



Institution's Innovation Council Saurashtra University Rajkot

Discover more with Design Registrations: Masterclass on Patents and Design Registration

22nd April, 2025

Virtually on YouTube
Saurashtra University Campus, Rajkot

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Saurashtra University – IIC

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

Event Schedule

Time (IST)	Session	Speaker
11:30 AM – 11:35 AM	Welcome & Opening Remarks	Ms. Shruti, MoE Innovation cell
11:35 AM – 12:30 PM	Driving innovation by design thinking	Dr. B. K. Chakravarthy Professor & Dean School of Design Innovation
12:30 PM – 01:30 PM	Discover more with design registration	Prof. Gauri Gargate, Faculty, IP law & management IIT Khadakpur
01:30 PM – 01:40 PM	Concluding Address	Dr. Elangovan, MoE innovation cell

Event Registration Link

<https://www.youtube.com/live/flcI-l0aLhk>

Brief about Event

To celebrate World Creativity and Innovation Day, the Ministry of Education's Innovation Cell (MIC), in collaboration with AICTE, launched IP UTSAV (21st–26th April 2025) to promote innovation and IP awareness nationwide. Centered around the theme “IP and Music: Feel the Beat of IP,” the event emphasized the role of intellectual property in nurturing creativity. The celebration saw participation from 10,000+ IICs and students, researchers, and faculty members across India.

“Discover More with Design Registrations: Masterclass on Patents and Design Registration” was a comprehensive and insightful session led by Dr. B. K. Chakravarthy, an eminent expert in the field of design innovation and intellectual property. Sir is an educator and innovator, currently serving as the Founding Dean of the School of Design Innovation at Mahindra University. He has significantly contributed to various facets of design innovation. The session was aimed at educating students, researchers, entrepreneurs, and innovators about the importance of protecting their creative and technical innovations through proper registration channels such as patents, copyright, trademark and design rights. Cause, context, comprehension, check, conception, crafting, connection these all are 7C important for design registration.

Sir presented a fascinating case study on the redesign of the traditional palkhi used to carry pilgrims at the Mata Vaishno Devi temple. Highlighting the challenges faced by palkhi carriers, including uneven weight distribution, physical strain, and safety issues. Using the design thinking process, the team engaged with stakeholders directly, including palkhi bearers and pilgrims, to gather insights. Their goal was to design a solution that addressed ergonomics, safety, and cultural sensitivity.

Between 1988 and 2006, petrol pumps in India underwent a remarkable transformation driven by design innovation, focusing on efficiency, safety, aesthetics, and user comfort. Key design developments during this period included the 1990 Z-Line model by L&T, which introduced streamlined structure and improved layout. In 1999, the Bullet model by MIDCO brought in a compact, durable form factor with user-friendly interfaces. The 2004 Oval design by ONGC emphasized branding and visual identity with a modern, curved canopy structure. Later, in 2008, the SureFill model by MIDCO further enhanced ergonomics and incorporated smart dispensing technology. These successive innovations reflect the gradual shift from functional utility to user-centered, branded, and service-oriented petrol pump design in India.

Prof. Gauri Gargate delivered an insightful session on Industrial Design, covering its legal, practical, and commercial aspects. She highlighted the current landscape of industrial design registration in India, emphasizing the growing awareness and registration trends across sectors like consumer products, packaging, automotive, and electronics. The session covered the Designs Act, 2000, which provides legal protection to the visual design of objects. She explained the registration process, criteria for protection (novelty and originality), and duration (initial 10 years, extendable by 5 years). A real-world case study was shared, demonstrating how a company leveraged registered design to gain market advantage, stop imitation, and establish brand uniqueness, especially in the consumer product sector. The session highlighted how industrial designs can be commercialized effectively through licensing, product differentiation, and branding. Prof. Gargate

emphasized the role of design in enhancing product value and competitiveness in the marketplace.

Key Points

During the session, below mentioned points were discussed:

- Understanding Intellectual Property
- Design Registration
- Patents
- Innovation and IP Strategy
- Design Thinking Approach
- Commercialization
- Q&A and Interaction

Outcome

The session was insightful and inspiring for students, innovators, and entrepreneurs. It highlighted how design and intellectual property can be powerful tools to protect innovation, enhance value, and prevent misuse. The speakers emphasized the role of inclusive and empathetic design, showing how even small improvements can create a meaningful social and functional impact, offering valuable lessons for future designers and changemakers.

About the Speaker/Chief Guest



Dr. B K
Chakravarty

Professor & Dean School of Design Innovation

Mahindra University



Prof. Gauri Gargate

Faculty, IP law & management

IIT Khadakpur

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Inauguration of IP UTSAV
IP and music: Feel the beat of IP (21st April - 26th April 2025)

**Celebration of World Creativity and Innovation Day
&
Intellectual Property UTSAV**

21st April 2025
Monday, 11:30 AM

Prof. T. G. Sitharam
Chairman, AICTE
Ministry of Education, Govt. of India

Dr. Abhay Jere
Vice Chairman AICTE &
Chief Innovation Officer (CIO)
Ministry of Education, Govt. of India

Dr. Sacha Vincent
Head of Section, Economics and Statistics
Division, and co-editor of The Global
Innovation Index (GI) at the WIPO

Prof. (Dr.) Unnat Pandit
Controller General of Patents, Designs & Trademarks
Registrar of Copyright and Geographical Indication,
DPRIT, MoCI, Government of India

Join us

LIVE  **/MoEInnovationCell**



Via **webex**

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*Discover More
with
Design Registrations*



Dr. B K Chakraverty
Prof. & Dean School of Design Innovation,
Mahindra University
On loan from IDC, IIT Bombay

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Chakraverty's 7Cs
for Design Innovation





- 1 Cause (The reason for design)
- 2 Context (Understanding the problem space and its environment)
- 3 Comprehension (Writing a design brief)
- 4 Check (Creating a prototype)
- 5 Conception (Generating ideas and concepts)
- 6 Crafting (Making a model and presentation)
- 7 Connection (Defining a business plan)

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**Serial Innovation
1988 – 2006 Petrol Pump**

1990	1999	2004	2008
			
Z-Line L&T	Bullet MIDCO	OvaL ONGC	SureFill MIDCO

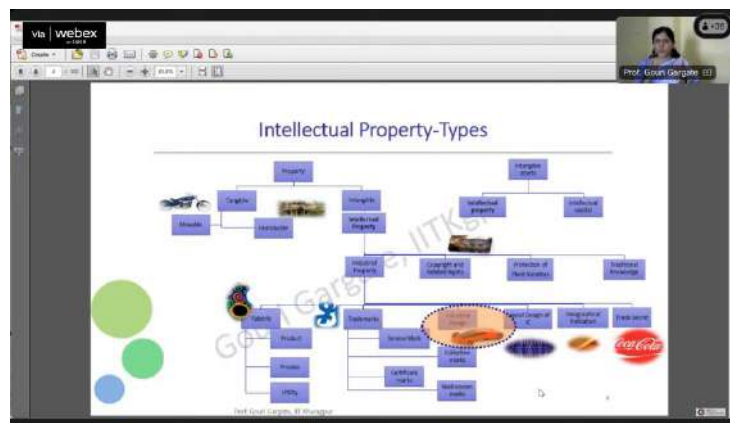
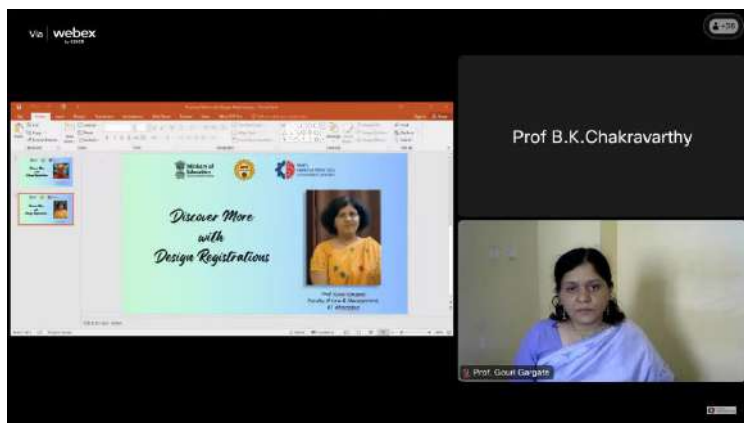
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5th C: The Conception
Generating ideas and concepts





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