/2022-17/10/2022

Student Participants: 104

Faculty Participants: 30

Report

Kanya Maha Vidyalaya (KMV) has always strived for undertaking such initiatives as would give fillip to the women empowerment. It is in keeping with the strategy of empowering girl students that KMV IIC organised a ‘**City Level Exhibition by KMV Budding Entrepreneurs**’ at ‘Virsa Vihar’, Jalandhar from October 15, 2022 to October 17, 2022 on the auspicious occasion of Diwali. The motive of this exhibition was to promote the culture of innovation and entrepreneurship among students. The exhibition provided them a platform to understand the basic concept of design ideas, packaging, presentation and marketing. The

budding entrepreneurs were allotted one stall each to display & sell their work free of cost. More than 20 budding entrepreneurs put on display their products such as fashion wear, handicrafts, decoration items, jewellery, chocolates, healthy sweets and snacks, gel candles, herbal soaps, all manufactured by budding women entrepreneurs. Apart from these, an exclusive arena for entertainment was setup for cultural events; dance & music programme and food court was also organized. A large number of people, including students from different schools and colleges, visited the exhibition. The exhibition provided the budding entrepreneurs a fair chance to exhibit their innovative, creative and cost-effective ideas. The exhibition proved to be a catalyst in their journey as successful entrepreneurs.



20. National Innovation Day Celebration

Date: 15/10/2022

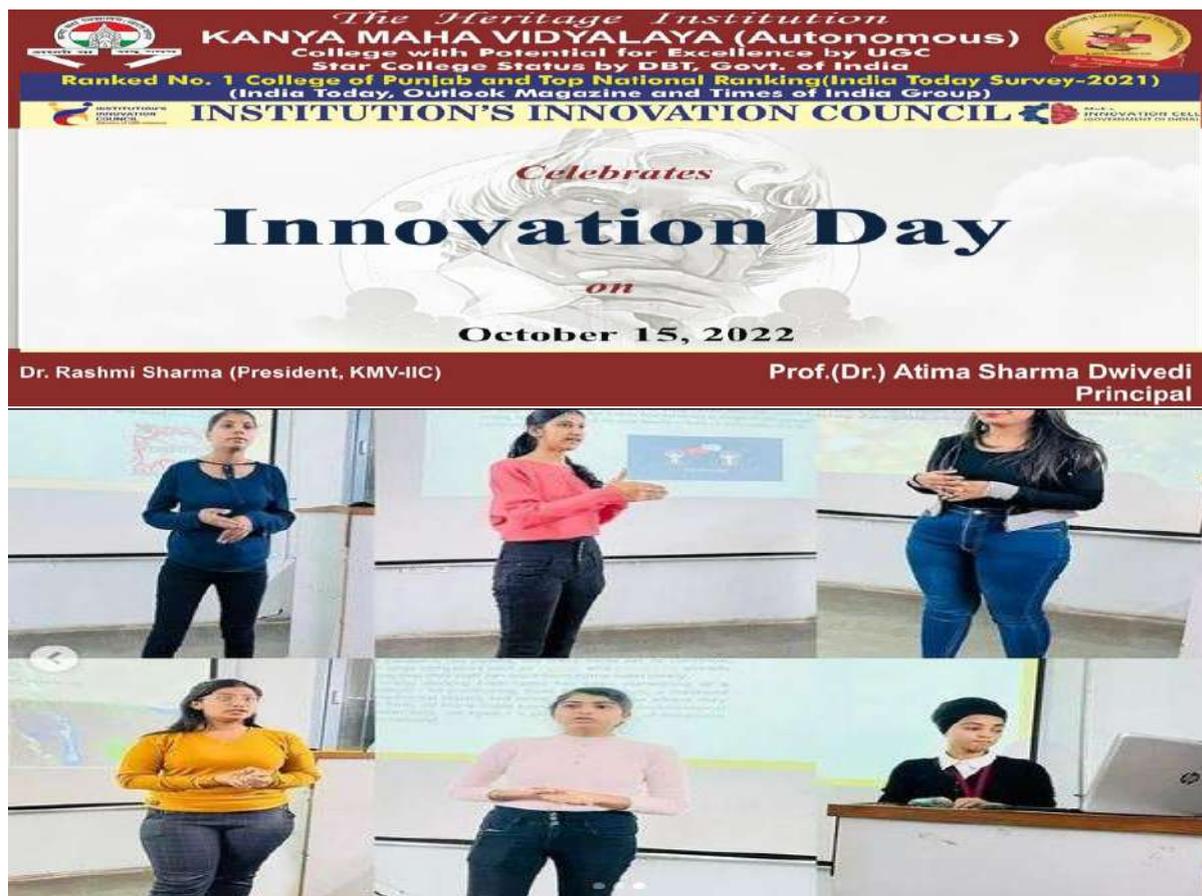
Student Participants: 55

Faculty Participants: 17

Report

Institution's Innovation Council (IIC) at KMY, Jalandhar celebrated 'National Innovation Day' to mark the birth anniversary of Dr. APJ Abdul Kalam. To provide an opportunity to the students to showcase their talent and creativity, a PowerPoint competition & poster making competition has been organized by Department of Retail Management under IIC to honour our former President Dr. A.P.J. Abdul Kalam birth anniversary as "Innovation Day" various activities were organised to exhibit their talent and motivate them towards innovation for students. Students participated in this competition with great enthusiasm. The students tried

to showcase their talent in the best possible way. The main aim of organizing this competition is to introduce students to the important roles that innovation and creativity play in every aspect of human development. All the students are invited to participate in the event. Students made PPT & Posters on topics Business Plan and Entrepreneurship and innovation. The best PPT's were judged according to their creativity and presentation skills. Principal Prof Dr. Atima Sharma Dwivedi motivated students to participate in such competitions with more enthusiasm, participate with sportsman spirit while keeping feeling of winning and losing competition not hampering with their performance, and lower their motivation of participation.



21. Workshop on Business Opportunity Identification & Market Analysis

Date: 18/10/2022

Student Participants: 120

Faculty Participants: 34

Report

Kanya Maha Vidyalaya- the Heritage & Autonomous Institution has always been making efforts for the holistic development of its students. In keeping with this tradition, a workshop on “Business Opportunity Identification and Market Analysis” was conducted on October 18, 2022 by Dr. Rashmi Sharma, President, KMV-IIC. Dr. Sharma started her talk by sharing a meaningful quote “Entrepreneurs are simply those who understand that there is

little difference between obstacle and opportunity and are able to turn both to their advantage”. She highlighted the meaning and importance of business opportunity. She discussed the characteristics of a good business opportunity. She gave examples of business opportunities available in the market and discussed in detail the process of business opportunity identification. She made the students aware about the most profitable business opportunities in 2021, like drop shipping, sell handmade products, sell digital products, sell photography, go freelance, become a social media influencer, etc. In order to motivate young girls, Dr. Rashmi shared the success story of Mrs. Falguni Nayar, founder and CEO of NYKAA. She advised the students to initiate their small start-ups with low investments and gradually upgrade the scale of operations later. She emphasized that businessmen should always focus upon the needs of their potential customers and try to provide new products or try to improve the existing products. Dr. Rashmi addressed all the queries of the inquisitive participants very aptly and appropriately. The session was very interactive and informative resulting in enhancement of knowledge of all the participants.



22. Workshop on Business Plan Preparation

Date: 18/10/2022

Student Participants: 85

Faculty Participants: 32

Report

Kanya Maha Vidyalaya- the Heritage & Autonomous Institution, Seat of Women Empowerment with Top National and State Rankings by India Today Survey of Best Colleges 2020 (various categories) & Outlook Magazine has always been making efforts for the holistic development of its students. In keeping with this tradition, an interactive

workshop on “Business Plan Preparation” was conducted on Oct 18, 2022 for the students of Semester V of various under graduation classes. Mrs. Ritu, Assistant Professor in Commerce and Social Media Coordinator KMV IIC interacted with the students on the above topic. She started her talk by discussing the importance Business Plan for the entrepreneurs. She advised the students to think out of box, initiate their small start-ups and gradually upgrade the scale of operations later. The students were acquainted with various elements of business plan in detail. Importance of business plan preparations was discussed along with suitable examples. She also apprised the students about the precautions to be taken while preparing business plan. More than 80 students attended this session.



23. Workshop on Start-Up Financing & Launching

Date: 20/10/2022

Student Participants: 127

Faculty Participants: 28

Report

The one-day workshop on ‘Startup Financing and Launching’ was organised by KMV IIC on 20-October-2022 for students to guide them about the financing that's right for their startup, and outline the various types of capital available to small business owners and share the steps to secure capital for your company—no matter the stage, age, or industry. The resource person of this session was Mrs. Chetna Nayyar. She explained the students about

startup financing are the capital that's used to fund a business venture. It's used for a variety of reasons, such as launching a company, buying real estate, hiring a team, purchasing necessary tools, launching a product, or growing the business. She also discussed about sources of finance are the means used for raising funds by business for carrying out their activities .Every business always need some amount of money for ensuring their continuity .they acquire these funds using different sources of funds in the market .business chooses a particular source of finance according to their needs and capacity. Develop an understanding of how to develop winning investor pitches, who and when to pitch, how to avoid common mistakes that limit the effectiveness of the pitch, and how to 'get to the close'. At the end of the session she explained that entrepreneurs have a variety of options when it comes to securing funding for a new project. The catch, though, is that each funding option is drastically different from the next, bearing its own cadre of advantages and disadvantages. Moreover, deciding which funding route makes the most sense for your startup will vary depending on your circumstances—what your short-term and long-term goals are, how much money you need, etc. And if you choose the wrong route, it can condemn your venture before it really even has a chance to get off the ground. The students acquainted with valuable knowledge that help students make informed decisions about how to secure funding for their company.



24. Workshop on Design Thinking

Date: 21/10/2022

Student Participants: 300

Faculty Participants: 50

Report

A motivating lecture was delivered by Dr. Neetu Verma (Associate professor, PG department of Physics, Innovation ambassador, Vice president IIC, Kanya Maha Vidyalaya , Jalandhar) to all the UG students to foster the spirit of entrepreneurship and startups in the young minds.

The topic of the lecture was **design thinking**. She emphasized that there are no limits to what you can accomplish except the limits you place on your own thinking. She then quoted the example of problem solving: the encumbered VS the fresh mind and made things clear between traditional thinking and design thinking. Examples of world's leading brands such as Apple, Google and Samsung were given that adopted the design thinking approach. Ma'am further explained what design thinking means and how problem solving equals to design thinking. Many problems were solved such as installation of sink on the top of the toilet seats to curb the water scarcity problem. Introduction of cashless payments to make the transactions straightforward and to reduce the chances of fraudulent. Design thinking modes were discussed which include empathize, define, ideate, prototype and test. Design thinking helped the students to think outside the box. Dr. Verma conducted several ideas pooling sessions within the campus such as Creative Mind Teasers, Anubhooti, etc. Students developed many prototypes and under her valuable guidance, KMV students won 2nd Best Idea Prize in national event "Innovesta- A 2021". Two ideas selected for grand finale Toycathon 2021. Three innovation ideas selected for Smart India. Under ma'am s guidance, the students made a way to the national level and got recognized. Without her efforts, hardwork and dedication this would not have been possible. The lecture was quite fruitful and fostered the idea of innovation in the young minds. Principal Prof. (Dr.) Atima Sharma applauded Dr. Neetu Verma for her incredible efforts for the same.



25. National level workshop on "Innovative Practices for Greener and Safer Chemistry labs"

Date: 21/10/2022

Student Participants: 200

Faculty Participants: 150

Report

PG Department of Chemistry in association with Institution's Innovation Council, Kanya Maha Vidyalaya (the Heritage and Autonomous Institution), Jalandhar, under the aegis of CURIE grant organised national level workshop on "Innovative Practices for Greener and Safer Chemistry labs' on 21st October 2022. 350 participants (200 students & 150 faculty) from different institutions across the country attended the extension lecture delivered by Dr. Sonia Ratnani, Associate Professor in Dept. of Chemistry, Ramjas College, University of Delhi. The aim of this workshop was to discuss the innovative aspects and latest modification to do chemistry practical with greener and safer approach and to aware the faculty and students of chemistry about the safety measures to be adopted in the labs and the innovative strategies that can be adopted for greener & safer experimental procedures. Dr. Sonia discussed that lab experiments should involve the use of alternative reagents which are not only eco-friendly but also be easily available at very cheap price. They should not preferably involve the use of organic solvents. All organic chemistry experiments should preferably be conducted in semi-micro or micro-scale. Experiments should avoid tedious experimental procedure like longer reaction time, reaction at high temperature etc and should be executed by considering all safety measures. On a conclusive remark, she said that green chemistry experiments are introduced not to drastically replace the conventional ones rather, they are considered complementary to the existing protocols. This not only provides a wider view of various techniques but also imbibes inquest in innovative minds for future development. Wherever possible and feasible, the conventional process should be replaced with the greener ones to transmit the message of this issue.



26. National Chemistry Week Celebration- Celebrating Innovative and Creative Ideas of Students

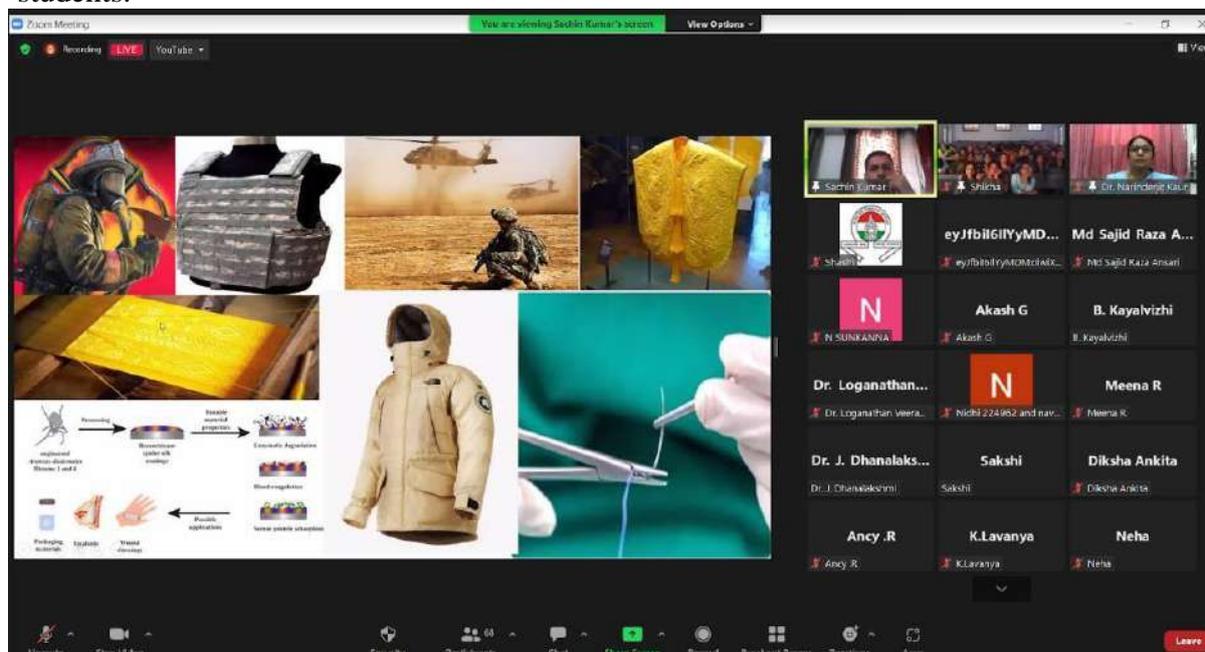
Date: 16/10/2022-22/10/2022

Student Participants: 902

Faculty Participants: 55

Report

PG Department of Chemistry, Kanya Maha Vidyalaya- the Heritage and Autonomous Institution, Jalandhar, under the aegis of CURIE grant has organised National Chemistry Week-2022 (NCW) with the theme “**Celebrating Innovative and Creative Ideas of Students**” from 16th-22nd October 2022. NCW is a public awareness campaign that promotes the value of chemistry in everyday life. Various activities have been organized throughout this week like poster presentation competition, online quiz and an extension lecture. More than 900 Students from different states of India participated enthusiastically in online Quiz and 150 students in poster presentation competition. 200 participants have attended the extension lecture delivered by Dr. Sachin Kumar, Assistant Professor in Dept. of Apparel and Technology, GNDU Amritsar in both online and offline mode. He has very well explained the different types of fibres, their synthesis, compositions, morphological studies and their applications in daily uses. Students have shown their innovative skills and creative ideas based on the theme of NCW. Such kind of events is in regular feature for the growth of student’s communication skills and intellectual/personal developments. The candidates who successfully qualified the quiz got e-certificates. The students with best poster presentation were selected and rewarded for their creative ideas. Principal Prof. (Dr.) Atima Sharma Dwivedi applauded the efforts taken by the Faculty of PG Department of Chemistry for conducting such a significant event for the holistic development of students.



27. Workshop on “Entrepreneurship and Innovation” as Career Opportunity

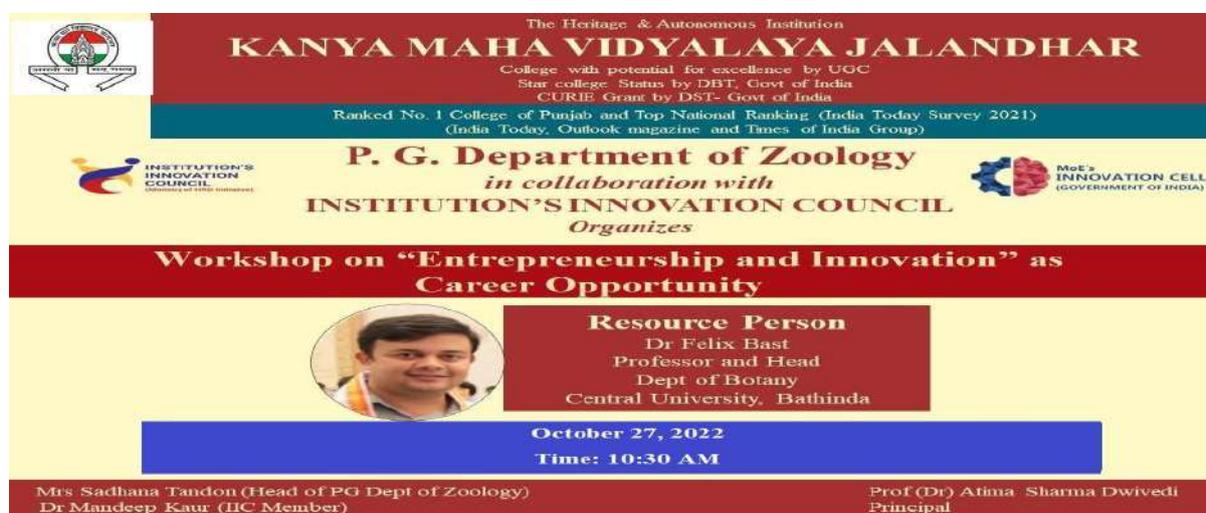
Date: 27/10/2022

Student Participants: 100

Faculty Participants: 20

Report

P.G Dept of Zoology of Kanya Maha Vidyalaya, Jalandhar in collaboration with Institution's Innovative Council conducted a workshop in hybrid mode on the topic “**Entrepreneurship and Innovation**” as **Career Opportunity** by Dr. Felix Bast. Dr. Bast started his lecture by giving his life experiences that led him to his successful career. He also gave an overview of the career opportunities available in sciences and discussed different approaches to discover the career options both international and national level. He discussed with the students, his expert and illuminating views on the present scenario of scholarships and funding agencies available for sponsoring young scientists for innovations in India as well as abroad. The event ended with a healthy discussion and the vote of thanks by Head of the Department, Mrs. Sadhana Tandon. The lecture was very enlightening, informative and useful for all the participants. Professor (Dr.) Atima Sharma Dwivedi, Principal KMV, College appreciated the contribution of the students and congratulated the faculty of the PG Department of Zoology for organizing the event.



The banner features the Kanya Maha Vidyalaya Jalandhar logo and text: "The Heritage & Autonomous Institution KANYA MAHA VIDYALAYA JALANDHAR". It lists accolades such as "College with potential for excellence by UGC", "Star college Status by DBT, Govt of India", and "CURIE Grant by DST- Govt of India". It also mentions a "Ranked No. 1 College of Punjab and Top National Ranking (India Today Survey 2021)". The organizing bodies are the "P. G. Department of Zoology" and the "INSTITUTION'S INNOVATION COUNCIL". The resource person is "Dr Felix Bast, Professor and Head, Dept of Botany, Central University, Bathinda". The event is scheduled for "October 27, 2022" at "Time: 10:30 AM". The banner also lists "Mrs Sadhana Tandon (Head of PG Dept of Zoology) Dr Mandeep Kaur (IC Member)" and "Prof (Dr) Atima Sharma Dwivedi Principal".



28. Workshop on Bamboo Based Entrepreneurship and Livelihood Development

Date: 01/11/2022

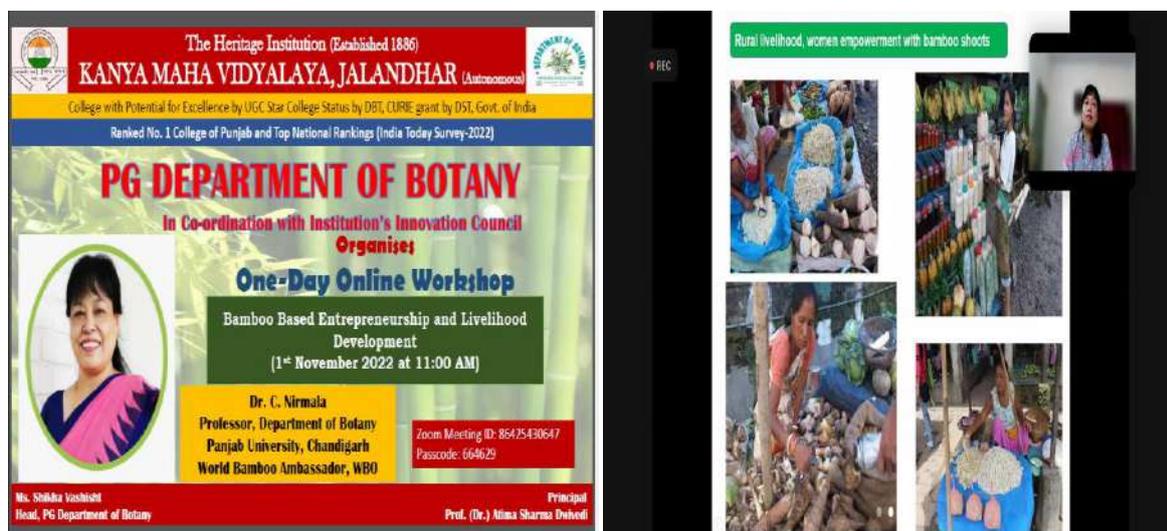
Student Participants: 60

Faculty Participants: 20

Report

The P.G. Department of Botany in coordination with Kanya Maha Vidyalaya- Institution's Innovation Council organized a workshop on 1st November on the topic “**BAMBOO BASED ENTREPRENEURSHIP AND LIVELIHOOD DEVELOPMENT**”. The resource person, **Dr. Nirmala Chongtham**, Professor in the Department of Botany, Panjab University, Chandigarh, Coordinator, DST- Centre for Policy Research, Panjab University and World Bamboo Ambassador, WBO shared several incredible business ideas based on bamboo entrepreneurship and livelihood development. She opened her lecture with the introduction to importance of bamboo in Rigveda, Ayurveda and traditional system of medicine, and talked about how rishis used to bestow a hundred bamboo clumps to God Indra and this plant is equated to kalpavriksha. She discussed bamboo shoots as a nutritious healthy vegetable and called as the “King of Forest Vegetables.”

Further she discussed the comparative account of various nutrients (g/100 g) present in fresh bamboo shoots and some common vegetables. She described the enormous nutraceutical value of bamboo shoots as some expensive traditional dishes, fortified food items, beverages, dairy products, jams, pickles, health supplements etc., and bamboo shoot processing. She also discussed various medicinal properties of bamboo shoots such as anti-oxidant, anti-inflammatory, anti-diabetic, anti-allergic, antimicrobial and cardio-protective properties. She concluded her lecture by saying that bamboo is a superfood for nutrition, health and medicine and also added that Bamboo sector has immense potential for entrepreneurship, generating income and employment. She also boosts the motivation among the students to choose bamboo based entrepreneurship and livelihood and asked for the queries of the participants. In total 60 participants, including faculty of botany and students attended the workshop. It was a quite exciting and brainstorming experience for everyone.



29. Field Visit/Exposure Visit for Problem Identification

Date: 09/11/2022

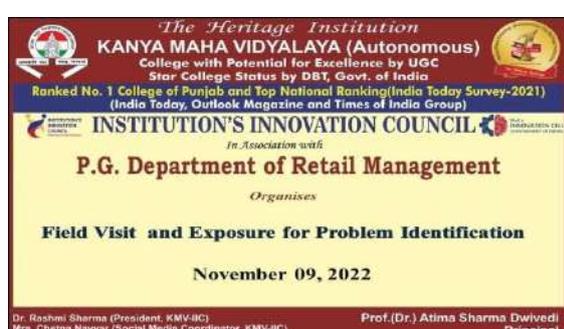
Student Participants: 80

Faculty Participants: 30

Report

The PG Department of Retail Management conducted a field/ exposure visit for problem identification in collaboration with KMV-IIC on November 9, 2022 at Reliance Mall, Jalandhar. The field visit was conducted to identify that the footfall is still low in the city's malls after pandemic and to look at existing technologies that can be used to reverse the damage of the pandemic.

Mr. Rajesh Dhiman (Store Manager) discussed that the retail industry is undergoing transformation and retailers must deal with some of the burning issues and improve their adaptability. He explained that across the globe, physical retail stores are suffering with more comprehensive e-commerce solutions and reduced shipping time, customers are utilizing e-shopping more than ever. Customers are switching continuously between online and offline purchasing and remain open to those retailers that provide the best of both worlds. Many retail stores across the big malls are also merging their online and offline business for more viability. He also discussed due to social distancing norms, customers have not been visiting the retail outlets and are looking for personalized services from the safety of their homes. In the absence of virtual retail solutions, customers remain unsatisfied and look for other buying options. Apart from the virtual solutions, retailers also have the challenge of innovating new selling models and virtual sales assistant to adapt quickly to the changing times. He explained that retail outlets have to incur very high cost of operation. This is on account of high labor cost, training cost of human resource, social security to employees, high real estate cost and rentals, air conditioning, power backups cost, high maintenance cost, high electricity tariffs, high taxes, investment in supply chain and logistics, investment in technology, high investment in equipment's and fixtures to give modern look to the store, CCTV's cost etc. So, retail outlets have to incur high cost of operation still they have to provide goods to the customers at lower prices. This is a big challenge for the retail outlet. At the end of the session he said that retailers have no choice but to evolve with fast-changing trends and unpredictable customer behavior. This will require them to transform all aspects of the business, including the store premises, supply chain, and the shopping experience for customers. While innovative digital technologies and strategies will be critical to these transformations, retailers will also have to build the right partnerships, cultivate digital expertise, and embrace new ways of reaching their customers



30. My Story: Motivational Session by Successful Entrepreneur/ Start-Up Founder

Date: 09/11/2022

Student Participants: 80

Faculty Participants: 30

Report

Institution innovation council of Kanya Maha Vidyalaya College (Autonomous) under PG Department of Retail Management organized a one-day session on November 09, 2022, titled 'My Story- Motivational Session by Successful Entrepreneur/Start-up Founder' by Mr. Varun Nayyar, CEO, Itronix Solutions. The theme of the session was Entrepreneurship and the main objective of the program was to improve knowledge about entrepreneurship, to encourage self-employment, and inspire young women to become successful entrepreneurs. It also aimed to provide hope and clarity when circumstances become hard and discouraging and to build entrepreneurship skills in students. The webinar was held at Itronix Solutions. Mr. Varun Nayyar inspired the students with his story by sharing her varied and wide experiences in the business world. He created awareness about the concept of entrepreneurship and highlighted the key characteristics of entrepreneurs. Throughout the session, he pointed up the golden rule to the participants that opportunities must be searched for, rather than waiting. Every entrepreneur must have a definite idea about his or her products. Ignorance about the products is a major problem that can lead to the failure of the business. Mr. Nayyar stressed on the importance of being updated about the business market and highlighted the importance of identifying customer needs and wants by an entrepreneur. He emphasized that one should not afraid in start and risk-taking behaviour is the key to be a successful entrepreneur. The session concluded after a question and answer session, in which students interacted with the resource person to learn different aspects of being an entrepreneur. Mr. Nayyar hoped that many students will be motivated to come up with ideas and start their own businesses. The students asked many questions about her business and cleared their doubts. It was an interactive session with valuable takeaways for all. Overall the session was highly informative & motivating for the students.



31. National Education Day Celebration

Date: 11/11/2022

Student Participants: 52

Faculty Participants: 15

Report

KMV IIC always aims at making students aware about the current education landscape and positive changes happening w.r.t Innovation and Entrepreneurship.

In order to inform students and get to know their views on what they think about our education system, new education policy, changes it brings in its impact and what new education policy promises on innovation and entrepreneurship front, what challenges and what opportunities it brings in.

As session on Education policy followed by essay writing competition on the following two topics was organised on November 11, 2022.

- 1) National Education Policy – Opportunities and Challenges
- 2) Vocational Education and its future

On the National Education Day, the event begins with a session by Ms. Arti Thakur, Convenor KMV IIC, on National Education Policy, the various initiatives taken by the Government for innovation and entrepreneurship, and the changes implemented at our institution level.

In the beginning of the session, the students were informed about how higher education will be impacted by New Education policy with focus on the following points:

- Emphasis on experiential learning along with a focus on 21st-century skills like critical thinking, reasoning and problem-solving.
- No Hard Separations between Vocational and Academic Streams, arts, and Sciences etc.
- Re-imagination of Vocational Education and sensitization for building competencies
- A holistic and multidisciplinary education will help develop well-rounded individuals that possess critical 21st-century capacities in fields across the arts, humanities, languages, sciences, social sciences, and professional, technical, and vocational fields; an ethic of social engagement; soft skills, such as communication, discussion, and debate; and rigorous specialization in a chosen field or fields.



32. National Entrepreneurs Day Celebration

Date: 15/11/2022

Student Participants: 82

Faculty Participants: 27

Report

The Department of Retail Management under IIC undertake threshold activities round the year to generate awareness, trigger creative tendency, motivate to take a choice of entrepreneurship as career and promote innovation as career and promote innovation and start up ecosystem, and culture among students and faculties in campus. To celebrate 'World Entrepreneurship Day' and to provide an opportunity to the students to showcase their talent and creativity, an Inter – department poster, model, brand name, and logo & tagline competition has been organized by P.G. Department of Retail Management under IIC for students. Students participated in this competition with great enthusiasm. The students tried to showcase their talent in the best possible way. Prof. Dr. Atima Sharma Dwivedi congratulated the Faculty of Retail Management for organizing this contest to enhance creativity. The competition also helped the students discover their talents in the field of art and craft. Each member of the class contributed to the display put up by the respective classes. This activity kept the student engaged and it was organized to explore and encourage creativity in students and offer them a platform to showcase their skills. It inspired them to think and work creatively in order to promote artistic excellence. Principal Prof Dr Atima Sharma Dwivedi motivated students to participate in such competitions with more enthusiasm, participate with sportsman spirit while keeping feeling of winning and losing competition not hampering with their performance, and lower their motivation of participation.



33. My Story - Motivational Session by Successful Innovator

Date: 22/11/2022

Student Participants: 70

Faculty Participants: 27

Report

Department of Textile Design & Apparel Technology in collaboration with KMV-IIC has conducted a motivational session by an innovator on 21st November 2022. The speaker of the day was Mr. Talwinder Singh an Innovative Designer and Stylist from Ludhiana. The speaker works with various movies and songs as a stylist. This motivational talk was delivered in hybrid mode. Around 70 students and 27 faculty members registered for this session. His speech focused on the methods and tricks of becoming a successful innovator. The webinar was organized to motivate and educate the participants about the road map of deriving the innovative ideas. He explained that the innovation means developing a new idea in coloration with the team members, identifying the need of customer. He further added that the sincere observation always helps in identifying the problems in the society. The session also included motivational examples and planning to build the professional ethics among the students. The students enjoyed the session because it was full of fun, energy and learning.

The Heritage Institution
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INSTITUTION'S INNOVATION COUNCIL
In Association with

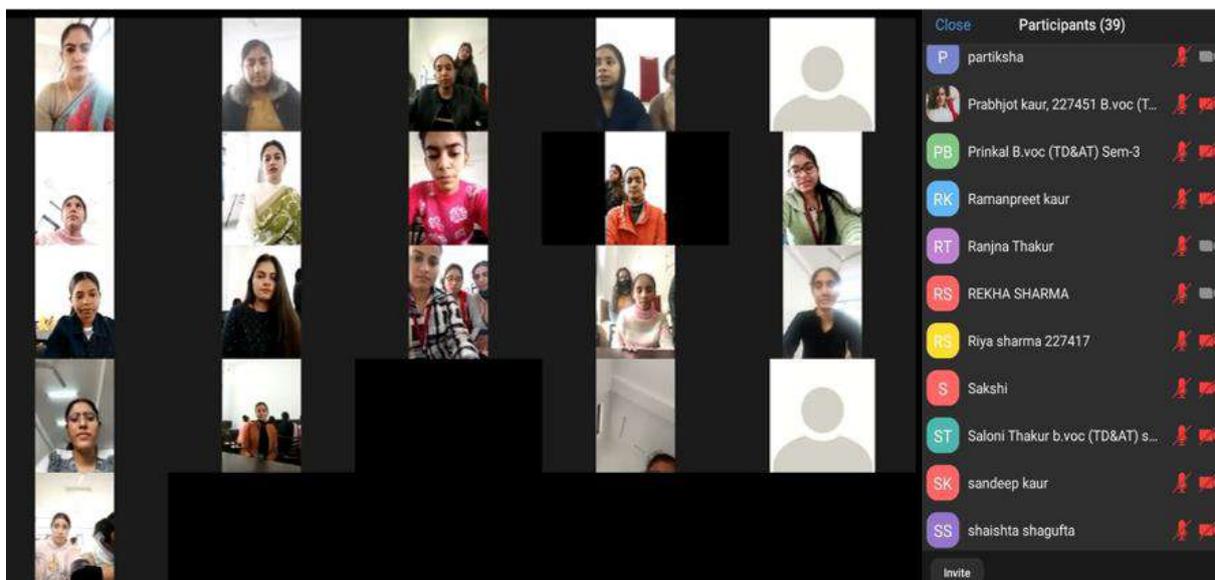
Department of Textile Design & Apparel Technology
Organises
Session
On

My Story - Motivational Session by Successful Innovators
Resource Person: Mr. Talwinder Singh, Designer and Owner at Trend Setter

November 22, 2022 **Time: 11:00 A.M**

Dr. Rashmi Sharma, (President, KMV IIC)
Ms. Vibhuti Kalia, (Startup Co-ordinator, KMV IIC)

Prof. (Dr.) Atima Sharma Dwivedi
Principal



34. National Youth Day Celebration

Date: 12/01/2023

Student Participants: 56

Faculty Participants: 32

Report

Kanya Maha Vidyalaya-the Heritage & Autonomous Institution, Seat of Women Empowerment with Top National and State Rankings by India Today Survey of Best Colleges 2020 (various categories) & Outlook Magazine has always been making efforts for the holistic development of its students. In keeping with this tradition, Institution's Innovation Council (KMV IIC) and P.G. Dept. of Commerce and Business Administration jointly organised a Poster Making Competition on the theme "Viksit Yuva-Viksit Bharat" to celebrate "National Youth Day" on January 12, 2023. Swami Vivekananda's teachings and quotes have always been a source of inspiration for the youth. Total 56 students from various classes participated in the competition and made wonderful posters. The objective of this activity was to motivate the students to learn the ideals and teachings of Swami Vivekananda and implement them in their lives. The day was celebrated to honour and recognize Vivekananda's teachings. Sukhmanpreet Kaur from B.Com. (Hons.) (Sem IV) and Satinder Kaur from B.Voc. Retail Management (Sem II) stood first and second respectively. Navdeep Kaur from B.Com.(Sem VI) secured the third position. Sandeep Kaur from B.Com.(Sem VI) and Khushi Jain from B.Com. Hons. (Sem IV) got consolation prize.

Principal, Dr. Atima Sharma Dwivedi congratulated the young achievers on their achievement and appreciated the efforts of Dr Neeraj Maini, Head, PG Department of Commerce and Business Administration and other faculty members for taking such initiatives.



35. Industrial Visit to Verka Milk Plant, Jalandhar

Date: 28/01/2023

Student Participants: 77

Faculty Participants: 33

Report

An industrial visit has its own importance in the career of a student who is pursuing a professional degree. The Department of Bio-Technology organized an 'Educational-cum-excursion trip' to Verka Milk Plant, Jalandhar. This industrial visit has provided students with an opportunity to learn practically through interaction and has given them exposure to current work practices. Ms. Jyoti, Staff member, Verka Milk Plant accompanied students and explained everything about the institute during the whole visit. Verka milk plant produces standardized and pasteurized milk, double toned milk, paneer, ghee, kheer curd, sweetened flavored milk, etc. The staff members told the students that all these products are marketed at the plant under the name "the Punjab State Co-operation Milk Producers Federation Ltd" under the brand name of 'Verka Milk Plant'.

At the start, students visited the Paneer manufacturing unit, milk and curd packaging section, kheer and butter/ ghee production unit. The students got the opportunity to explore the engineering section as well which is further divided into boiler section, refrigeration section and HTST (Hot Temperature for Short Time) treatment section. The students learnt about machines and latest processes utilized for milk treatment. Students also visited effluent treatment plant (ETP) where they learnt in detail about the waste water treatment process (WWTP). The students were made to learn the processes that are meant to treat the industrial waste water to make it pollution free material before its drainage. During the water treatment process, organic compounds are transformed into inorganic compounds with the help of biomass. The students also asked questions regarding the various manufacturing processes and their all doubts were cleared by the concerned staff members of Verka Milk Plant, Jalandhar.



36. Educational visit to Pukhraj Organic India Pvt. Ltd.

Date: 28/01/2023

Student Participants: 55

Faculty Participants: 13

Report

The P.G. Department of Botany in coordination with Kanya Maha Vidyalaya- Institution's Innovation Council organized an 'Educational visit' to **Pukhraj Organics**. On **28 of January**, students visited pre incubation unit at Pukhraj **Organic India Pvt. Ltd Partapura, Jalandhar** where they learnt about different products of the industry and the preparation of various herbal product like natural immunity booster, health, skin care, wellness care products, energy tonics and many other cosmetics from plant raw extracts. Mr. Deepashu accompanied the students and gave a detailed tour of the industry during the whole visit. The Students first visited their research and development lab which is well equipped with instruments like pH meter, flame photometer, laminar air flow, BOD etc. where they maintain the standard of their existing products. Next, they moved towards main working area equipped with latest techniques machinery that is used in manufacturing of organic products. Main unit include accumulation of raw material aloe-vera the main ingredient of their products, contamination control chamber and ointment manufacturing plant then he explains the working principle and process in making of organic products. He took around students from one section to another. The next unit was packaging unit equipped with automatic packing machines, sealing machine, heat sealer, capping machine and filling machine.

The students were accompanied by three faculty members Mrs.Shikha Vashisht, Dr. Sandeep Kaur and Ms. Nisha from Botany department. Students enjoyed a lot and acquired scientific temperament and knowledge from this visit. Prof. Dr. Atima Sharma Dwivedi, Principal, Kanya Maha Vidyalaya, Jalandhar appreciated the faculty members for organizing such knowledge filled educational visit for the students which give them exposure to different techniques used in manufacturing of herbal formulations.



37. Inter-Institutional Idea Competition “Ideathon-2023”

Date: 03/02/2023

Student Participants: 57

Faculty Participants: 28

Report

Students of Kanya Maha Vidyalaya, Jalandhar participated in the *Ideathon* (INTER-INSTITUTIONAL IDEA COMPETITION (IIC'23) conducted at Dr. B. R. Ambedkar National Institute of Technology Jalandhar from 3rd February to 5th February. The Competition was based on the theme ‘Providing the solution of current Real-time Problems.’ Three teams from KMV actively presented their three innovative projects in the competition and provided out of box solutions to the basic problems. 1st team proposed the solution to remove the stagnated water on the roads named as ‘Roadex-trellis’. It was lead by Haramanpreet Kaur (M.Sc. Physics), followed by members Barjinder Kaur (M.Sc. Chemistry) & Rushi Chambyal (B.Sc. Hons. Physics). 2nd Team lead by Lavleen Saini (M.Sc. Physics) with her teammate Navneet Kaur (B.Sc. NM) come up with the idea of going touchless with touchless switches & Hand-Sanitizer that can be operated in our own campus. Sandeep kaur (M.Sc. Physics) being the leader of 3rd Team presented idea to make application named ‘seg-re-create’ which will influence the society to improve their waste collecting habits. Beenu Kumari (B.Sc. NM) & Shruti Kalia (B.Sc. Med) demonstrated the idea in front of Judges. These teams were mentored by KMV IIC and Science Faculty members Dr Neetu Verma, Dr. Surbhi and Dr. Narinder. Teams were motivated to be completely driven towards making solutions of real-world problems. Ideas were very much appreciated by prestigious Judges. Nearly 100 contestants shared their ideas. Our one team having idea of Roadex Trellies led by Ms Haraman mentored by Dr. Neetu Verma and Dr. Surbhi was selected among top 30 achievers of IDEATHON 2023. Dr. Atima Sharma Dwivedi, Principal Kanya Maha Vidyalaya, Jalandhar congratulated and inspired the team for their wonderful work.



38. Session on Achieving Problem-Solution Fit & Product-Market Fit

Date: 03/02/2023

Student Participants: 68

Faculty Participants: 17

Report

The Department of Retail Management in collaboration with KMV-IIC organized a session on “Achieving Problem-Solution Fit & Product-Market Fit” on 3.03.2023. Ms. Varsha Sharma (Store Manager) of Shoppers Stop was the resource person for the session.

Ms. Varsha Sharma described the meaning of the solution fit product as solution to a problem with customer specific approach not as money making approach, she illustrated, that the first stem is identifying the problem and then the customer should be identified which may have usual buying behavior not willing to change the buying approach or new buying behavior, willing to try new products and sometimes the usual consumers are forced to adopt to the new solutions. Right solution fit is required to meet all types of consumers. She further stated that consumers these days are open to adopt change and try new solutions and therefore nowadays understanding the consumers habit and be transparent in communication; the more is transparency better would be the solution fit product. She illustrated that the more an entrepreneur thinks as a customer for a solution, better fit would be the solution and its success.

Ms. Varsha Sharma inspired the participants by highlighting various examples of companies that failed due to ignoring the concept Problem-Solution Fit & Product-Market Fit. She emphasized the importance of being flexible by a company in changing markets, identifying strong market demand, repurposing or reorganizing old ideas, meeting the needs of customers, and keeping an eye on the future.



39. Exhibition by KMV Budding Entrepreneurs (KMV Spring Carnival 2023)

Date: 09/02/2023-11/02/2023

Student Participants: 200

Faculty Participants: 50

Report

Kanya Maha Vidyalaya – the Autonomous and Heritage Institution, Jalandhar organized KMV Spring Carnival 2023 with full zeal and enthusiasm to provide a break from the academic routine. The Chief Guests for the Inaugural Ceremony of the Annual Fete Sh. Chander Mohan ji, President, Arya Shiksha Mandal and Mrs. Neerja Chander Mohan, Member, KMV Managing Committee were accorded floral felicitations by the college Principal Prof. (Dr.) Atima Sharma Dwivedi. Dr. Sushma Chopra, Secretary, KMV Managing Committee was also present on the occasion.

The budding entrepreneurs of KMV set up their stalls. The main aim of setting up the stall was to build entrepreneurship skills among young minds and train them to develop and build their own business ideas. The students showed their creativity and talent by beautifully decorating their stall. The students sell various products like Gift items, Jewellery items, home décor items etc. The students learned selling skills, inventory management, visual merchandising skills, record keeping skills, etc.

Teachers as well as students from various schools also visited the stalls and bought various items.



40. Workshop on Entrepreneurship Skill, Attitude and Behaviour Development

Date: 21/02/2023

Student Participants: 150

Faculty Participants: 32

Report

Kanya Maha Vidyalaya's Institution's Innovation Council in association with Swavlambi Bharat Abhiyan organised a Workshop on "Entrepreneurship Skill, Attitude and Behaviour Development" on February 21, 2023. The workshop focused towards inculcating entrepreneurial spirit among young learners. The primary aim was to provide inputs on process and practice of entrepreneurship development, opportunity identification, business models, and inputs on resource and knowledge industries. The event began with a welcome speech by Dr. Rashmi Sharma, President KMV IIC. She acquainted the audience with the vision and mission of KMV IIC which is to promote the sustainable development of women entrepreneurs. She shared that KMV works ceaselessly to foster innovative and entrepreneurial culture among students, and promoting innovation and entrepreneurship is at the core of every activity performed by its various departments. She heartily welcomed the resource persons for the day, Mr. Sidharath Shankar Sharma (Financial Advisor for the Government), Mr. Rajiv Chopra (Chief Manager, Sales and Business Development, SBI), Mr. Jagdeep Singh (Assistant Director, KVIC) and other associates from Swavlambi Bharat Abhiyan and Khadi and Village Industries Commission (KVIC). IIC Innovation Ambassadors, faculty members and students from various courses attended the workshop. Dr. Gopi Sharma, Dean International Affairs and Director, DDU Kaushal Kendra motivated the students to attentively listen to the experts and learn about various techniques and tactics of starting one's own business.

The workshop began with a thought-provoking address by Mr. Sidharath Shankar Sharma. He discussed the pros of being self-employed and the contribution of start-ups and businesses in improving Indian Economy. Next session was conducted by Mr. Rajiv Chopra Chief Manager, Sales and Business Development, SBI. He explained in detail about the various business categories such as Service sector and Manufacturing Sectors along with examples. It was a fruitful session for all the attendees as they learned a lot from resource persons' skills, knowledge and experience in the area of entrepreneurship.



41. Workshop on Design Thinking, Critical Thinking and Innovation Design

Date: 21/02/2023

Student Participants: 65

Faculty Participants: 23

Report

The P.G. Department of Botany, Kanya Maha Vidyalaya in coordination with Institution's Innovation Council organized a workshop on February 21, 2023. The topic was **“Workshop on Design Thinking, Critical Thinking and Innovation Design”**. The resource person, **Dr. Richa Shree**, Professor in the Department of Pharmaceuticals and Drug Research, Punjabi University Patiala started workshop by explaining that, plants are essential source of pharmaceuticals and played a great role in drug development. She explained about different herbal drugs that we are using in our daily life. She also added numerous interesting examples of herbal drugs.

Furthermore, she mentioned the comparative account on traditional and allopathic (modern) medicines. She described the different phyto constituents that are used for drug processing. Moreover, she discussed the methods of extraction and its preparation. She explained that by using traditional knowledge and modern scientific method a reliable medicine can be prepared which are very beneficial for humans and animals.

She concluded her lecture by mentioning the uses of herbal drugs that are easily available, effective and have minimum side effects. At last she shared her experience with the students by saying **“plants are easy to understand...not so easy to handle”**! She boosts the confidence among the students and asked for the queries of the participants. In total 67 participants, including faculty of botany and students attended the lecture. It was a quite exciting and brainstorming experience for everyone.

The banner features the following text and graphics:

- Kanya Maha Vidyalaya, Jalandhar (Autonomous)** - The Heritage Institution
- College with Potential for Excellence by UGC | GURIE grant by DST- Govt. of India | 137 Glorious Years | Star College Status by DST, Govt. of India
- Ranked No. 1 College of Punjab & Top National Rankings (India Today, Outlook Magazine & Times of India Group)
- INSTITUTION'S INNOVATION COUNCIL** in association with
- P.G. Department of Botany** Organises
- Date: Feb. 21st, 2023
- Workshop On Design Thinking Critical Thinking And Innovation Design
- Date: February 21st, 2023 | Time: 10:00 AM
- Meeting ID: 630 761 2819 | Passcode: botany
- DR. RASHMI SHARMA (PRESIDENT, KMV IIC) | MRS. SHIKHA VASHISHT (HEAD, DEPARTMENT OF BOTANY) | PROF. (DR.) ATIMA SHARMA DWIVEDI PRINCIPAL

The presentation slide contains the following content:

- Validation of traditional medicines**
- Integrate power of technology and benefits of ancient wisdom to bring better safety and efficacy in natural products.
- Traditional Knowledge + modern scientific methods → Reliable medicine (Integration with modern medicine)
- Globalizing local knowledge → realising global technology
- What is needed is scientific validation!

42. Innovation and Entrepreneurship Outreach Program in School/ Community

Date: 23/02/2023

Student Participants: 72

Faculty Participants: 25

Report

Department of Retail Management, conducted an activity under IIC where people from underprivileged society were made to interact with students and faculty of KMV. Presentation on Innovation, entrepreneurship, higher education guidance was rendered by Ms. Chetna Nayyar. She emphasized the importance of giving back to the community and never forgetting one's roots. She also discussed the significance of innovation and entrepreneurship in everyday life. The attendees were given a perspective on how innovation works by peer group demonstrations, and innovative models were built and exhibited.

She discussed the various traits endowed by successful entrepreneur. She also encouraged them in generating new ideas and business models and create new products and technologies designed for the changing market through innovation. She also highlighted the various challenges faced by a young entrepreneur in these times and analysed the most common mistakes committed by young entrepreneurs.

She mentioned how discipline, integrity, persistence, decisive and action orientation and direction supplement an entrepreneur in developing and establishing a successful enterprise. She also interacted and guided the students to come up with an entrepreneurial and innovative idea. The session introduced the community participants to the world of entrepreneurship and innovation and inspired them to become future leaders in these fields.



43. Workshop on Genetic Counselling- Its Clinical and Diagnostic Aspects

Date: 24/02/2023

Student Participants: 60

Faculty Participants: 27

Report

A workshop on genetic counseling, and its clinical and diagnostic aspects, delivered by Ms. Deepti Chaudhary, Genetic Counselor, Life Cell International Ltd., North Zone, India was organized by Department of Biotechnology for students to enhance their knowledge about different aspects related to genetic counseling, its importance in current era, and global demands of genetic counselors. This student growth and development-oriented activity was intended to improve their cognitive intellectual skills and knowledge on genetic counseling, need of genetic counseling, and present and future career opportunities in this field, and different multidisciplinary areas of science that are not only emerging with genetic counseling, but are deeply involved in it. In this workshop, Ms. Deepti Chaudhary started with elaboration of human cell, nucleus, chromosome and DNA, then a deep illustration on genetic disorders, autosomal recessive, autosomal dominant disorders, epigenetic and gene pool studies in different Indian communities. The workshop was highly interactive, from the start till the end, and students were continuously asking the queries to the resource person as she was displaying and explaining case studies, her experiences in this field, and different medico-legal ethics involved in genetic counseling. Also, role of a genetic counselor, dealing with patients, and importantly, and need of remaining sympathetic in this profession was explained by her in an elaborative manner. Students were showing deep enthusiasm and were logically thinking before asking any query question and interacting with the guest speaker throughout the workshop.

The workshop lasted for more than two hours, and at the end of the event, three students from Department of Bio-Technology performed at 20-minute-long role-play info-entertainment activity that was meant to summarize the content of complete genetic counseling workshop in an easily understandable manner.



44. Idea Presentation Competition -- Smart Entrepreneurs in Bio-Technology

Date: 25/02/2023

Student Participants: 91

Faculty Participants: 22

Report

An idea presentation competition, Smart Entrepreneurs in Bio-Technology – SEB2023, was organized to build the business and entrepreneurship skills: Leadership, constructive decision making, innovative and logical thinking, and problem-solving skills, in which students from various departments of life sciences, along with distinct faculty members: Dr. Sandeep Kaur Saggi, Ms. Latika, Ms. Princy, and Mr. Suraj Agnish, actively participated. Before the start of the event, Dr. Navgeet, Assistant Professor and Head, Department of Bio-Technology, Kanya Maha Vidyalaya, Jalandhar, along with other faculty members, formally welcomed and felicitated the judge of this event, Dr. Sandeep Kaur, Assistant Professor, Department of Botany, Kanya Maha Vidyalaya. In this competition, 7 teams were participating and competing with each other, comprising of total 91 students. Each team was given a 15 minutes time period to present their business or startup ideas, which was followed by a prolonged cross questioning by all, judge, faculty members and students.

Prof. Dr. Atima Sharma Dwivedi, Principal, Kanya Maha Vidyalaya, Jalandhar appreciated all the students for their enthusiastic participation; she also appreciated all the faculty members for organizing innovative and holistic student’s cognitive learning and skill development programs, from time to time, motivating and developing young bright minds into successful intellectual personalities. Promoting such activities in near future, she reckons that SEB2023 was an intellectual skill development activity, designed for student’s overall growth, developing students into young business minds.



45. Business Plan Competition: Innovative Startups

Date: 26/02/2023-28/02/2023

Student Participants: 92

Faculty Participants: 30

Report

To promote entrepreneurial and innovative spirit among students, KMV IIC conducted Business Plan Competition on 26-28th February 2023. The objective of conducting the Business Plan Competition was to provide a meaningful learning experience for participants who are interested in pursuing an entrepreneurial opportunity at some point in their careers. The aim was to foster the culture of innovation among the students, to motivate them to initiate for startups and to promote awareness as per the goals of IIC.

The responses were commendable and very encouraging. We received an overwhelming response from different institutions and around 92 participants registered for the competition. The participants exhibited great enthusiasm. The results were announced with great zeal as well. Apeejay College of Fine Arts, DAV College and DAVIET bagged the 1st, 2nd and 3rd prizes respectively. The main focus of conducting this competition was to benefit the participants to establish their business plans that can be of great help in the future and to create a roadmap of goals that will not only help the participants to determine the vision of their business but also guide them as to how they can pursue it.

The banner is for the Business Plan Competition: Innovative Startups, organized by the PG Department of Commerce and Business Administration at Kanya Maha Vidyalaya, Jalandhar. It features the college's name, 'The Heritage Institution', and mentions its UGC status, CURIE grant, and 137 glorious years. It also lists its rankings and collaborations with the Institution's Innovation Council and MoE's Innovation Cell. The competition is managed through YUKTI-NIR.

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
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INSTITUTION'S INNOVATION COUNCIL
in collaboration with
PG Department of Commerce and Business Administration
organises
Business Plan Competition: Innovative Startups
(Inter-Institutional Innovation Competition)
Managed through YUKTI-NIR



46. Expert talk on Process of Innovation Development, Technology Readiness Level (TRL), Commercialization of Lab Technologies and Tech-Transfer

Date: 28/02/2023

Student Participants: 63

Faculty Participants: 20

Report

P.G. Department of Botany of Kanya Maha Vidyalaya, Jalandhar organized an Expert talk on Process of Innovation Development, Technology Readiness Level (TRL); Commercialization of Lab Technologies and Tech- Transfer at Central Potato Research Station, Jalandhar. The primary purpose of the visit was to acquaint students with cutting-edge innovations, prototype development, technology readiness level, commercialization of Lab Technologies and Tech-Transfer and the diverse areas of ICAR. Additionally, the visit aimed to provide guidance on the vast domain of potato research, opening up opportunities for students to explore and learn. First resource person of the event was Mr. Yogesh Gupta (Asst. Chief technical officer). He gave overview of CPRS and the scientists working in the field of potatoes research and processing. He motivated students to try their hand in entrepreneurship in potato field and importance of value addition in potato products. During the event, Dr. Arvind Jaiswal, a Food Technologist from CPRS in Jalandhar, served as the second resource person. He gave a presentation on the development of potato products, their patents, and technology transfer for commercialization. Dr. Jaiswal showcased a variety on innovative products made from potatoes and discussed their health benefits, particularly for patients with Celiac disease who require a gluten-free diet. Traditionally, potatoes are consumed as fries or chips, but Dr. Jaiswal's inventive approach involved developing new products such as potato cookies, anthocyanin-rich potato porridge, potato-ragi and corn cake, potato jalebi, Gulab jamun, ice cream, and muffins. Third resource person for the session was Dr. Sugani Devi (Scientist) CPRS, Jalandhar. She is working on hi-tech potato seed production like Aeroponics, Mini tubers, soilless culture and seed production under net house. She is a true example of women education, awareness and empowerment. Fourth resource person for the event was Dr. Ratna Preet Kaur (Scientist) CPRS, Jalandhar. Her field of specialty is Genetics and plant breeding. Her talk focused on development of different varieties of potato through plant breeding, PTC, their cultivation and development. She also discussed about storage of first copy of potato seeds through cryopreservation at CPRI, Shimla. Second copy of potato seed is stored in CPRS, Jalandhar.



47. National Science Day 2023 themed on Global Science for Global Well Being

Date: 28/02/2023

Student Participants: 100

Faculty Participants: 32

Report

PG Department of Chemistry, Kanya Maha Vidyalaya (The Heritage and Autonomous Institution), Jalandhar organized “National Science Day-2023 on theme –Global Science for Global Well-being” on 28th February, 2023 to celebrate the importance of science in people daily lives and to recognize all of the activities, projects and achievements in the field of technology that help humanity. Around 100 students from different departments of the college have participated in this event. Various competitions were organized such as Sci-Symmetry (Rangoli making), Sci-Creative (Poster making) and Explore vision Sci- write up. Students have participated with full enthusiasm and zeal. Students with best performance for Rangoli, Poster and Write up were selected and rewarded for their creative ideas. In the category of Rangoli, Aditi Pathania & Ananya (B.Sc. Non-Med Sem VI), Aanchal & Supriya (M.Sc. Chem Sem IV), Arshdeep & Barjinder (M.Sc. Chem Sem II) got first, second and third positions, respectively. For Poster making competition, Anchal Sharma (M.Sc. Chemistry Sem IV), Mancy Malhotra (B.Sc. Medical Sem II), Annanaya (B.Sc. Biotech Sem II), got first, second and third positions, respectively. For Explora Vision (Sci –Write up) Muskaan Kaur (B.Sc Med Sem VI), Manpreet Kaur (B.Sc. Hons Physics Sem IV), Aanchal Saroch and Arshdeep Kaur ((M.Sc. Chem Sem II) got first, second and third positions, respectively. Dr. Manju Sahni, Head of the Department, encouraged the students for their active involvement in the event. Principal Prof. Atima Sharma Dwivedi appreciated the efforts taken by PG Department of Chemistry for organizing such creative events with full enthusiasm.



48. Educational Visit to “Central Potato Research Station, Jalandhar” to celebrate National Science Day

Date: 28/02/2023

Student Participants: 63

Faculty Participants: 20

Report

National Science Day is celebrated in India on February 28th every year to mark the discovery of the Raman Effect by Indian Physicist Sir C.V. Raman. It is a day to promote science education and encourage scientific temper in the country. P.G. Department of Botany of Kanya Maha Vidyalaya, Jalandhar organized a visit to Central Potato Research Station, Jalandhar to celebrate National Science Day. A visit to a potato research station was a great way to celebrate National Science Day, as potatoes are an important crop in India and play a significant role in the country's food security. The primary purpose of the visit was to acquaint students with cutting-edge innovations, prototype development, and the diverse areas of ICAR. Additionally, the visit aimed to provide guidance on the vast domain of potato research, opening up opportunities for students to explore and learn.

First resource person of the event was Mr. Yogesh Gupta (Asst. Chief technical officer). He gave overview of CPRS and the scientists working in the field of potatoes research and processing. He motivated students to try their hand in entrepreneurship in potato field and importance of value addition in potato products. It was a knowledgeable experience for students as they learn about the latest technologies, best practices, and research findings related to potato farming, processing and marketing. They also understand about the importance of value addition in processing of potatoes. Principal Prof. (Dr.) Atima Sharma Dwivedi appreciated the efforts of faculty of botany department for organising such visits for the holistic development of students.



49. Industrial Visit to "Sungrace Industries"

Date: 04/03/2023

Student Participants: 63

Faculty Participants: 20

Report

Kanya Maha Vidyalaya, the Autonomous and Heritage Institution, Jalandhar, Department of Textile Design & Apparel Technology organised an industrial visit to RK Apparel, Jalandhar, where students of M.Voc (TD & AT) Sem IV & B.Voc (TD & AT) Sem VI got to learn different techniques of cutting & stitching of professional garments. It is actually a practical exposure of students to innovative methods of Garment Designing and Construction. In this visit students gone through different cutting tools, cutting techniques, stitching methods, stitching machines, interlocking machines, automotive machines for buttonhole or buttons, etc. This activity enhances the creativity and stitching skills of the students. Principal Prof. Dr. Atima Sharma Dwivedi appreciated the students and the faculty of Textile Design & Apparel Technology for such wonderful activity.



50. Inter-College Competition “EPIC WALL: Changing Face of Indian Women Entrepreneurs”

Date: 15/03/2023

Student Participants: 62

Faculty Participants: 38

Report

To bring out the creative expression of students and to gauge their knowledge and awareness of various aspects of women entrepreneurship, KMV IIC under the flagship of MIC conducted Inter College Epic Wall Competition on **Changing Face of Indian Women Entrepreneurs** on March 15, 2023. The aim was to make students aware about the entrepreneurial journey of a woman entrepreneur. The students were able to visually represent the key points and while presenting elaborated on the same which facilitates retention and recall of events and facts related to women entrepreneurs.

Around 16 colleges registered for the inter-college Epic Wall competition. Each team comprising of two students were given allocated wall of 40” by 40” to present their idea/theme.

There was a great zeal and enthusiasm among the participants and audience as well.

APJ College of Fine Arts, Jalandhar emerged the winner and bagged the first position, KMV Jalandhar bagged the second position, and third position was bagged by SD College, Jalandhar.



51. World Water Day Celebration

Date: 22/03/2023

Student Participants: 90

Faculty Participants: 20

Report

P.G Dept of Zoology and Environment Science of Kanya Maha Vidyalaya, Jalandhar in collaboration with Institution's Innovative Council, celebrated World Water Day by organizing Poster making competition with the aim to create awareness about the importance of freshwater amongst the students, parents and community members. Students of science department and KMV's Water warrior's team participated in this event to showcase their creativity to highlight the need for the Sustainable Management of freshwater resources, access to water, hygiene facilities and sanitation all across the world. Students made posters and slogans to inculcate values of water conservation among people. The role of water warriors is to spread awareness about the importance of water conservation, ensuring that clean drinking water reaches the needy, checking any leakage on taps on the campus and at homes etc. The event ended with the vote of thanks by Head of the Department, Mrs. Sadhana Tandon. Professor (Dr.) Atima Sharma Dwivedi, Principal KMV said college gives utmost priority to environment conservation as we always motivate students to spread awareness regarding this cause in society, so that the youth could feel its responsibility.

The Heritage & Autonomous Institution
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(Media Today, Outlook magazine, and Times of India Group)

INSTITUTION'S INNOVATION COUNCIL
in collaboration with
**PG Department of Zoology &
Environment Science**
Organizes
Poster Presentation Competition
World Water Day
Theme: Accelerating the change to solve the water and sanitation crisis
March 22, 2023



52. Workshop on 'Business Model Canvas'

Date: 25/03/2023

Student Participants: 89

Faculty Participants: 31

Report

The workshop on 'Business Model Canvas' held on March 25, 2023 was an initiative taken by Mrs. Rashmi Bindra (Internship Coordinator, KMV IIC and Innovation Ambassador). The session emphasised on the concept of business model canvas and its practical application in business houses. The students were able to understand the importance of adoption of business model canvas by the business houses. The model was explained in detail by focussing on all the nine blocks. The nine blocks discussed in detail were Customer segments, Value proposition, Channels, Customer Relationships, Revenue Streams, Key resources, Key Activities, Key Partners and Cost Structure. Mrs. Rashmi Bindra highlighted the importance of Business Model Canvas by illustrating the case of Kelly's Lemonade Stand.

The workshop ended with question-answer session and students found the session to be very interesting and informative.



53. Innovative and Sustainable Fashion Show

Date: 26/03/2023

Student Participants: 150

Faculty Participants: 60

Report

A fashion show SUKRITI 2023 has been organized by the P.G department of Fashion Designing. Fashion Show provides opportunity for innovative designers and artists to display their work among the public to spread awareness about new arrivals and style. During the activity students learn to construct fabric with traditional screen printing, vibrant colored threads and hand embroidery. Students showcased their artistic abilities and expertise by creating various types of clothing through this show.

With the help of these types of fashion shows, students can advertise their craftsmanship and design. They can attract as many customers or business partners as possible and develop cooperative relationships. Fashion show helped the students in gaining various views about different designs and styles of clothing. Our students created prototype outfits to inculcate with new experiments and innovation. They prepared western, Traditional, formal and semi formal outfits with bold and beautiful colours to showcase balance between formal and elegant look. They played with different kinds of silhouettes and styles.

On the other hand, the students worked with Hand-painting to revive the Indian traditional art. Fashion show also helped them to gain knowledge to incorporate ideas into their boutiques. Students got an opportunity to attain lot of stuff and learn several things out of the show.



54. Inter-College Quiz Competition on ‘Innovation and Entrepreneurship’

Date: 31/03/2023

Student Participants: 50

Faculty Participants: 38

Report

To promote entrepreneurial and innovative spirit among students, KMV IIC under the flagship of MIC conducted Inter-College Quiz Competition on ‘Innovation and Entrepreneurship’ on March 31, 2023. It was a two-stage competition that covered a vast range of areas from trade, commerce, entrepreneurship, and management to innovation in the business world. There was a great zeal and enthusiasm among the participants and audience as well. Around 16 colleges registered for the inter-college quiz competition.

Stage I comprised of screening tests for selecting the four teams for the final round to be conducted in Stage II of the quiz competition. The quiz continued with seven rigorous rounds covered under stage II. It was a tough contest and even included a rapid-fire, audio and visual round. Khalsa Institute of Law, Jalandhar emerged the winner with 115points, KMV, Jalandhar bagged the second position with 110points, and APJ Institute of Management & Engineering, Jalandhar came close to the third position with 85 marks.



55. Design Thinking-LOGOLI Competition

Date: 06/04/2023

Student Participants: 54

Faculty Participants: 28

Report

To promote innovative and creative spirit among students, KMV IIC conducted Design Thinking-Logoli Competition on 06th April, 2023. The objective of conducting the Design Thinking-Logoli Competition was to provide a meaningful learning experience to the participants who are interested to initiate their own business in coming times. The aim was to promote an atmosphere of creative thinking and innovation among the students and motivate them to initiate for innovation and entrepreneurship as per the goals of IIC.

Around 34 participants registered for the competition and they were from different colleges of Punjab. The participants exhibited great enthusiasm. The results were announced with great zeal as well. Mata Gujri Khalsa College, Apeejay College of Fine Arts and Lyallpur Khalsa College bagged the 1st, 2nd and 3rd positions respectively. The main focus of conducting this competition was to provide a platform to the students to showcase their

designing skills for the development of logos of the companies and to inculcate entrepreneurial and creative spirit among the students.



56. Exposure visit to "National Agri-Food Bio-Technology Institute, Mohali"

Date: 13/04/2023

Student Participants: 64

Faculty Participants: 13

Report

Mrs. Navgeet, Head and Assistant Professor, Department of Bio-Technology organized an exposure visit to National Agri-Biotechnology Institute (NABI), Mohali on 13-04-2023. This Exposure Visithas its own importance in the career of a student who is pursuing a professional degree, as it provides students an opportunity to learn practically through interaction with senior researchers and field scientists, and has given them an exposure to current scientific research work practices in Agri-Biotechnology. National Agri-Food Biotechnology Institute, being the first Agri-Food Biotechnology Institute, established in India, aims at catalysing the transformation of the Agri-Food sector in India, and has the vision to be a nodal organization for knowledge generation and translational science leading to value-added products based on Agri-food biotech innovations. At NABI, students came to know about their main research focus of harnessing biotechnological tools in the area of agriculture biotechnology, food and nutritional biotechnology, so as to provide sustainable and novel solutions towards quality food and nutrition. Students got a chance to interact with

Dr. Koushik Mazumder, Scientist E and Dr. Jay Hind Nishad, Senior technical assistant and learnt about the activities undertaken at NABI under different areas that includes Agricultural Biotechnology, Food and Nutritional Biotechnology, Human Resource Development, Meeting and Courses, and Technology Transfer and Outreach. Dr. Sandeep Kaur Saggu and Ms. Princy, Department of Bio-Technology accompanied the students during the visit. Students enjoyed a lot as well as acquired scientific knowledge from this visit. Prof. Dr. Atima Sharma Dwivedi, Principal, Kanya Maha Vidyalaya, Jalandhar appreciated the faculty members for organizing such knowledge filled exposure visits.



57. World Creativity & Innovation Day Celebration

Date: 21/04/2023

Student Participants: 44

Faculty Participants: 08

Report

On World Creativity and Innovation Day, the department of Animation and JMC in Collaboration with KMV IIC organized a workshop on Art of Film Making 21 April, 2023. The resource person for the workshop was Mr. Ravi Davala, Renowned Director, and Alumnus of FTII, Pune.

The Resource person Mr. Davala had an interactive session with the students. The session began with showing a short movie – where in students were provided the task to tell the theme and find out the number and types of shots in the scene. As the session continued, expert discussed with the students what principles dictate and influence making of a film and the techniques and principles must be taken care while film making.

As the session concluded the students were given an assignment to capture photographs capturing shots and angles as discussed in the workshop. The students completed the assignment and submitted the same as the day concluded.



58. World Earth Day Celebration

Date: 22/04/2023

Student Participants: 160

Faculty Participants: 20

Report

P.G Dept of Zoology and Environment Science of Kanya Maha Vidyalaya, Jalandhar in collaboration with Institution's Innovative Council Celebrated World Earth Day with the theme- Invest in our planet, activities like Poster making competition, plant donation camp and rally was held with the aim to sensitize the students, parents and community members about the conservation of natural resources and to motivate them to do their bit towards making their planet even more beautiful. Students of Science department and various other departments participated in this event and showcased their creativity to remind the students of their duties towards 'Mother Nature' and some significant contributions that they could make to support 'Go Green' drive. Along with this, plantation drive was held to advise the students to adopt a tree and students planted saplings of plants that provide oxygen round the clock

and medicinal plants like tulsi, aloe vera, cactus. The Rally was organized with the aim to act (boldly), innovate (broadly), and implement (equitably) among all in Businesses, governments, and citizens i.e. a partnership for the planet. Students made posters and slogans to inculcate values of conservation of earth and sustainable future. The event ended with the vote of thanks by Head of the Department, Dr Archana Saini. Professor (Dr.) Atima Sharma Dwivedi, Principal KMV said college gives utmost priority to environment conservation as we always motivate students to spread awareness regarding this cause in society, so that the youth could feel its responsibility.



59. Session on 'Introduction to Entrepreneurship'

Date: 22/04/2023

Student Participants: 62

Faculty Participants: 06

Report

The session 'Introduction to entrepreneurship' was conducted by Ms. Amandeep Kaur, Assistant Professor (Artificial Intelligence and Data Science, Vocational Studies), Kanya Maha Vidyalaya. It was a knowledge-packed session that began with discussing the basics of Entrepreneurship development. She highlighted that enhancing the skill set and knowledge of entrepreneurs is the most important factor regarding the development, management and organization of a business venture while keeping in mind the risks associated with it. She focused on motivating the young ones and advised them to consider entrepreneurship as a career option. She also briefly mentioned the abilities and characteristics a successful entrepreneur must possess. Further, the session was made an interactive one where students were told to think out of the box and come up with any

start-up idea. Students participated in the activity with full zeal and enthusiasm and came up with brilliant ideas. It was a fruitful session. After the session, participants were highly motivated to follow the path of Entrepreneurship.

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
The Heritage Institution
College with Potential for Excellence by UGC | CURIE grant by DST- Govt. of India | 137 Glorious Years | Star College Status by DBT, Govt. of India
Ranked No. 1 College of Punjab & Top National Rankings (India Today, Outlook Magazine & Times of India Group-2021)

INSTITUTION'S INNOVATION COUNCIL
in association with
Faculty of Artificial Intelligence and Data Science
organises
Session on
Introduction to Entrepreneurship
April 22, 2023

Dr. Rashmi Sharma (President, KMV IIC) | **Prof. (Dr.) Atima Sharma Dwivedi Principal**
Dr. Pardeep Arora (Head, B.Voc. Artificial Intelligence and Data Science)



60. Skill Development and knowledge of latest Technology

Date: 25/04/2023

Student Participants: 72

Faculty Participants: 08

Report

Kanya Maha Vidyalaya the Heritage & Autonomous Institution has always been making efforts for the holistic development of students in every possible way to give them training to become successful entrepreneur. A session under IIC on Skill Development and knowledge of latest Technology was conducted on 25-04-23 by Tushar Bansal from Tushar Hair & Beauty Hub also the member of BOS in cosmetology department. He gave the lecture of skill development and knowledge of new technology. His focus was on latest techniques which are trending in our field.

Students learn with full of enthusiasm & eager to participate in this workshop more than 70 students participated in this workshop. We got overwhelmed response. Now we are thinking

to re-organise these kind of events in the future as well. The main aim of the event was to give chance to the students to showcase their inner hidden talent and to present their creative ideas through hair styling. The event successfully all with co-operation and efforts of students & faculty member and KMV-IIC.



61. Workshop on Intellectual Property Rights

Date: 03/05/2023

Student Participants: 60

Faculty Participants: 07

Report

P.G. Department of Botany in association with Institution's innovation council organizes a workshop on Intellectual Property Right. Resource person for workshop was Mrs. Shikha Vashisht, Assistant Professor, Department of Botany, Kanya Maha Vidyalaya, Jalandhar. The subject matter of her presentation centered on "Intellectual Property Rights." At the outset of her talk, she provided an introductory overview of Intellectual Property Rights (IPR) and proceeded to elaborate on each of its distinct categories in a concise manner. IPR pertains to the legal privileges bestowed upon creators of intellectual property, granting them the authority to govern the utilization and exploitation of their creations for a specific duration. She proceeded to discuss various forms of IPR, starting with Patents, which bestow exclusive rights upon inventors, preventing others from manufacturing, using, selling, or importing

their inventions for a defined period. Additionally, she explained Copyrights as exclusive rights granted to authors, artists, and other creators to safeguard their original works such as books, music, films, and software. Furthermore, she expounded on Trademarks, elucidating how they confer exclusive rights to businesses, protecting their brand names, logos, and other symbols that serve as identifiers for their goods or services. She also delved into Trade secrets, which encompass confidential information, such as formulas, techniques, or processes, that provide businesses with a competitive advantage and are safeguarded by legal means. Shedding light on the significance of Industrial design rights, she emphasized how these rights are valuable in safeguarding the visual design of industrial objects like products, packaging, or containers. Additionally, she provided an explanation of Geographical indications and their utility in identifying goods originating from specific geographical locations, possessing distinctive qualities, reputation, or other characteristics attributable to their origin, using examples such as Darjeeling tea. In her concluding remarks, she underscored the crucial importance of intellectual property rights, highlighting how they serve as a source of motivation for innovators and creatives, ultimately leading to economic progress and advancement. Furthermore, she emphasized how these rights protect consumers against substandard or counterfeit products and foster fair competition within the market.



62. Talk on "How to plan for Start - up and Legal & Ethical Steps"

Date: 03/05/2023

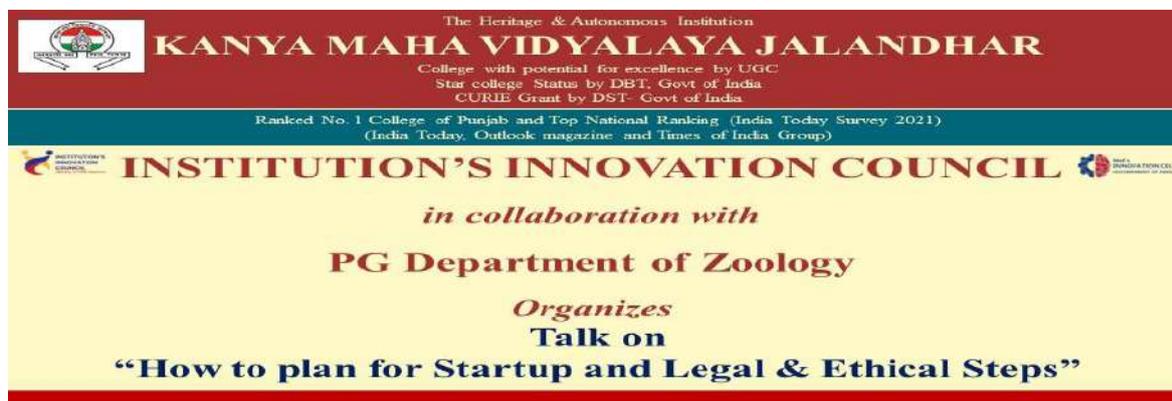
Student Participants: 70

Faculty Participants: 08

Report

P.G Dept of Zoology of Kanya Maha Vidyalaya, Jalandhar in collaboration with Institution's Innovative Council organised talk on how to plan for start-up and legal & ethical steps. The session was conducted by Dr Mandeep Kaur, Assistant professor, Kanya Maha Vidyalaya Jalandhar on May 3, 2023. It was an interactive session where the resource person interacted with the students and talked about startup and related issues. Dr. Mandeep shared her insights regarding the ways in which the market research should be done. She mentioned that the problem statement is what leads to idea generation, Dr. Mandeep mentioned that the larger the scale of the problem and the scope, the larger is the chances of growth and market for a Startup. Further she discussed about the skillful team composition for a startup, finances,

sales / marketing. She talked about need of legal person from the beginning stage of startup, however the legal service can be hired/outsourced. She explained the importance of financial management and how the funds are to be managed in a Startup. Examples of startup ethics were given to make participants understand the importance of startup ethics. The students participated very enthusiastically in this session with many questions which were answered by Dr Mandeep. Overall, it was a very interactive session.



63. Workshop on Business Plan for Green Industry

Date: 03/05/2023

Student Participants: 60

Faculty Participants: 10

Report

P.G. Department of Botany in association with Institution's innovation council organizes a workshop on "Business Plan for Green Industry". On day 1, poster making competition was organised for creating awareness about green industry business. On day 2, lectures was organised on Business Plan for Green Industry and business and sustainability. Resource person for the workshop was Mrs. Shikha Vashisht, Assistant Professor, Department of Botany, Kanya Maha Vidyalaya, Jalandhar. The workshop on "Business Plan for Green Industry" was organized with the aim of raising awareness among students about sustainable and environmentally friendly business practices. The main aim of the workshop was to educate students about the importance of sustainable business practices and their role in addressing environmental challenges. The resource person discussed various aspects of green industry, including renewable energy, waste management, eco-friendly products, and green

supply chains. P.G. Department of Zoology in association with Institution's Innovation Council organizes a workshop on "Business Plan for Green Industry". Resource person for the workshop was Dr Mandeep Kaur, Assistant Professor, Department of Zoology, Kanya Maha Vidyalaya, Jalandhar. The resource person discussed various aspects of sustainability and business. Further resource person highlighted the green washing by the companies and ways of green washing. The workshop included interactive session where students actively participated in discussions, case studies, and group activities. These sessions encouraged brainstorming, critical thinking, and collaboration among the participants. The "Business Plan for Green Industry" workshop provided students with valuable insights and tools to develop sustainable business plans. By fostering awareness, knowledge, and entrepreneurial inspiration, the workshop played a significant role in shaping the next generation of environmentally conscious entrepreneurs.



64. ATL-IIC Linkage Programme: An Orientation-cum-Mentoring Session

Date: 04/05/2023

Student Participants:

Faculty Participants: 08

On the occasion of Dr. BR Ambedkar Jayanti, Atal Innovation Mission, NITI Aayog and All India Council for Technical Education (AICTE), Ministry of Education's Innovation Cell announced their strategic collaboration to empower Atal Tinkering Lab school students for world class future ready innovation skills across the country. KMV has selected 3ATL schools as mentees as a part of ATL-IIC Linkage programme of MOE's innovation cell (Govt. of India) for Atal Innovation Mission (AIM), a flagship initiative of NITI Aayog, to promote a culture of innovation and entrepreneurship in the country.

Under this mission KMV-IIC has selected Kendriya Vidyalaya I, 11 and III as mentee schools. Coordinators and Co-coordinators of ATL-IIC Linkage programme visited the mentee schools on May 4, 2023 and conducted orientation cum mentoring sessions for the students. The coordinators explained Design thinking, critical thinking and Innovation in design. The speakers also explained the various innovative activities and achievements of KMV. The coordinators also highlighted the

changes brought up by adoption of ISP at KMV. The speakers also explained various objectives of Student club 'Womentum' for developing Innovation and Entrepreneurship Ecosystem in the college.



65. National Technology Day, 2023 Celebration

Date: 11/05/2023

Student Participants: 80

Faculty Participants: 08

Report

Kanya Maha Vidyalaya, Jalandhar an Autonomous and Heritage institution has always stressed upon innovations in science education for enabling smart and inclusive growth of students. P.G. Department of Physics, Kanya Maha Vidyalaya, Jalandhar is constantly working to boost innovation culture among budding innovators. To acknowledge contribution of scientists and researchers towards our country, P.G. Department of Physics in collaboration with KMV IIC celebrated National Technology Day 2023 on May 11, 2023. This day holds great cultural and historical importance, underscoring India's dedication to innovation and its quest for technological progress. This year's theme is 'School to Startups- Igniting Young Minds to Innovate'.

Dr. Neetu Verma, Vice President KMV IIC, held a mentoring session to elaborate the significance of technology in promoting innovation, research, and progress. Technology has

helped science to discover new information that would have never been possible. In this context she acknowledged the contributions of engineers, scientists, researchers, and innovators, who have achieved significant breakthroughs in many fields. She apprised students with the fact that in 1998, India made history by conducting a successful nuclear test at Pokhran under the leadership of Shri Atal Bihari Vajpayee, former prime minister of India. National Technology Day is celebrated in India on May 11th every year to commemorate the successful Pokhran nuclear tests conducted in 1998. She further added that the primary objective of National Technology Day is to promote scientific temper and inspire the younger generation to pursue careers in STEM (science, technology, engineering, and mathematics) fields. It serves as an occasion to raise awareness about the importance of technology in addressing societal challenges and fostering economic growth.



66. Session on "How to plan for Start - up and Legal & Ethical Steps"

Date: 16/05/2023

Student Participants: 57

Faculty Participants: 18

Report

One-day workshop on " How to Plan for Start – Up and Legal & Ethical Steps "was organized by Institution's Innovation Council of Kanya Maha Vidyalaya, Jalandhar in association with Department of Retail Management on 16 May, 2023. The presentation was rendered by Ms. Chetna Nayyar, Innovation Ambassador, KMV-IIC.

This workshop aimed at understanding the importance of developing the appropriate research skills to evaluate the financial viability and feasibility of these start up along with understanding the legal and ethical issues concerning start up to become good entrepreneurs. Ms. Chetna guided students to have faith in themselves and in their goals which would help them to achieve their dreams. She mentioned that the larger the scale of the problem and the scope, the larger is the chances of growth and market for a Startup. Further she discussed

about the skillful team composition for a startup, finances, sales and marketing. To motivate students, she quoted examples of successful entrepreneurs how they overcame challenges in their entrepreneurial journeys.



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INSTITUTION'S INNOVATION COUNCIL
In Association with

PG Department of Retail Management
Organises
Session
on
“How to plan for Start-up and legal & Ethical Steps”
May 16, 2023

Dr. Rashmi Sharma (President, KMV-IIC)
Mrs. Chetna Nayyar (Social Media Coordinator, KMV-IIC) Prof. (Dr.) Atima Sharma Dwivedi
Principal



67. Workshop on Intellectual Property Rights (IPRs) and IP management for start up

Date: 27/05/2023

Student Participants: 54

Faculty Participants: 20

Report

The department of Bio-Technology organized a workshop on 'Intellectual Property Rights (IPRs) and IP management for start up' on 27 May, 2023 in Department of Bio-Technology, Kanya Maha Vidyalaya, Jalandhar. The workshop was organized with an objective to create awareness amongst students about the importance of Intellectual Property Rights. Dr. Sandeep Kaur Saggu, Assistant Professor, Department of Bio-Technology addressed the students. She introduced the students with the different forms of Intellectual Property Rights such as patents, copyright, trademark, geographical indication, and trade secret along with the validity, judicial laws available and the limitations of each right. She further explained the patent system of India and various patent offices in India. She also discussed about the use of

intellectual property laws in case of injustice and the legal options available in Indian judicial system. The students learnt that the main purpose of intellectual property law is to encourage the creation of a wide variety of intellectual goods. To achieve this, the law gives people and businesses property rights to the information and intellectual goods they create, usually for a limited period. This gives economic incentive for their creation, because it allows people to benefit from the information and intellectual goods they create, and allows them to protect their ideas and prevent copying. These economic incentives are expected to stimulate innovation and contribute to the technological progress of countries, which depends on the extent of protection granted to innovators. Mrs. Navgeet, Head, Department of Bio-Technology also motivated the students to learn more about intellectual property rights. Prof. Dr. Atima Sharma Dwivedi, Principal, Kanya Maha Vidyalaya, Jalandhar encouraged students to participate more in such activities.

