



**SPRIHA, IPR Chair
Saurashtra University Rajkot**

**Maximizing Value: Leveraging Industrial
Design Rights for Business Growth 2025**

29th September 2025, Monday

Online

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Saurashtra University – SPRIHA

The Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA), launched by the Department for Promotion of Industry and Internal Trade (DPIIT), aims to strengthen intellectual property (IP) education, research, and awareness across higher education institutions in India. It supports development of academic courses at undergraduate to doctoral levels, organization of seminars and workshops, and promotion of IP filings and internships. SPRIHA seeks to create a robust ecosystem that fosters innovation, encourages respect for intellectual property, and builds national capacity in IP through structured academic and outreach activities.

Event Schedule

12:30	Registration Time
12:35	Welcome
12:40	Awareness session on Maximizing Value Leveraging Industrial Design Rights for Business Growth by Mrs. Monika Garg
01:45	Programme Feedback - Conclusion
02:00	Closing Ceremony

Event Registration Link

bit.ly/SUSEC-S2S25

Brief about Event

Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia, Saurashtra University in collaboration with Saurashtra University Start-up and Entrepreneurship Council (SUSEC) and IIC, Saurashtra University was organized online session on "Maximizing Value: Leveraging Industrial Design Rights for Business Growth" on 29th September 2025 Monday from 12:30 pm to 02:00 pm.

The session was delivered by Mrs. Monika Garg, Partner, AKSH IP Associates PVT.LTD Noida Industrial design rights protect the visual features of a product including its shape, configuration, pattern, or ornamentation which appeal to the eye. In today's increasingly competitive and design-driven global market, leveraging these rights offers businesses significant opportunities for differentiation, brand equity, and revenue generation. This report outlines how businesses can maximize the value of their industrial design rights to drive innovation, increase market competitiveness, and support sustainable growth.

Mrs. Monika Garg explained This career path is increasingly attractive to students due to its potential for independence, creativity, and personal fulfillment. Entrepreneurs are not limited by conventional job roles they identify gaps in the market, take calculated risks, and bring new products, services, or processes to life. Innovation, on the other hand, is not limited to startups; it is highly valued in corporate, nonprofit, and government sectors, where forward-thinking professionals are needed to drive change and improve outcomes. The program witnessed active participation from students, faculty, and budding innovators, who engaged in interactive discussions about startup challenges, opportunities, and success strategies. The session encouraged participants to think beyond academics and consider entrepreneurship as a career path.

Industrial design rights are more than legal tools they are strategic business assets. By recognizing, protecting, and commercializing the aesthetic value of their products, companies can unlock new growth opportunities, reinforce brand identity, and safeguard their competitive advantage in increasingly design-conscious markets.

And last the event concluded with an interactive Q&A session.

Key Points

During the session, below mentioned points were discussed:

- Understanding Industrial Design Rights
- Strategic Importance of Industrial Design
- Legal Protection & Enforcement
- Monetization Opportunities
- Global Strategy
- Integration with Business Development
- Innovation and Continuous Design Evolution
- Case Studies / Success Stories
- Risk Management

Outcome

By engaging with the topic “Maximizing Value: Leveraging Industrial Design Rights for Business Growth,” students will develop a clear understanding of how industrial design rights contribute to competitive advantage and business development. They will be able to identify the strategic importance of protecting aesthetic aspects of products and understand how these rights can be used to generate revenue, strengthen brand identity, and support market expansion

Through case studies and practical examples, students will learn how to integrate industrial design rights into innovation, product development, and commercialization strategies. Additionally, they will gain insight into global registration systems and enforcement mechanisms, preparing them to make informed decisions in both entrepreneurial and corporate environments.

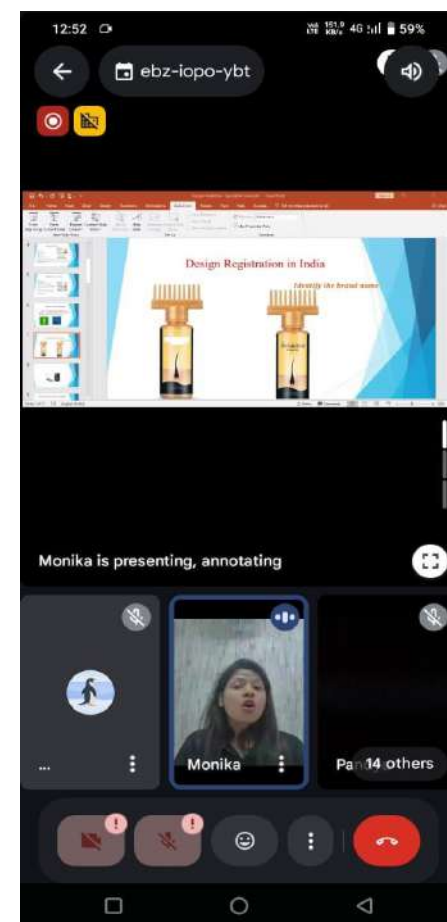
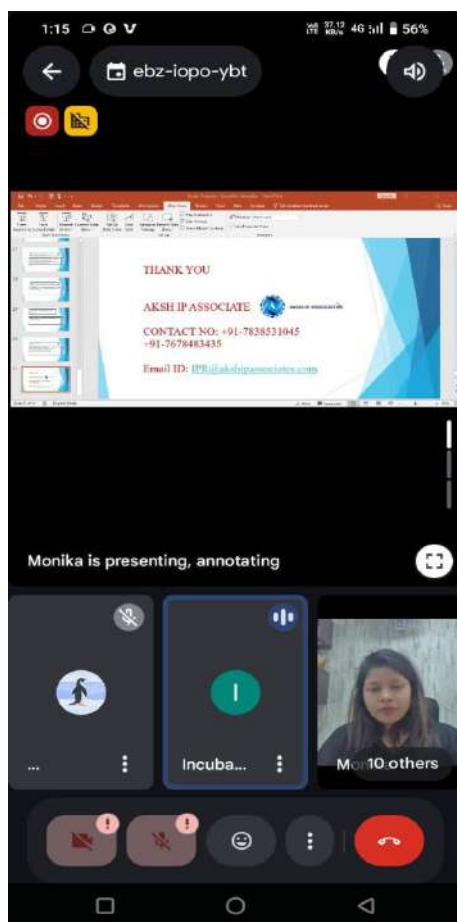
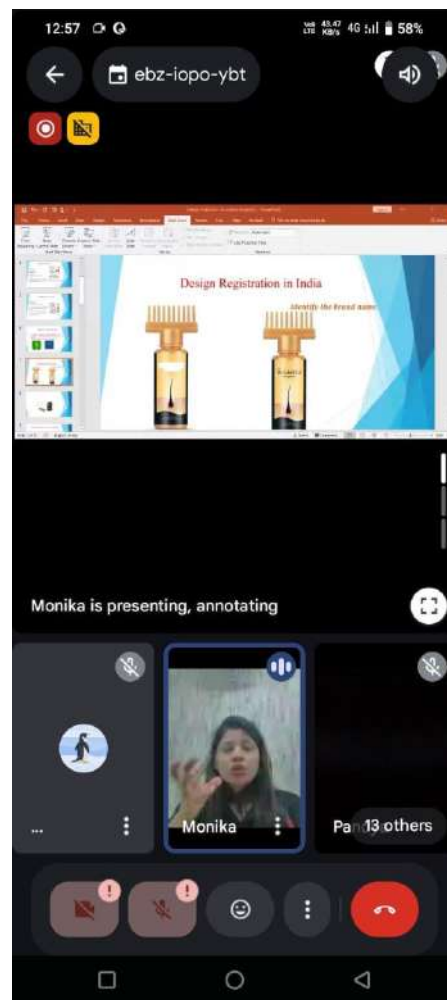
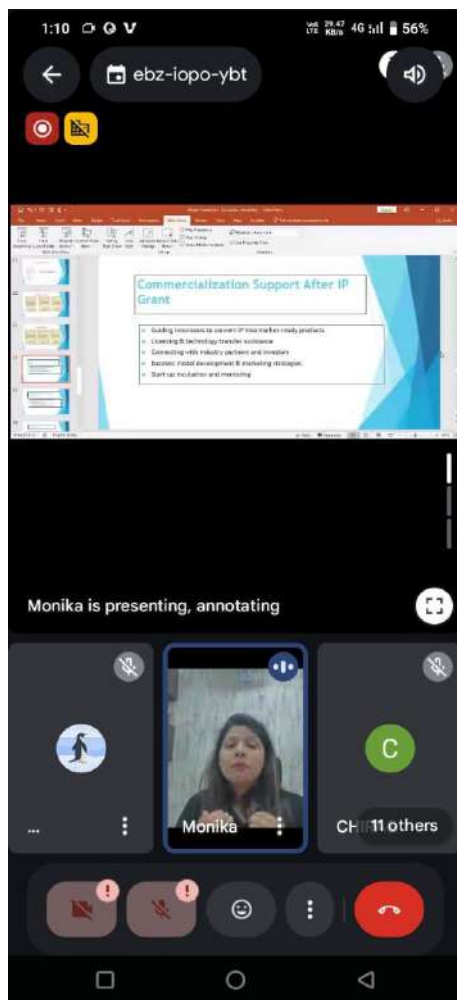
About the Speaker/Chief Guest



Mrs. Monika Garg

Partner,
AKSH IP Associates PVT.LTD.
Noida

The poster features logos for SSSIIP, Institution's Innovation Council, StartUp, and SEC. It includes a play button icon with the word 'WEBINAR' and the title 'MAXIMIZING VALUE: LEVERAGING INDUSTRIAL DESIGN RIGHTS FOR BUSINESS GROWTH'. The speaker's name and title are listed as 'MRS. MONIKA GARG, Partner, AKSH IP Associates PVT.LTD. Noida'. The organizing institutions are 'SPRIHA, Saurashtra University in collaboration with SU Start-up and Entrepreneurship Council and IIC, Saurashtra University'. The date and time are '29th September, 2025, Monday, 12:30 pm to 02:00 pm'. A 'REGISTER NOW' button is present, along with the URL 'bit.ly/SUSEC-S2S25' and the email 'spriha@sauuni.ac.in'. A circular portrait of Mrs. Monika Garg is also included.



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