



# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

**A FRANSALIAN INSTITUTE OF HIGHER LEARNING**

**Report on Two days Webinar With the Linkage of Garden University**  
**on-"EMPOWERING WOMEN ENTREPRENEURS IN MEDIA:**  
**UNLEASHING THE POTENTIAL OF INTELLECTUAL PROPERTY**  
**RIGHTS AND IP MANAGEMENT FOR START-UPS".**

Title	Two days Webinar With the Linkage of Garden University on-"EMPOWERING WOMEN ENTREPRENEURS IN MEDIA: UNLEASHING THE POTENTIAL OF INTELLECTUAL PROPERTY RIGHTS AND IP MANAGEMENT FOR START-UPS".
Date of Event(s)	25 th & 26 th May-2023
Department / Association / Cell / Committee	Collaboration with Humanities and Aspire Cell
Venue (Mention the platform if it is Online)	Online mode
Number of Participants	37
Target Audience	BA-II,IV & VI SEM

Resource Person(s) with qualification	DAY 1-Suchita Salwan DAY 2-Dr Banu Pratap S

Place of visit/ details of Industrial visit place (if applicable):	-
Event Coordinator	Mrs DEEPA



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**Objective of the session: -**

- To bridge the social cultural and economic gap by providing opportunities for professional and personal development.
- To encourage, enable and facilitate women in becoming economically empowered.

**Outcome:-**

- Supporting women inventors and entrepreneurs, we enable them to realize their potential and in so doing, we create a better future for everyone

On 25 & 26th May 2023, Thursday and Friday The Department of Humanities organized Two days Webinar With the Linkage of Garden University on-“EMPOWERING WOMEN ENTREPRENEURS IN MEDIA: UNLEASHING THE POTENTIAL OF INTELLECTUAL PROPERTY RIGHTS AND IP MANAGEMENT FOR START-UPS”. conducted Online Sessions for the BA II&IV & VI sem students.

Promoting entrepreneurship will not only give them economic independence but the desired freedom to make their own decisions. If women want society to reverse its traditional attitudes, it is only through their economic independence that they can achieve that status.

It is suggested that for women's entrepreneurship sustainability, effective policies surrounding financing accessibility, technical knowledge expansion, and financial understating have to be promulgated in the economy, which allows bringing women empowerment at large.

This online event provides knowledge to students about the importance of Women entrepreneurs in India.

**Report prepared by:-**  
**(Event Coordinator)**

**Prof. DEEPA**

  
**PRINCIPAL**  
**St. Francis de Sales College**  
Electronics City Post, Bangalore - 560 100.

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DEPARTMENT OF HUMANITIES ORGANISED TWO  
DAYS WEBINAR WITH THE LINKAGE OF GARDEN  
UNIVERSITY  
ON

"EMPOWERING WOMEN  
ENTREPRENEURS IN MEDIA: UNLEASHING  
THE POTENTIAL OF INTELLECTUAL  
PROPERTY RIGHTS AND IP  
MANAGEMENT FOR START-UPS".

DATE: 25 & 26TH MAY-2023

VENUE: ONLINE MODE

TIME: 3 PM TO 4 PM



INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education Initiative)



Registration Link:

[https://docs.google.com/forms/d/1Pa2XvklwZUQN7qXFced7zNn6tPxmW\\_HmP4aErTPqI/edit](https://docs.google.com/forms/d/1Pa2XvklwZUQN7qXFced7zNn6tPxmW_HmP4aErTPqI/edit)

Joining link: [https://teams.microsoft.com/j/meetup-join/19%3ameeting\\_MDE3NzdlOTYrNDIzOC00MTllLTlmYWQrODZmNzQwQGMwNjA4v54p7hr-ead.v2/o?context=%7b%22Tid%22%3a%22a6dbcf83-3bd5-46be-8f30-c30bf936be7c%22%2c%22Oid%22%3a%22e35a3701-6b8f-4405-b770-762b942a66cb%22%7d](https://teams.microsoft.com/j/meetup-join/19%3ameeting_MDE3NzdlOTYrNDIzOC00MTllLTlmYWQrODZmNzQwQGMwNjA4v54p7hr-ead.v2/o?context=%7b%22Tid%22%3a%22a6dbcf83-3bd5-46be-8f30-c30bf936be7c%22%2c%22Oid%22%3a%22e35a3701-6b8f-4405-b770-762b942a66cb%22%7d)

Joining link: [https://teams.microsoft.com/j/meetup-join/19%3ameeting\\_MDE3NzdlOTYrNDIzOC00MTllLTlmYWQrODZmNzQwQGMwNjA4v54p7hr-ead.v2/o?context=%7b%22Tid%22%3a%22a6dbcf83-3bd5-46be-8f30-c30bf936be7c%22%2c%22Oid%22%3a%22e35a3701-6b8f-4405-b770-762b942a66cb%22%7d](https://teams.microsoft.com/j/meetup-join/19%3ameeting_MDE3NzdlOTYrNDIzOC00MTllLTlmYWQrODZmNzQwQGMwNjA4v54p7hr-ead.v2/o?context=%7b%22Tid%22%3a%22a6dbcf83-3bd5-46be-8f30-c30bf936be7c%22%2c%22Oid%22%3a%22e35a3701-6b8f-4405-b770-762b942a66cb%22%7d)