

Impact Lecture Series 2022-23

Session 1

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**GUITAR
COUNCIL**

Event Report

- 1. Name of Event:** Impact Lecture Series 2022-23
- 2. Nature of the Event:** Webinar
- 3. Date:** 8th July, 2022
- 4. Time:** 01:00 to 04:00 P.M.
- 5. Venue:** Online, Google Meet, <https://meet.google.com/xdw-rqfk-bns>
- 6. Supported by:** Institution's Innovation Council 4.0, MoE's Innovation Cell (MIC), GoI & AICTE
- 7. Organized by:** GSFC University, GUIITAR Council, Startup Gujarat Cell & SSIP
- 8. Schedule:** As per Annexure -1
- 9. Number of Participants:** 102, As per Annexure -2
- 10. Feedback:** As per Annexure -3
- 11. Govt. Support:**
 - A. Finance:** MoE's Innovation Cell (MIC), GoI & AICTE
 - B. Promotion:** Startup Gujarat Cell, GoG & SSIP, Education Dept., GoG
- 12. Speakers:**
 - A. Mr. Raj Mehta, Founder, Greta Electric Scooters, World's Youngest Founder of Automobile Company
 - B. Mr. Amitkumar Patel, Managing Director, PATectual IP Law Services LLP
- 13. Recorded Video Link:**
<https://drive.google.com/file/d/1hJ9z6alW72soL2nizjwALFdB7lliF1bF/view?usp=sharing>

14. Event Details:

The Impact Lecture Series 2022-23, session 1 was organized on 8th July, 2022 at GSFC University in collaboration with IIC, MoE's Innovation Cell (MIC), GoI & AICTE.

Dr. Saroj Shekhawat, CEO, GUIITAR Council welcomed Mr. Raj Mehta and Mr. Amitkumar Patel invited speakers, GSFC University Management, Dean, Associate

Dean, GUIITAR Council team members, Faculties, students and other participants in the virtual talk.

Lecture 1:

Mr. Kirankumar Parmar, Sr. Manager, GUIITAR Council introduced Mr. Raj Mehta to the participants and invited him to talk on the topic of “Converting Innovation into Startups”.

Mr. Raj Mehta started the session by narrating the story of his first e-bicycle kit development occasion. He needed approx. Rs. 8000/- for converting a normal bicycle into an electric cycle and demanded money from his father. His father denied it and advised him to earn money for his project. His mother and grandfather also denied giving the money. He contacted the owners of the Kirana store and pharmacy store for the job but was rejected. He contacted the owner of the tea stall and offered a job of Rs. 4,000/- per month. His father explained to him the opportunity cost of working at a tea stall and finally gave him Rs. 8,000/- for his first project. He was 12 years old when invented a battery-operated bicycle and set up a company called Raj Electromotives Pvt. Ltd.

Mr. Raj Mehta said after inventing a battery-operated bicycle he become famous and was invited by news channels for interviews. He received many inquiries and orders across India. He shared his product development journey from cycle to pedal riksha to tricycle kit to E-Bike Company Greta Electric Scooters setup in June 2019. He is also the youngest founder of an automobile company. He explained E-Bike features, price, design, R &D and how to win the customer's hearts. His company exports E-Bike in 19 countries, two showrooms in Nepal, one showroom in Ladhak and established a new manufacturing plant at Faridabad.

Mr. Raj Mehta explained how he failed 19 times in the export-import license exam and finally 20 attempts he passed the exam and become the youngest entrepreneur to get an export-import license. He motivates students to attend Entrepreneurship related courses so they may understand how to convert an idea into business, idea validation, market survey, funding, logistic, legal compliance etc. to start and run a business.

Lecture 2:

Mr. Kirankumar Parmar, Sr. Manager, GUIITAR Council introduced Mr. Amitkumar Patel to the participants and invited him to talk on the topic of “Protection of Intellectual Property Assets - Key to Success of Startups”.

Mr. Amitkumar Patel explained Creativity, Invention and Innovation differences to the participants. IPR usually gives the creator an exclusive right over the use of his/her creations for a certain period of time and these are granted by the Government. IP rights are territorial in nature. Patent, Trademark, Copyright, Industrial Design, Integrated Circuit Design, Geographical Indication and Trade Secret are types of IP. He explained each IP protection criteria, protection time, renewal and acts. He guided how to protect Products or services in multiple ways.

Mr. Amitkumar Patel shared example of Apple company iPhone 7 costs of production and selling price difference because of IPR. He explained Patent, Trademark, Copyright, Industrial Design, Integrated Circuit Design, Geographical Indication and Trade Secret with examples. He explained why IP is important to startup:

- For protect your idea upon which the startup is founded
- For maintain a competitive advantage
- For Protect your time and money (R&D investment)
- For generating the revenue
- For defend your company
- For protect your brand and logo
- For attract investors
- For using IP as collateral to secure financing

In the end, Mr. Kirankumar Parmar asked all the participants to share feedback on the event.

GUIITAR Council is grateful to the Hon'ble President of GSFC University Shri P. K. Taneja, IAS (Retd.), Dr. Nikhil Zaveri, Provost, Shri R. B. Panchal, Director (Admn.) & Registrar, Shri Mahesh Barot, Asst. Director (Admin.), Dean, Associate Dean, GUIITAR Council team members for guidance and support provided to organize Impact Lecture Series 2022-23, session 1.

15. Learning outcomes of the event:

- Awareness generated among students and faculties on innovation, entrepreneurship and their importance in wealth creation at individual level and at national level.
- In order to avoid dispute with IP resources, startups need to secure their technologies and lay the foundation for their future success. IPR strengthens the integrity of startups in the long run and generates more opportunities to reinvent and redefine.

16. E-Certificate



17. Photos:



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GSFC University Presents

Institution's Innovation Council

In collaboration with MoE's Innovation Cell & AICTE

IMPACT LECTURE Series 2022-23 SESSION



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Registration

<https://bit.ly/guiliter51>



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Speakers



Mr. Raj Mehta
(World's Youngest Founder of Automobile Company - Greta Electric Scooters)

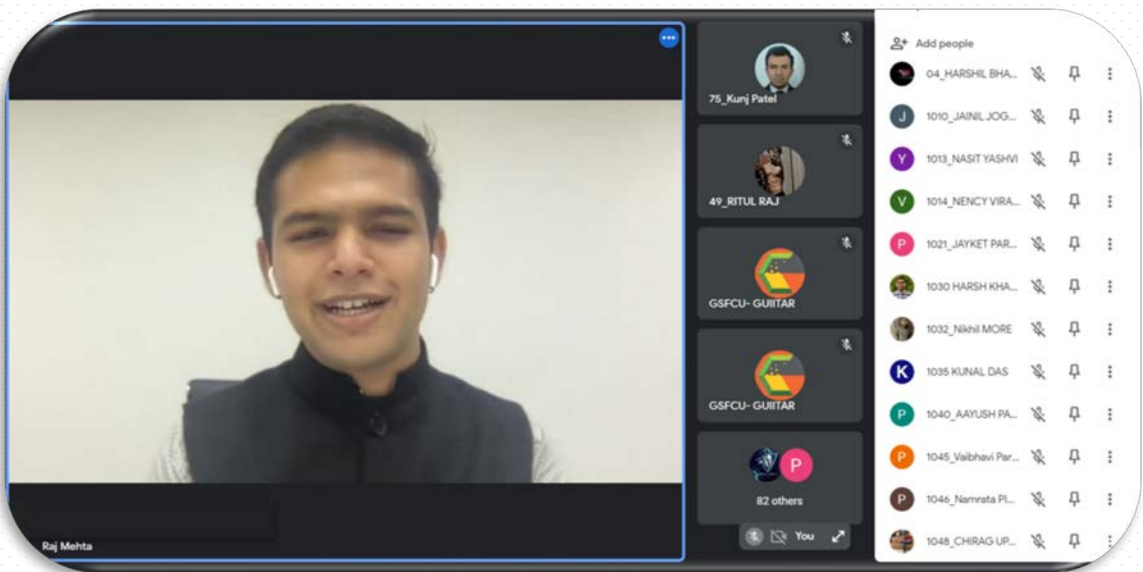
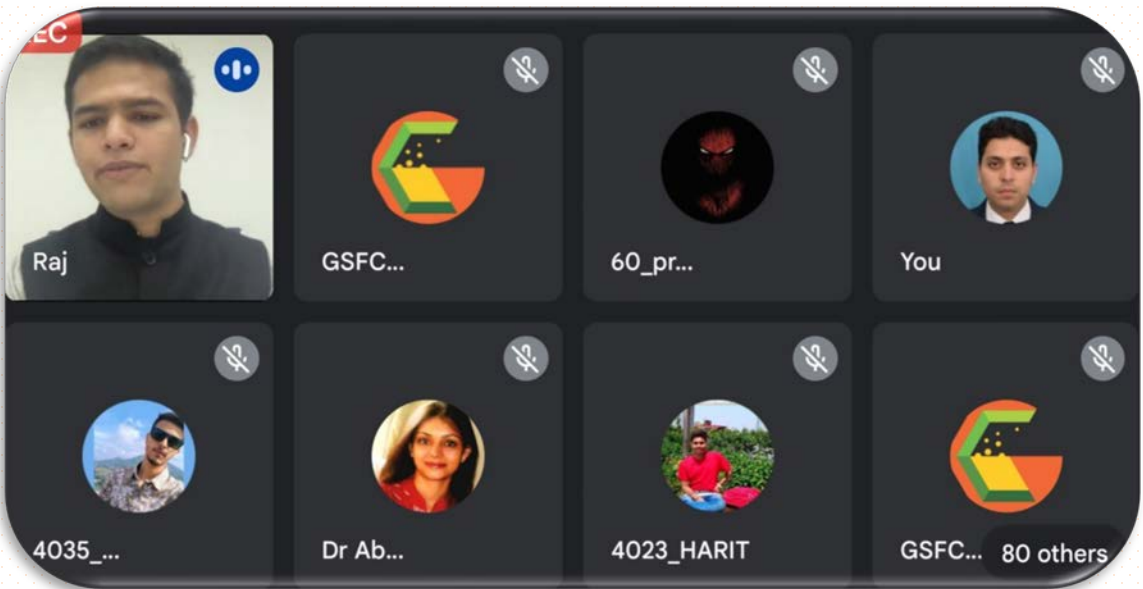
TOPIC:
Converting Innovation into Startups

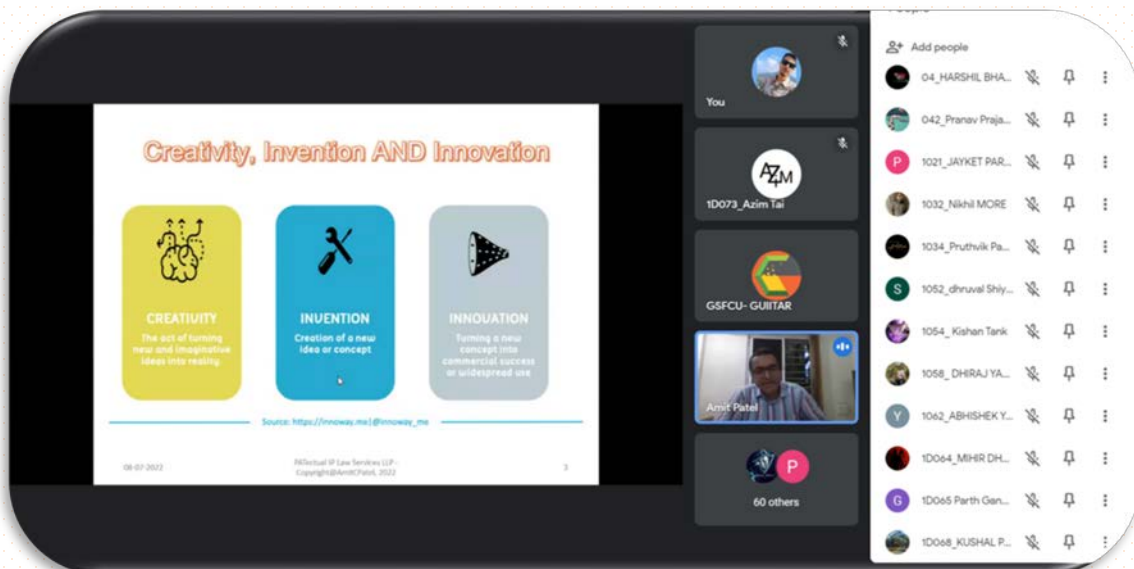


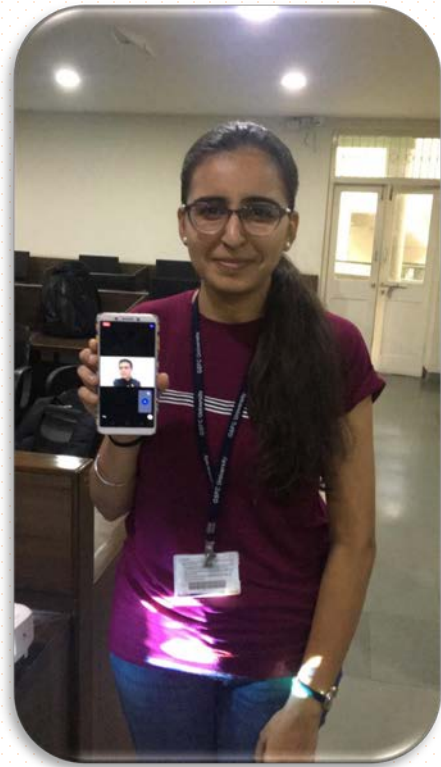
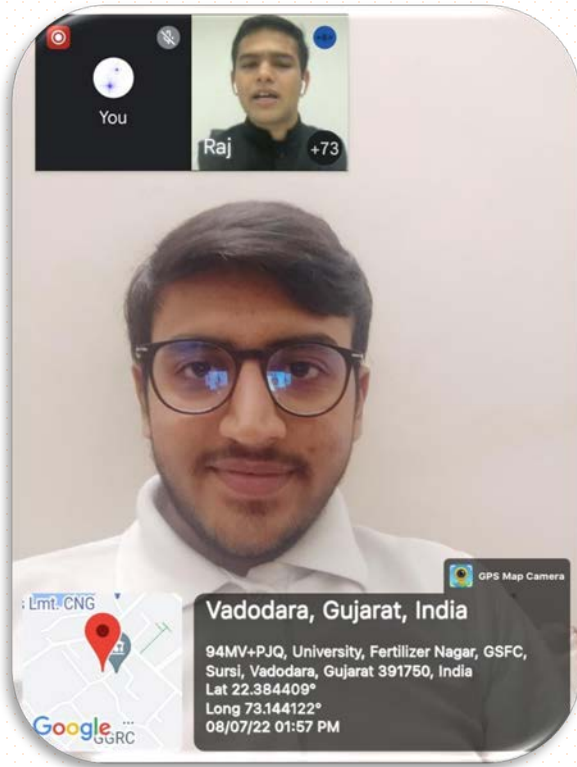
Mr. Amitkumar Patel
(Managing Director, PATectual IP Law Services LLP)

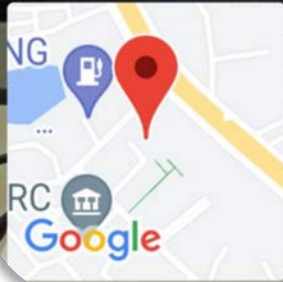
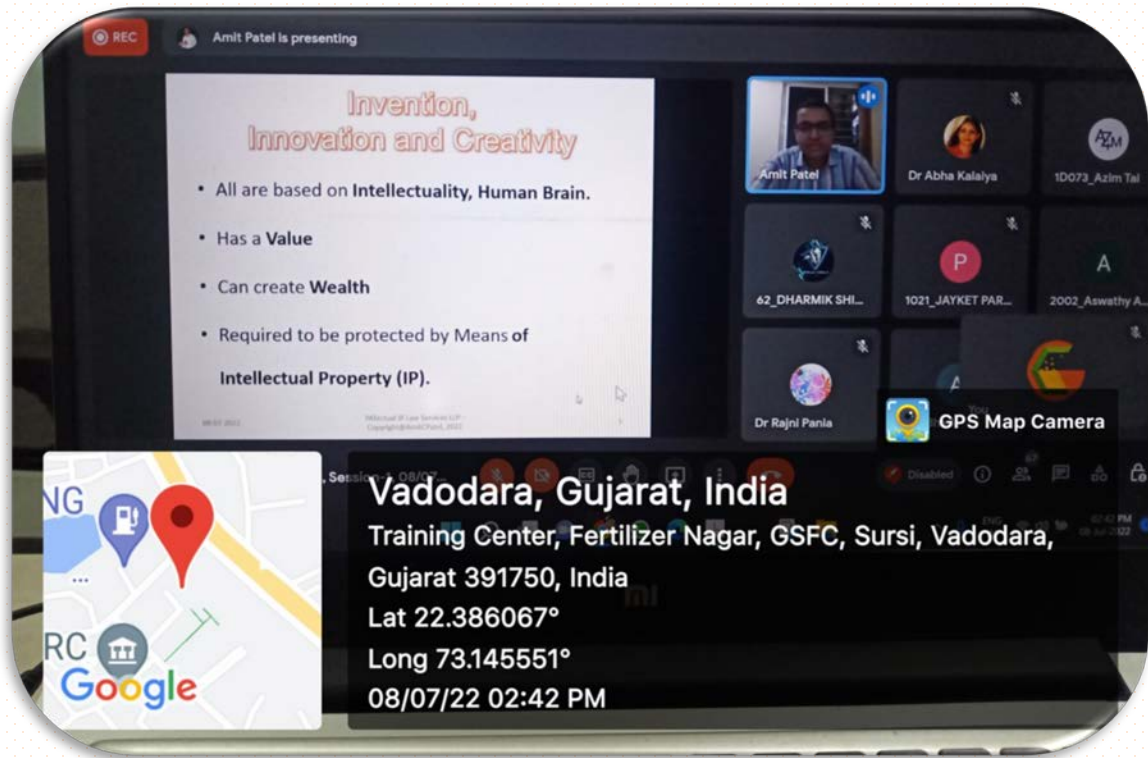
TOPIC:
Protection of Intellectual Property Assets - Key to Success of Startups

Date: 08/07/2022 | **Time:** 01:00 to 04:00 PM

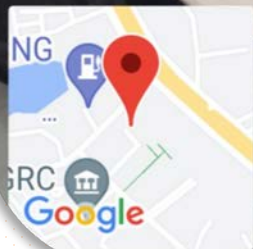








Vadodara, Gujarat, India
 Training Center, Fertilizer Nagar, GSFC, Sursi, Vadodara,
 Gujarat 391750, India
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 Long 73.145551°
 08/07/22 02:42 PM



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 Sursi, Vadodara, Gujarat 391750, India
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 Long 73.145395°
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Impact Lecture Series 2022-23

Session 1

Date	Time	Topic	Speaker
08/07/22	01:00 – 02:30 P.M.	Converting Innovation into Startups	Mr. Raj Mehta, Founder, Greta Electric Scooters, World’s Youngest Founder of Automobile Company
	02:30 – 04.00 P.M.	Protection of Intellectual Property Assets - Key to Success of Startups	Mr. Amitkumar Patel, Managing Director, PATectual IP Law Services LLP

Google Meet Link: <https://meet.google.com/xdw-rqfk-bns>

Feedback Link: <https://forms.gle/mkkVMWHFafzxJYuW7>

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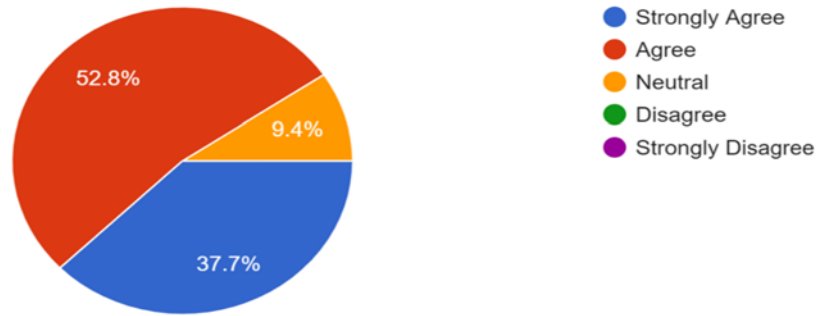
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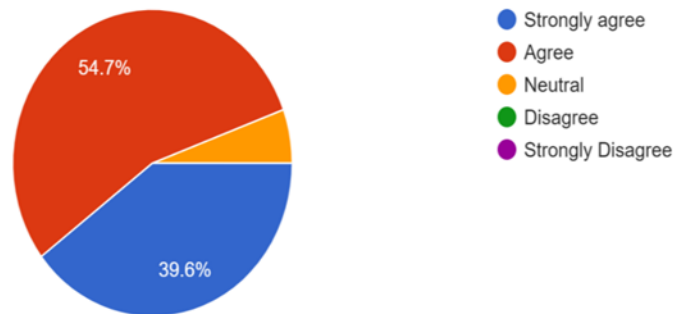
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Feedback:

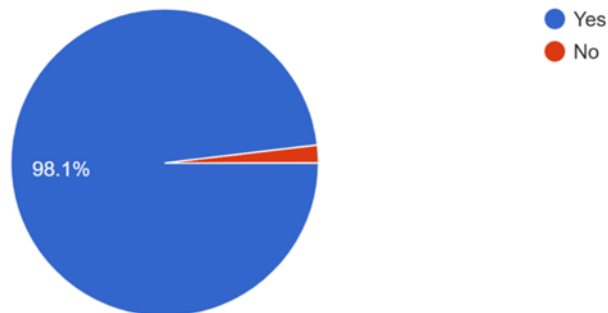
The event objective were stated clearly and met.
53 responses



This event has increased my knowledge of Entrepreneurship, Startup and Intellectual Property (Patent, Design, Copyrights).
53 responses

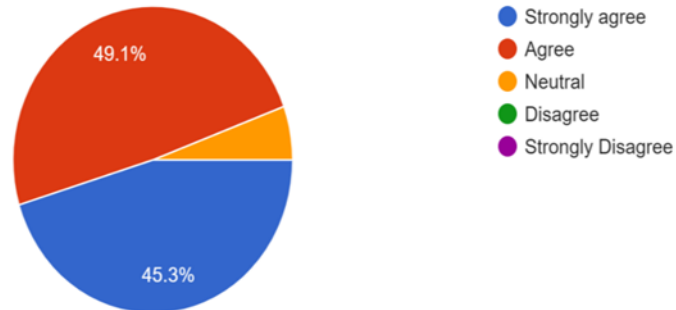


Did the Event help you with new learnings or knowledge?
53 responses



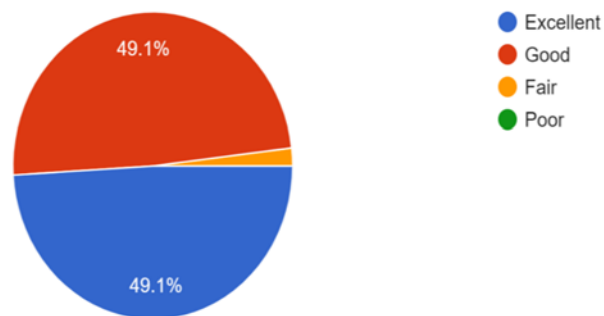
This event will be beneficial for me to pursue Innovation, Entrepreneurship, startup and protection of Intellectual Property (Patent, Design, Copyrights) in my career.

53 responses



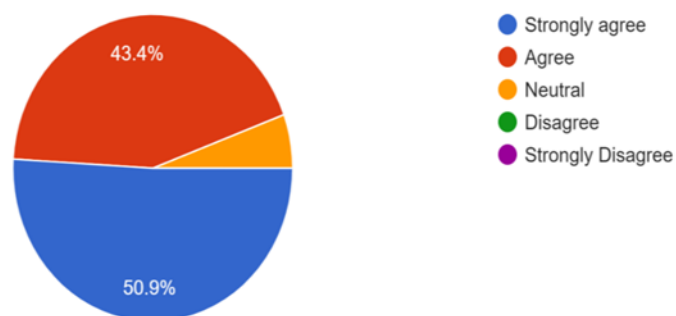
Please rate your overall experience.

53 responses



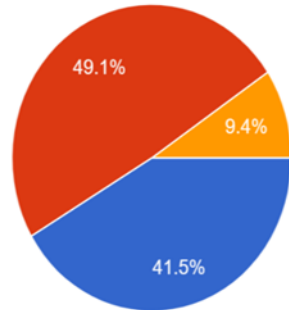
The speaker, Mr. Raj Mehta made efforts to make me understand how to convert innovation into a startup.

53 responses



The speaker, Mr. Amitkumar Patel made efforts to make me understand how to protect Intellectual Property (Patent, Design, Copyrights) for business.

53 responses



- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree