

# Hansraj College, University of Delhi

(NAAC A+ CGPA 3.62, NIRF Rank 9)

Student Learning Centre, IQAC

In association with

**Patlex Business Solutions**

launches

**SLC 08**



**Certificate Course in**

**Innovation, IPR, Start-up and Entrepreneurship (CIISE)**

**10<sup>th</sup> July 2021 – 12<sup>th</sup> Sept 2021 (Weekend mode)**

**Course Coordinator**

Dr. Pooja Arora

**Course Convenor**

Dr. Baljeet Kaur

**Program Convenor**

Dr. Mona Bhatnagar

Director, IQAC

**Patron**

Prof.(Dr.) Rama

Principal, Hansraj College

## ABOUT HANSRAJ COLLEGE

Hansraj college is one of the largest constituent colleges of the University of Delhi. The college has been ranked as one of the top five colleges for science, arts and commerce several times in the last decade. The faculty and students of the college have contributed immensely in the fields of academics, sports and culture. Eminent authors and academicians have been part of our college and have contributed towards making it one of the finest institutions of the country. The College has completed 67 years in the realm of imparting higher education. It has made significant and unparalleled contribution to society in terms of producing numerous dignitaries scholars, intellectuals and sports persons who served different domains not only in our own country but even at international levels.

## ABOUT THE COURSE

Certificate course in Innovation, IPR, Start-up and Entrepreneurship (CIISE) is a unique blend of innovation ecosystem in India including Intellectual Property Rights, Start-ups and Entrepreneurship. The course is curated for the students considering the need of understanding of the new age entrepreneurship concepts and significance of innovation in the same.

Designed by the innovation experts and startup enthusiasts, the course outlines various facets of startups and incubation center.

This is in line with Government of India's various initiatives like 'Startup India', 'Make in India', 'ASPIRE', and 'Atal Innovation Mission'.

## ABOUT PATLEX BUSINESS SOLUTIONS

Patlex Business Solutions is a knowledge process outsourcing firm working in the area of Intellectual property rights, Innovation, Entrepreneurship, Startups.

The firm works closely with various industries, industry chambers, MSMEs, startups, grass root innovators, universities, academicians, students and various academic institutions.

The academic vertical of the firm assists institutions in organizing training programs, FDPs and short term courses. It also provides strategic inputs in the area of NIRF ranking improvement, NAAC and NBA accreditations for the institutes and is associated with 30 plus premier institutions in different streams of education.

## Trainers for the program

**Mr. Vijay Shivpuje**

Director, Patlex  
Business Solutions

**Mr. Sagar Chandni**

Head of Incubation  
& Startup  
Engagement, CIBA

**Ms. Ruchi Singh**

Co-founder,  
Cerelia Nutritech and  
Relicus Healthcare

**Adv. Shalini**

**Sitaraman Menezes**  
Director, SimSim  
advisory Pvt Ltd

**Ms. Nidhi Mundada**

Founder,  
Skillsup

# Course outline

# Registration details

Basics of Innovation ecosystem	Entrepreneurship opportunities in India	Start-ups
<ul style="list-style-type: none"><li>Understanding the start-up and business ecosystem</li><li>Creative thinking and entrepreneurial mindset</li><li>Innovation and IPR</li></ul>	<ul style="list-style-type: none"><li>Understanding your Customer and target market</li><li>Digital marketing</li><li>Start up talks with startup co-founders in India</li></ul>	<ul style="list-style-type: none"><li>Stages of Start-up</li><li>Why startups fail?</li><li>Validating your business idea</li><li>Making startup pitch</li><li>Concept of incubation center</li></ul>

2 assignments during the course and examination at the end of the course

## SALIENT FEATURES OF THE COURSE

Sessions by the experts

Start-up talks

Assignment preparation and presentation

Examination

Recorded videos

**Registration link** – [Google form]  
<http://bitly.ws/e5LV>

**Payment to** – [Fees - Rs 1500]  
Account: Principal Hansraj College SLC  
Account No: 2848101019888  
Bank: Canara Bank  
IFSC: CNRB0002848

**Last date of registration** – 5<sup>th</sup> July 2021

Confirmation email would be sent after payment of fees and registration.

**Scan to register**



For any queries, email at –  
[slc08@hrc.du.ac.in](mailto:slc08@hrc.du.ac.in) or [geeta@patlex.in](mailto:geeta@patlex.in)

**Eligibility** - Current student/Passed out student and faculty members affiliated to any college/ University/ organization may enroll

Delivered online via Zoom

Weekend mode

Limited number of seats

Sessions by industry experts

Certification post completion