

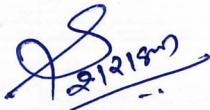
**Date: 27<sup>th</sup> April 2023****INTELLECTUAL PROPERTY RIGHTS (IPR) ACTIVITY**

SRBS MMS students attended session theme mentioned above on - 26th April 2023. It was a vital event for upliftment of students under the EDC, IIC, and WDC. This April 26th is World IP Day! WIPO – which organizes the annual World IP Day – has announced that this year's theme is “Women and IP: Accelerating Innovation and Creativity”.

IPR day was celebrated on 26th April 2023 under the guidance of MSME **Mr. Abhay Daptardar, Asstt. Director - II**. Woman plays a pivotal role in the growth of the economy and society, when empowered with education and opportunity. Furthermore, incentivizing participation, by providing recognition and protection to the contribution of women towards innovation and creativity causes a ripple effect which can motivate the generations of young girls to come. An expert from the industry enriched our students with their huge industrial experience. **Mrs. Sujata Soparkar**- Managing Director at Integrated Electronics Technology Pvt. Ltd. and have been working as a President at Thane Small Scale Industries Association for 12 years. Thane Small Scale Industries Association is part of the Membership Organizations industry, and located in India.

Eminent industry speakers enriched our students with their rich experience. Despite significant efforts made for gender equality, women are still not treated equivalent to men under the law in many parts of the world. Starting from owning land and coming to obtaining legacy, women face a lot of disadvantages.

However, an efficient system of Intellectual Property (IP) Protection can help lighten this discrepancy. Intellectual Property Protection can further protect the other rights of women as well. 62 students actively participated along with two faculties **Asst. Prof. Sonali Shiralkar & Asst. Prof. Stanley Santmayor** in the visit. Sessions was very much informative. It ended with an interactive Question – Answer session.

**Sonali Shiralkar****Assistant Professor****Dr. Harish Kumar S. Purohit****Director**



SRBS students with industry expert for IPR seminar



Session on – IPR



SRBS students while attending the IPR activity

For Sheila Raheja School of Business Management & Research



*[Signature]*  
 Director