






IP AND YOUTH : “ INNOVATIVE FOR BETTER FUTURE”


 Every April 26, we celebrate World Intellectual Property Day to learn about the role that intellectual property rights play in encouraging innovation and creativity. World Intellectual Property Day 2022 recognizes the huge potential of young people to find new and better solutions that support the transition to a sustainable future.


 Across the globe, young people are stepping up to innovation challenges, using their energy and ingenuity, curiosity and creativity to steer a course towards a better future. Innovative, energetic and creative minds are helping to drive the changes we need to move to a more sustainable future. Discover how intellectual property rights can support the youth of tomorrow to create a better future.


 This year the theme of World Intellectual Property Day 2022 is “IP and Youth: Innovating for a Better Future” and celebrates youth-led innovation and creativity.

 The youth of today are an incredible and largely untapped source of ingenuity and creativity. Their fresh perspectives, energy, curiosity and “can do” attitude, not to mention their hunger for a better future, are already reshaping approaches and driving action for innovation and change.

 World Intellectual Property Day 2022 is an opportunity for young people to find out how IP rights can support their goals, help transform their ideas into reality, generate income, create jobs and make a positive impact on the world around them. With IP rights, young people have access to some of the key tools they need to advance their ambitions.

 Throughout the campaign, young people will be able to gain a better understanding of how the tools of the IP system – trademarks, design rights, copyright, patents, plant variety rights, geographical indications, trade secrets and more – can support their ambitions to build a better future.

 Last year, we saw record levels of engagement in World Intellectual Property Day. With your help, World Intellectual Property Day 2022 will reach new heights.

 Young people are the innovators, the creators and the entrepreneurs of tomorrow. Through their creativity and ingenuity, young people in all regions are driving change and carving pathways to a better future. World Intellectual Property Day 2022 celebrates this exciting generation of change-makers.



Join us in celebrating the ingenuity, creativity, vision and courage of the world's young creators, inventors and entrepreneurs to build a better future.

★ The youth of today are an incredible and largely untapped source of creativity and ingenuity. There are around 1.8 billion young people (aged 24) in the world today. Ninety percent of them live in developing countries. The proportion of young people (under 35) is set to increase in the coming years. In all regions, young people are natural agents of change, carving pathways to a better future.

★ Millennial and Gen Z are change-makers; they are pragmatists and are not afraid speak out and challenge the status quo. Today's youth are digital natives. They grew up in a connected world with mobile phones and the Internet, where the lines the physical and digital world is blurred. This has shaped a generation that is arguably the most entrepreneurial, innovative and creative yet.

★ Calling all young people, wherever your ambitions lie – the arts, science, technology – a creative and innovative mindset backed-up with IP rights will help you make a difference. So get involved in this year's campaign and find out what IP can do for you.

★ For policymakers everywhere, we call on you to listen to the needs and concerns of young inventors, creators and entrepreneurs and to develop policies and programs that nurture and support their endeavours to innovate for a better future.

★ Given the on-going COVID-related constraints, World Intellectual Property Day 2022 will be a hybrid campaign.

Innovating Innovation ... The courage to create a better future

★ Innovation is about turning the best ideas into practical action, to solve relevant problems and create new impact. But it gets lost in today's world of technology, of short-termism, and brand frivolity.

★ We embrace innovation to move forwards. To achieve progress. To solve the big problems.

★ Indeed, we live in an incredible time. With more change in the next 10 years than the last 250 years, driven largely by an incredible range of new technologies, but also by new markets and new ideas.

★ The context drives new approaches to innovation. 10 ways, therefore, in which innovation is being innovated are:

- Future back :- In a volatile and unpredictable world, innovation can't just ride the trends and existing trajectories, instead it seeks to shape the future it wants, in its own vision.
- Outside in :- The obsession with product-centric innovation just does not work, in that it is driven by internal prejudice and often to instant imitation.
- Fast forwards :- Eliminating the old linear, stage-gate driven approaches, to a more dynamic, iterative, experimental approach to lean and agile development.
- Open sourced :- Collaboration in its many forms, with partners and customers, opens up a richer source of ideas, as well as ways to develop and implement innovations.
- Whole business :- Products and services, solutions and experiences, business and market models, can all be innovated. Best of all together, they represent holistic business innovation.
- Intuitive decisions :- Decision making within a creative process should not be too analytical and inflexible, rather being more intuitive.
- Hypothesis driven :- Scientific method is often seen as driven by logic and analysis, but a hypothesis is a creative device which has then to be proven through experiment and practice.
- Asset impact :-Increasing an innovation most valuably exists in the form of its IP – its brand, trademark, patent, and so on. Like ARM, developing and owning this can be more valuable.
- Growth mindset :- This contrasts a fixed mindset (built around optimising the existing paradigm) with a growth mindset (ideas, experiments, and exploring newness).
- Entrepreneurs inside :-Capturing the passion, freedom, courage, resourcefulness and individuality of entrepreneurs within a corporation.

Where do new ideas come from?

- We live in an incredible time: Disruption and opportunity, the moments of change and creativity.
- Seize the zeitgeist: Change drivers, pattern recognition and consumer trends.
- Sense making: The future isn't like it used to be, new paradoxes to resolve.

How do the best companies innovate?

- Having new perspectives: Seeing things differently, thinking different things.
- Inspiration: Learning from the world's most innovative companies in every sector.
- Innovating bigger: Changing the game, the market and business, not just the product or service.

What are the priorities for business leaders?

- See the future: Start from the future back, and from the outside in.
- Create bigger ideas: Engage, inspire and enable customers to achieve more, together.
- Be courageous: Lead with a growth mindset, looking forwards not back.

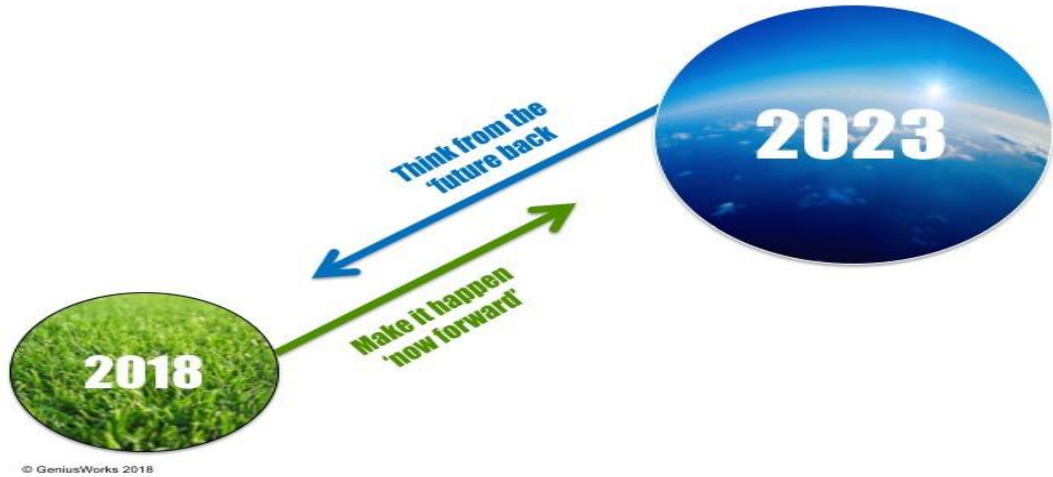


With a future mindset, the CEO needs new attributes:

- Sense maker – to interpret a fast and confusing world, to see new patterns and opportunities, what is relevant and not, to shape your own vision.
- Radical optimist – to inspire people with a stretching ambition, positive and distinctive, to be audacious, to see the possibilities when others only see risk.
- Future hacker – they start from the “future back”, with clarity of purpose and intent, encouraging ideas and experiments, leveraging resource and scale.
- Ideas connector – da Vinci said innovation is about making unusual connections; connecting new people, new partners, new capabilities and new ideas.
- Emotionally agile – whilst organisational agility is essential, emotional agility matters even more; to cope with change, to be intuitive in making sense, and making choices.
- Entrepreneur at large – keeping the founders mentality alive, hands-on working with project teams to infuse the mindset, to be the catalyst and coach.

- Having grit – “game changer” leaders need to go against the grain, to persist but know when to move on, to have self belief and confidence, guts and resilience.

“Future back” thinking ... starting with an inspiring future



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