

### INNOVATIONS BY PATENTS, WORKSHOP, SEMINAR, AND CONFERENCE DESCRIPTION

Innovation is a key driver of progress and can take many forms in different settings, including workshops, seminars, conferences, and patents. Here are some points regarding innovations in these contexts:

#### Patents:

Patents are legal protections for new inventions, encouraging innovation by providing an incentive for inventors to share their ideas without fear of theft. Patents can also spur further innovation by encouraging competitors to improve upon the patented invention or develop new products based on the technology. Innovations in patent law, such as new methods for evaluating patent applications or changes in patent licensing practices, can impact the rate and nature of innovation in various fields.

S.NO	FACULTY NAME	PATENT RULES	TITLE
1	Dr.M.Hemalatha	Form -2, The Patents Act 1970 The Patent Rules - 2003	Big Data Analytic Technique on Reviews of E-Commerce
2	Dr.R.Karthika	Form -2, The Patents Act 1970 The Patent Rules - 2003	Big Data Analytic Technique on Reviews of E-Commerce
3	S.Senthilkumar	Form -2, The Patents Act 1970 The Patent Rules - 2003	Intelligent sales Promotion Strategies and sales performance of Telecommunication Firms in India
4	Dr.R.Karthika	Form -2, The Patents Act 1970 The Patent Rules - 2003	A Secure Block Chain model to protect Bitcoin Exchanges over Cloud
5	Dr.M.Hemalatha	Form -2, The Patents Act 1970 The Patent Rules - 2003	A Secure Block Chain model to protect Bitcoin Exchanges over Cloud
6	Dr. R. Jeevarekha	Form -2, The Patents Act 1970 The Patent Rules - 2003	Customer Satisfaction and Perception Towards Skin care Production in E-Commerce
7	Dr. R. Jeevarekha	Form -2, The Patents Act 1970 The Patent Rules - 2003	Analysis of Why real estate business need Digital Marketing on Social Media

#### Workshops:

Workshops are often designed to provide hands-on learning and practical skills development, which can lead to new innovations in various fields. Workshops can foster a collaborative environment where participants can share ideas and problem-solve together, leading to novel solutions. Innovations in workshop design, such as incorporating new technologies or creative exercises, can enhance the learning experience and spark new ideas.

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S.NO	Title of the Workshop / Seminar	Captions & Date	Signed authority
	<b>WORKSHOP</b>		
1	"Employability Skills, Leadership Effectiveness & Personality Development"	15.12.2022	Dr.M.Mahendran Director, Training, Placement & Corporate Relations, St.Joseph's College,
2	"Business Plan Preparation" (Create New Business Opportunities and Grow with Strategy) on 03.11.2022	03.11.2022	Dr.M.Hemalatha, Director- M.A.M.B-School.
3	Personality Development"	14.09.2022	Mr.S.Sasikumar, HR Trainer, SETHMA Academy and Mr.V.Gopinathan, Deputy Inspector of Schools,
4	Workshop on Cyber Safety"	16.09.2022	Mr.S.Anbuselvan, Inspector of Police, Cyber Crime Police Station
5	"Effective Public Speaking" today	26.05.22	Jc.HGF.J.Jeyachandhiran,
6	"Digital Marketing" programme today	13.04.2022	Mr.Rajesh Natrajan, Internet Marketing Adviser, Web Designer, Digital Marketing Agency, INTERNEST
7	"IPR Awareness & Application in Management"	18.02.22	Mr.L.M. Subramanian, DGM (Retired), BHEL
8	"Preparatory Workshop on NAAC & NBA Accreditation"	18.02.22	Dr.B.Senthil Arasu, Associate Professor, Department of Management Studies, NIT,
9	"Workshop on Interview Conversation" and "Workshop on Logical and Analytical Skills".	4.02.22 - 16.02.22	Dr.R.Saraswathy* , Head- Skill Development and Placement (SDP), MASTeR Group of Institutions
10	Workshop as a "Session on Leadership Talk- Lead with Impact"	11.06.2022	Mr.Anand Srinivasan, Economist, Author , Investor & Consultant
11	"Workshop on Logical and Analytical Skills"; "Workshop on Interview Conversation" from	14.02.22 - 6.02.22.	Dr.R.Saraswathy* , Head- Skill Development and Placement (SDP), MASTeR Group of Institutions
12	Workshop on "FACE & WIN INTERVIEW"& CORPORATE EXPECTATIONS"	04.02.22	Dr.S.Senthil K Nathan, Associate Professor, Head- Corporate Relations and Member- EXNORA
13	Workshop on "FACE & WIN INTERVIEW"& CORPORATE EXPECTATIONS"	31.01.22 to 01.02.22.	. Exn.P.Mohan, Consultant, Master HR Trainer & Founder- Youth Exnora International
14	Workshop on "DUST-OFF YOUR DESIGNING SKILLS- Using Canva App" today (), Dr.A.Kanimozhi, Assistant Professor, M.A.M.B-School	24.01.2022	Dr.A.Kanimozhi, Assistant Professor, M.A.M.B-School
15	Workshop on "Am I Celebrity" today.	30.12.21	Mr. P. Mohan Intl. HR Trainer & Social Scientist

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			TN Commission of Protection of Child Rights Govt. of Tamilnadu
16	special Workshop on Know Yourself for your "ENTREPRENEURIAL JOURNEY"	02/03/2022	Mr. Manick Rajendran, Founder & CEO of iMMi life Healthcare Pvt. Ltd. Chennai on

### Seminars:

Seminars are typically designed to provide a platform for sharing knowledge and expertise on specific topics, which can lead to new innovations. Seminars can bring together experts from various fields, leading to cross-disciplinary collaborations and new perspectives on complex problems. Innovations in seminar formats, such as incorporating interactive elements or breakout sessions, can encourage engagement and idea-sharing among participants.

	SEMINAR		
1	Business Intelligence Modelling for Measuring the Women Entrepreneurs Business Success"	28.04.22	K.Ramakrishnan College
2	Seminar: "SESSION OF MENTAL HEALTH"	25.05.2022	Dr. K. Ramakrishnan, Chief Psychiatrist, Managing Director & CEO, Athma Hospitals
3	Seminar : "A Day with an Entrepreneur"	12.09.22	Mr.K.V.Sivaramakrishnan, Founder & CVO, Sri Velavan Agro & Bliss Tree India
4	Seminar: "Transforming HRM" today () and	08.09.2022	Dr. Aarthy Rajesh, Assistant Director, Human Resource Development & Project Management, Institute of Ophthalmology, Joseph Eye Hospital