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No. 114970

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CERTIFICATE OF REGISTRATION OF DESIGN

Design No. 362877-001
Date 20/04/2022 20:27:03
Reciprocity Date*
Country

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 10-04 in respect of the application of such design to SMART MINIATURE IOT BASED WATER METER in the name of 1.DR.T.ANURADHA, PROFESSOR, VR SIDDHARTHA ENGINEERING COLLEGE, KANURU, VIJAYAWADA 520007, ANDHRA PRADESH, INDIA 2. DR. S. SARAVANAN, ASSISTANT PROFESSOR & RESEARCH GUIDE, PG AND RESEARCH DEPARTMENT OF COMMERCE, DR. AMBEDKAR GOVERNMENT ARTS COLLEGE, (AUTONOMOUS, AFFILIATED TO UNIVERSITY OF MADRAS) VYASARPADI, CHENNAI-600039, TAMILNADU, INDIA. 3. DR. V.S. MANJULA, PROFESSOR, DEPARTMENT OF COMPUTER SCIENCE COLLEGE OF INFORMATICS, KIOT, KOMBOLCHA, ETHIOPIA EAST AFRICA. 4. MRS.VIDHYASHREE B, ASSISTANT PROFESSOR, COMPUTER SCIENCE AND ENGINEERING NAGARJUNA COLLEGE OF ENGINEERING AND TECHNOLOGY, KARNATAKA, INDIA, ET AL.

in pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

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SAURABH KUMAR JAIN,
SENANIP, F-440, DELTA-1, GREATER NOIDA, UP
201310 INDIA

Date of Issue 08/06/2022 16:17:41

20 APR 2022



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CERTIFICATE OF REGISTRATION OF DESIGN

Design No. 362353-001
Date 11/04/2022 21:45:01
Reciprocity Date*
Country

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 24-01 in respect of the application of such design to ARTIFICIAL INTELLIGENCE BASED SMART VEST TO DETECT FLUID IN LUNGS in the name of 1. PRAVEENA NUTHAKKI, ASSISTANT PROFESSOR, DEPARTMENT OF INFORMATION TECHNOLOGY, VR SIDDHARTHA ENGINEERING COLLEGE, VIJAYAWADA, ANDHRA PRADESH, INDIA. 2. ANVAR SHATHIK J, ASSOCIATE PROFESSOR, DEPARTMENT OF CLOUD TECHNOLOGY & DATA SCIENCE, COLLEGE OF ENGINEERING AND TECHNOLOGY, SRINIVAS UNIVERSITY, MUKKA, NEAR NITK, SURATHKAL, MANGALORE, KARNATAKA 574146 3. DR. S. SARAVANAN, ASSISTANT PROFESSOR & RESEARCH GUIDE, PG AND RESEARCH DEPARTMENT OF COMMERCE, DR. AMBEDKAR GOVERNMENT ARTS COLLEGE, (AUTONOMOUS, AFFILIATED TO UNIVERSITY OF MADRAS) VYASARPADI, CHENNAI-600039, TAMILNADU, INDIA. 4. DR. RASHMI N, ASSISTANT PROFESSOR, DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING, BMS INSTITUTE OF TECHNOLOGY AND MANAGEMENT, AFFILIATED TO VISVESVARAYA TECHNOLOGICAL UNIVERSITY, DODDABALLAPURA MAIN ROAD, YELAHANKA, BENGALURU, KARNATAKA, INDIA, ET AL.

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201310 INDIA

Date of Issue 28/06/2022 13:01:47



ORIGINAL

मूल/No : 131638



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CERTIFICATE OF REGISTRATION OF DESIGN

डिजाइन सं. / Design No. : 364703-001
तारीख / Date : 24/05/2022
पारस्परिकता तारीख / Reciprocity Date* :
देश / Country :

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन जो **A TELEMEDICINE DEVICE FOR PATIENT HEALTH MONITORING** से संबंधित है, का पंजीकरण, श्रेणी **24-01** में 1.Dr. Neeraj Kumar Tripathi 2. Mr.Naveena J H 3.Mr. Surendra Sharma 4.Dr. S. Saravanan के नाम में उपर्युक्त संख्या और तारीख में कर लिया गया है।

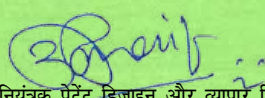
Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class **24-01** in respect of the application of such design to **A TELEMEDICINE DEVICE FOR PATIENT HEALTH MONITORING** in the name of 1.Dr. Neeraj Kumar Tripathi 2. Mr.Naveena J H 3.Mr. Surendra Sharma 4.Dr. S. Saravanan.

डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अध्याधीन प्रावधानों के अनुसरण में।

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निर्गमन की तारीख/Date of Issue : 23/03/2023


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CERTIFICATE OF REGISTRATION OF DESIGN

डिजाइन सं. / Design No. : 364971-001
तारीख / Date : 27/05/2022
पारस्परिकता तारीख / Reciprocity Date* :
देश / Country :

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन जो **IOT ENABLED DEVICE FOR MONITORING OXYGEN AND BLOOD PRESSURE IN HUMAN BODY** से संबंधित है, का पंजीकरण, श्रेणी 24-01 में 1.Dr.S.Janani 2. Dr. S. Saravanan 3.Ranjith S 4.G.Balachandran 5.Mr. Anvar Shathik J 6.Dr. Brijesh Sathian के नाम में उपर्युक्त संख्या और तारीख में कर लिया गया है।

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class **24-01** in respect of the application of such design to **IOT ENABLED DEVICE FOR MONITORING OXYGEN AND BLOOD PRESSURE IN HUMAN BODY** in the name of 1.Dr.S.Janani 2. Dr. S. Saravanan 3.Ranjith S 4.G.Balachandran 5.Mr. Anvar Shathik J 6.Dr. Brijesh Sathian.

डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अध्याधीन प्रावधानों के अनुसरण में।

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निर्गमन की तारीख/Date of Issue : 05/01/2023

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CERTIFICATE OF REGISTRATION OF DESIGN

डिजाइन सं. / Design No.	:	365322-001
तारीख / Date	:	02/06/2022
पारस्परिकता तारीख / Reciprocity Date*	:	
देश / Country	:	

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन जो **IOT-BASED SMART ROBOT TO ANALYSING FARM AND CROPS FOR SMART FARMING** से संबंधित है, का पंजीकरण, श्रेणी **15-03** में 1.Dr.R.Sundaramoorthy 2. Dr. S. Saravanan 3.Dr. R J Golden Renjith Nimal 4.Dr. Sandip Haldar 5.Mr. Anvar Shathik J 6.Dr. Brijesh Sathian 7.Mrs. Renisha P S के नाम में उपर्युक्त संख्या और तारीख में कर लिया गया है।

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डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अध्याधीन प्रावधानों के अनुसरण में।

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निर्गमन की तारीख/Date of Issue : 10/03/2023

महानियंत्रक पेटेंट डिजाइन और व्यापार चिह्न
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CERTIFICATE OF REGISTRATION OF DESIGN

डिजाइन सं. / Design No.	:	365821-001
तारीख / Date	:	09/06/2022
पारस्परिकता तारीख / Reciprocity Date*	:	
देश / Country	:	

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन जो **COLLAPSIBLE METAL DETECTOR APPRATUS** से संबंधित है, का पंजीकरण, श्रेणी **10-05** में 1.Dr. S. Saravanan 2. Dr. V.Kannan 3.Dr. Harishchander Anandaram के नाम में उपर्युक्त संख्या और तारीख में कर लिया गया है।

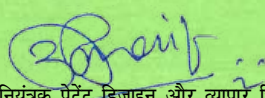
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डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अध्याधीन प्रावधानों के अनुसरण में।

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निर्गमन की तारीख/Date of Issue : 30/03/2023


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डिजाइन सं. / Design No.	:	365508-001
तारीख / Date	:	06/06/2022
पारस्परिकता तारीख / Reciprocity Date*	:	
देश / Country	:	

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन जो **A PORTABLE BIO MEDICAL HEART MONITORING DEVICE** से संबंधित है, का पंजीकरण, श्रेणी **24-02** में 1.Shweta Mayor Sabharwal 2. Dr. S. Saravanan 3.Shagun Jain 4.Dr. Anjali Goswami के नाम में उपर्युक्त संख्या और तारीख में कर लिया गया है।

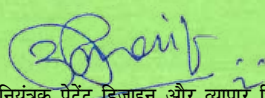
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डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अध्याधीन प्रावधानों के अनुसरण में।

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निर्गमन की तारीख/Date of Issue : 12/05/2023


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डिजाइन सं. / Design No.	:	365419-001
तारीख / Date	:	03/06/2022
पारस्परिकता तारीख / Reciprocity Date*	:	
देश / Country	:	

प्रमाणित किया जाता है कि संलग्न प्रति में वर्णित डिजाइन जो **IOT BASED SMART MACHINE TO DETECT AND REMOVE EXCESS WATER FROM THE CROP FIELDS FOR HIGHER CROP YIELDS** से संबंधित है, का पंजीकरण, श्रेणी **15-03** में 1.Dr Sandip D Satav 2. Iswarya A L 3.Dr. S. Saravanan 4.Dr. Sandip Haldar 5.Mr. Anvar Shathik J 6.Dr. Brijesh Sathian 7.Mrs. Renisha P S के नाम में उपर्युक्त संख्या और तारीख में कर लिया गया है।

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class **15-03** in respect of the application of such design to **IOT BASED SMART MACHINE TO DETECT AND REMOVE EXCESS WATER FROM THE CROP FIELDS FOR HIGHER CROP YIELDS** in the name of 1.Dr Sandip D Satav 2. Iswarya A L 3.Dr. S. Saravanan 4.Dr. Sandip Haldar 5.Mr. Anvar Shathik J 6.Dr. Brijesh Sathian 7.Mrs. Renisha P S.

डिजाइन अधिनियम, 2000 तथा डिजाइन नियम, 2001 के अध्याधीन प्रावधानों के अनुसरण में।

In pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

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GEOGRAPHICAL INDICATIONS

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(19) INDIA

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(21) Application No.202241046908 A

(43) Publication Date : 02/09/2022

(54) Title of the invention : DEEP LEARNING TECHNIQUES TO ANALYZE THE RISKS AND BENEFITS THE FIRST GENERATION WOMEN ENTREPRENEURS

(51) International classification :G06K0009620000, G06N0003040000, G06K0009000000, G06Q0010060000, G06F0040268000
(86) International Application No :PCT//
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(61) Patent of Addition to :NA
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(62) Divisional to Application :NA
Number :NA
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(71)Name of Applicant :
1)Dr.L. VIJAYAKUMAR
Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, SAVEETHA COLLEGE OF LIBERAL ARTS & SCIENCE, SIMATS. Chennai -----
2)MANOJ KUMAR MISHRA
3)Dr. DROUPTI YADAV
4)SUMAN DEVI
5)VENUGOPAL RAO ALLESHWARAM
6)Dr. K. SASIKALA
7)Dr. S. SARAVANAN
8)Dr S SUBHA
9)THULASIMANI T
10)Dr.A.SASI KUMAR
11)Dr. KUMUD PANT
12)ASHWINI KUMAR SAINI
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr.L. VIJAYAKUMAR
Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, SAVEETHA COLLEGE OF LIBERAL ARTS & SCIENCE, SIMATS. Chennai -----
2)MANOJ KUMAR MISHRA
Address of Applicant :O. P JINDAL UNIVERSITY, PUNJIPATHRA, RAIGARH, (C.G.), PIN:496109 Raigarh -----
3)Dr. DROUPTI YADAV
Address of Applicant :ASSISTANT PROFESSOR AND COORDINATOR, ENVIRONMENTAL SCIENCE AND TECHNOLOGY, SLSBT, CSJM UNIVERSITY, KANPUR NAGAR Kanpur -----
4)SUMAN DEVI
Address of Applicant :ASSISTANT PROFESSOR, SCHOOL OF BUSINESS, SUSHANT UNIVERSITY, GURGAON- 122003 Gurugram -----
5)VENUGOPAL RAO ALLESHWARAM
Address of Applicant :ASST.PROF/CSE , SPHOORTHY ENGINEERING COLLEGE , HYDERABAD 501510 Hyderabad -----
6)Dr. K. SASIKALA
Address of Applicant :ASSOCIATE PROFESSOR / CSE, VINAYAKA MISSION'S KIRUPANANDA VARIYAR ENGINEERING COLLEGE, VINAYAKA MISSION'S RESEARCH FOUNDATION (DEEMED TO BE UNIVERSITY), SALEM - 636308. Salem -----
7)Dr. S. SARAVANAN
Address of Applicant :ASSISTANT PROFESSOR & RESEARCH GUIDE, DEPARTMENT OF COMMERCE, DR. AMBEDKAR GOVERNMENT ARTS COLLEGE, VYASARPADI, CHENNAI-600039, TAMILNADU Chennai -----
8)Dr S SUBHA
Address of Applicant :ASSISTANT PROFESSOR,DEPARTMENT OF MICROBIOLOGY, DR LANKAPALLI BULLAYYA COLLEGE VISAKHAPATNAM VISAKHAPATNAM Visakhapatnam -----
9)THULASIMANI T
Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF MATHEMATICS, BANNARI AMMAN INSITUTE OF TECHNOLOGY, SATHYAMANGALAM-638401 Sathyamangalam -----
10)Dr.A.SASI KUMAR
Address of Applicant :PROFESSOR (MENTOR-IT – INURTURE EDUCATION SOLUTIONS PVT LTD), DEPARTMENT OF CLOUD TECHNOLOGY & DATA SCIENCE, INSTITUTE OF ENGINEERING & TECHNOLOGY, SRINIVAS UNIVERSITY, MUKKA, SURATHKAL-574146, DAKSHINA KANNADA DISTRICT, MANGALORE, KARNATAKA STATE, INDIA. Mangalore -----
11)Dr. KUMUD PANT
Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF BIOTECHNOLOGY, GRAPHIC ERA DEEMED TO BE UNIVERSITY, DEHRADUN, UTTARAKHAND, INDIA 248002 Dehradun -----
12)ASHWINI KUMAR SAINI
Address of Applicant :ASSISTANT PROFESSOR DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING GOVIND BALLABH PANT INSTITUTE OF ENGINEERING AND TECHNOLOGY GHURDAURI PAURI GARHWAL UTTARAKHAND 246194 Pauri -----

(57) Abstract :
Deep learning techniques to analyze the Risks and Benefits the first generation Women Entrepreneurs is the proposed invention. The invention aims at analyzing the risks that are involved when a women is doing a business. The proposed invention focuses on utilizing the algorithms of deep learning to study the risks and benefits of faced by women entrepreneurs and especially in first generation women entrepreneurs. This will help us analyze the impact of society supporting women entrepreneurs.

No. of Pages : 14 No. of Claims : 5

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(19) INDIA

(22) Date of filing of Application :23/11/2022

(21) Application No.202221067214 A

(43) Publication Date : 02/12/2022

(54) Title of the invention : A METHOD FOR WORK LIFE BALANCE PRACTICES AND ORGANIZATIONAL PERFORMANCE FOR ACHIEVING SUPERIOR PERFORMANCE

(51) International classification :G06Q0010060000, G06Q0030020000, A61M0005000000, C12N0015100000, H01M0004040000
(86) International Application No :NA
Filing Date :NA
(87) International Publication No : NA
(61) Patent of Addition to Application Number :NA
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(62) Divisional to Application Number :NA
Filing Date :NA

(71)Name of Applicant :
1)Dr.Manisha Digambarrao Adore
Address of Applicant :Associate Professor and Head, Department of Education, Dr.Babasaheb Ambedkar Marathwada University, MIDC Area, Sub Campus -Osmanabad 413501, Maharashtra, India -----
-
2)Dr. Seema Bhakuni
3)Neelam Totlani
4)Maj Prerana Dixit
5)Dr.M.Vetrivel
6)Manjula Devi V R
7)Dabi Bhagyashree
8)Dr. Anant Sanjayrao Deshpande
9)Dr.Veena Christy
10)Monika Prakash Bhosale
11)Dr. S. Saravanan
12)Sruthi S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr.Manisha Digambarrao Adore
Address of Applicant :Associate Professor and Head, Department of Education, Dr.Babasaheb Ambedkar Marathwada University, MIDC Area, Sub Campus -Osmanabad 413501, Maharashtra, India -----
-
2)Dr. Seema Bhakuni
Address of Applicant :Assistant Professor, Department of Management, Doon Group of Institutions, Shyampur, Rishikesh 249201, Uttarakhand, India -----
3)Neelam Totlani
Address of Applicant :Asst. Professor, Department of Management Suryadatta Institute of Business Management and Technology, Sr. No. 342, Off, NDA Pashan Rd, Bavdhan, Pune 411021, Maharashtra, India -

4)Maj Prerana Dixit
Address of Applicant :Associate Professor, CON CHCC, Lucknow 226002, Uttar Pradesh, India -----

5)Dr.M.Vetrivel
Address of Applicant :Associate Professor, Department of Commerce, VELS University VISTAS, Chennai 600117, Tamil Nadu, India -----
6)Manjula Devi V R
Address of Applicant :Assistant Professor, Department of Management and Commerce, Nirmala College of Arts and Science, Nutmeg Gardens, Kunnappilly P O, Meloor 680311, Kerala, India -----
7)Dabi Bhagyashree
Address of Applicant :Research Scholar, Department of Tourism, School of Tourism and Hospitality Management, Lovely Professional University, Jalandhar - Delhi G.T. Road, Phagwara 144411, Punjab, India --

8)Dr. Anant Sanjayrao Deshpande
Address of Applicant :Assistant Professor, Department of Zoology, Chintamani College of Science, Pombhurna, Dist. Chandrapur 442918, Maharashtra, India -----
9)Dr.Veena Christy
Address of Applicant :Associate Professor, Department of BBA, Bharath Institute of Higher Education and Research, #173 Agharam Road Selaiyur, Chennai- 600 073, Tamil Nadu, India -----
10)Monika Prakash Bhosale
Address of Applicant :Assistant Professor, Department of Accountancy, Parle Tilak Vidyalaya Association's Sathaye College (Autonomous), Dixit Road, Vile Parle East, Mumbai 400057, Maharashtra, India -----

11)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College Vyasarpadi, Chennai 600039, Tamilnadu, India -----
12)Sruthi S
Address of Applicant :Guest Lecturer, Department of Commerce, University Institute of Technology - Veli, 695035 -----

(57) Abstract :
The present invention relates to the field of work life balance practices and organizational performance. The invention more particularly relates to a method for work life balance practices and organizational performance for achieving superior performance comprising the following steps: collecting empirical data from selected private banks; selecting total population of employees from the selected private banks; selecting the employees to conduct research; collecting data from respondents; and adapting items for each construct from prior researches.

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(54) Title of the invention : A SYSTEM FOR PROVIDING MEDIATING EFFECT OF EMOTIONAL INTELLIGENCE IN WORK LIFE BALANCE IN CORPORATE WORLD

(51) International classification :G06Q0010060000, G06Q0010100000, H04N0021250000, H04W0004800000, G06Q0099000000
 (86) International Application No :PCT//
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 (87) International Publication No : NA
 (61) Patent of Addition to Application Number :NA
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(71)Name of Applicant :**1)Dr.Umesh U**

Address of Applicant :Assistant Professor and Research Supervisor, Department of Commerce and Management Studies, Amal College of Advanced Studies, Nilambur, Kerala, India Pin - 679329 Nilambur -----

2)Dr. Indrajit Goswami**3)Satish Rajarathnam****4)Dr. Gargi Chaudhary****5)Dr.Shraddha Sameer Bhandwalkar****6)K. Vasugi****7)Priyanka Mahanta****8)Dr.Mukti Bapna****9)Dr. Harish Purohit****10)Dr. S. Saravanan****11)Shoyab Rashid Khan****12)Sruthi S****Name of Applicant : NA****Address of Applicant : NA****(72)Name of Inventor :****1)Dr.Umesh U**

Address of Applicant :Assistant Professor and Research Supervisor, Department of Commerce and Management Studies, Amal College of Advanced Studies, Nilambur, Kerala, India Pin - 679329 Nilambur -----

2)Dr. Indrajit Goswami

Address of Applicant :Director-QAA, Department of IQAC, Universal Business School, Maharashtra, India Pin - 410201 Raigad -----

3)Satish Rajarathnam

Address of Applicant :Research Scholar, Human Resources, Swiss School of Business Management, Chennai, Tamilnadu, India Pin - 603103 Chennai -----

4)Dr. Gargi Chaudhary

Address of Applicant :Assistant Professor, Department of Management, Shobhit Institute of Engineering and Technology (Deemed to be University), Modipuram, Meerut, India Pin - 250110 Meerut -----

5)Dr.Shraddha Sameer Bhandwalkar

Address of Applicant :HOD and Associate Professor, MBA, PES Modern college of Engineering, 1186 A, off. J. M. Road, Shivajinagar, Pune, Maharashtra, India Pin - 411005 Pune -----

6)K. Vasugi

Address of Applicant :Assistant Professor, Department of Psychology, Kongunadu Arts and Science College (Autonomous), G.N Mills Post, Coimbatore, Tamil Nadu, India Pin - 641029 Coimbatore -----

7)Priyanka Mahanta

Address of Applicant :Assistant Professor, Department of Business Administration, University of Science and Technology, Meghalaya, India Pin - 793101 Ri Bhoi -----

8)Dr.Mukti Bapna

Address of Applicant :Assistant Professor, MBA, PES Modern college of Engineering, 1186 A, off. J. M. Road, Shivajinagar, Pune, Maharashtra, India Pin - 411005 Pune -----

9)Dr. Harish Purohit

Address of Applicant :Assistant Professor, Department of Commerce and Management, Shri Jagdish Prasad Jhabharmal Tibrewala University, Chudela District, Jhunjhunu, Rajasthan, India Pin - 333001 Jhunjhunu -----

10)Dr. S. Saravanan

Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamil Nadu, India Pin - 600039 Chennai -----

11)Shoyab Rashid Khan

Address of Applicant :Assistant Professor, Department of Commerce, J. K. Educational Institute of Science, Arts and Commerce, Bilaspur, Chhattisgarh, India Pin - 495001 Bilaspur - -----

12)Sruthi S

Address of Applicant :Guest Lecturer in Commerce, Kerala University, University Institute of Technology, Veli, Trivandrum, Kerala Trivandrum -----

(57) Abstract :

[034] The present invention discloses a system for providing mediating effect of emotional intelligence in work life balance in corporate world. The system includes, but not limited to, a polling tools for compiling an individual's unique input data indicative of their particular behavioural issue and evaluation tools for identifying their temporal behavioural stage from the database, chosen from among a variety of behavioural stages. Further, the database of tips for dealing with personality types in one-on-one situations organised by personality type tests and type category and the database of employee identification information for individuals associated with the organisation and personality type of the individuals with an employee identification information. Accompanied Drawing [FIGS. 1-2]

No. of Pages : 20 No. of Claims : 8

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(21) Application No.202221059684 A

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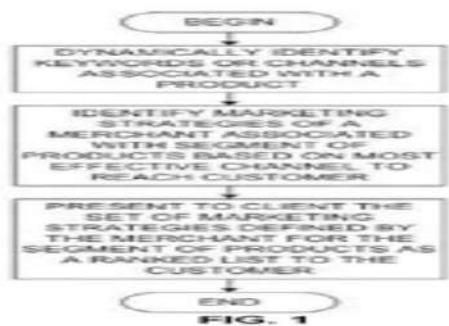
(54) Title of the invention : A SYSTEM BASED ON BIG DATA ANALYTICS TO PROVIDE EFFICIENT MARKETING STRATEGY FOR E-COMMERCE

(51) International classification :G06Q0030020000, G06Q0030000000, G06Q0050060000, G06Q0010060000, H04N0005232000
(86) International Application No :NA
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(61) Patent of Addition to Application Number :NA
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(71)Name of Applicant :
1)Dr. Roopa Praveen Kuttanda
Address of Applicant :Associate Professor, Department of MBA, ASMs Institute of Business Management & Research, Midc, Block C, Chinchwad, Maharashtra, India Pin: 411019 -----
2)Debasis Mohapatro
3)Mrs. S. Sabitha
4)P. Selvi
5)Crispin J Fernandez
6)Anantha Murthy
7)Dr. Chakrala Sreelatha
8)Mareeswaran M
9)Dr. S. Saravanan
10)Dr. Pratap Patil
11)Dr. Abhishek
12)Sruthi S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr. Roopa Praveen Kuttanda
Address of Applicant :Associate Professor, Department of MBA, ASMs Institute of Business Management & Research, Midc, Block C, Chinchwad, Maharashtra, India Pin: 411019 -----
2)Debasis Mohapatro
Address of Applicant :Associate Professor, Department of MBA, GIET University, Gunupur, Odisha, India Pin: 765022 -----
3)Mrs. S. Sabitha
Address of Applicant :Assistant Professor, PG and Research Department of Computer Science and Applications, Vivekanandha College of Arts and Sciences for Women (Autonomous) Elayampalayam, Namakkal (DT), Tiruchengode, Tamilnadu, India Pin: 637205 -----
4)P. Selvi
Address of Applicant :Assistant Professor, PG and Research Department of Computer Science and Applications, Vivekanandha College of Arts and Sciences for Women (Autonomous) Elayampalayam, Namakkal (DT), Tiruchengode, Tamilnadu, India Pin: 637205 -----
5)Crispin J Fernandez
Address of Applicant :Founder, Paradox Publication Guide House, Trivandrum, Kerala, India -----
6)Anantha Murthy
Address of Applicant :Assistant Professor, Department of MCA, Nitte (Deemed to be University), NMAM Institute of Technology, Nitte, Karnataka, India Pin: 574110 -----
7)Dr. Chakrala Sreelatha
Address of Applicant :Assistant Professor, Department of Statistics, Rajendra University, Bolangir, Odisha, 767001 -----
8)Mareeswaran M
Address of Applicant :Assistant Professor, Department of Mechanical Engineering, Sri Sai Ram Institute of Technology, West Tambaram, Chennai, Tamil Nadu, India Pin: 600044 -----
9)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu, India Pin :600039 -----
10)Dr. Pratap Patil
Address of Applicant :Assistant Professor II, Dept of IT and Engineering, Amity University in Tashkent, Labzak, Uzbekistan Pin: 100128 -----
11)Dr. Abhishek
Address of Applicant :Assistant Professor, Department of Management, Baba Masthath University, Rohtak, Haryana, India Pin:124021 -----
12)Sruthi S
Address of Applicant :Guest Lecturer in Commerce, Kerala University, University Institute of Technology, Veli, Trivandrum, Kerala -----

(57) Abstract :

The present invention discloses a system based on big data analytics to provide efficient marketing strategy for e-commerce. The system includes, but not limited to, an artificial intelligence based interface for utilising an information gathering agent on the marketing system computing device, dynamically collect data on customer interactions related to a specific customer from a client-side agent running on a client computing device connected to the unique consumer. Further, the intelligence analytic system, information acquisition system, intelligent marketing system, and customer service system known as Panorama are distinguished by including Information Exchange System, which is linked to data from the panorama customer service system, the intelligent marketing system, and the intelligent analysis system. Accompanied Drawing [FIGS. 1-2]



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(54) Title of the invention : A SYSTEM FOR MULTILEVEL MODELLING FOR STRATEGIC IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT GOALS IN HIGHER EDUCATION INSTITUTIONS

(51) International classification :G06Q0030020000, G06Q0010060000, G09B0007020000, G16H0010200000, G06Q0050200000
 (86) International Application No :PCT//
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 (87) International Publication No : NA
 (61) Patent of Addition to Application Number :NA
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 Filing Date :NA

(71)Name of Applicant :

1)Dr. N. Madhumithaa

Address of Applicant :Assistant Professor, Department of MBA, St. Joseph's College of Engineering, Old Mahabalipuram Road, Kamaraj Nagar, Semmancheri, Chennai 600119, Tamil Nadu, India -----

2)Dr.Manisha Digambarrao Adore

3)Dr. Indrajit Goswami

4)Dr. Bhagabat Barik

5)Dr.Ritesh Mishra

6)Dr. Kirti Prajapati

7)Archana Hrushikesh Patil

8)Dr. Shalini Chaturvedi

9)Dr. Chakrala Sreelatha

10)M. J. Benita

11)Dr. S. Saravanan

12)Sruthi S

Name of Applicant : NA

Address of Applicant : NA

(72)Name of Inventor :

1)Dr. N. Madhumithaa

Address of Applicant :Assistant Professor, Department of MBA, St. Joseph's College of Engineering, Old Mahabalipuram Road, Kamaraj Nagar, Semmancheri, Chennai 600119, Tamil Nadu, India -----

2)Dr.Manisha Digambarrao Adore

Address of Applicant :Associate Professor and Head, Department of Education, Dr.Babasaheb Ambedkar Marathwada University, MIDC Area, Sub Campus -Osmanabad 413501, Maharashtra, India -----

3)Dr. Indrajit Goswami

Address of Applicant :Director-QAA, Department of IQAC, Universal Business School, Maharashtra 410201, India -----

4)Dr. Bhagabat Barik

Address of Applicant :Professor and Asst. Dean, Faculty of Management Studies, The ICAFI University, Plot No: 2065, Simalia Ring Road, Near Daladali, Ranchi-835222, Jharkhand, India -----

5)Dr.Ritesh Mishra

Address of Applicant :Associate Professor & HOD, Department of Education, DR.C.V. RAMAN University, Kota, Bilaspur 495113, Chhatisgarh, India -----

6)Dr. Kirti Prajapati

Address of Applicant :Assistant Professor, Department of B.Ed./M.Ed., MJP Rohilkhand University, Bareilly 243006, India -----

7)Archana Hrushikesh Patil

Address of Applicant :Assistant Professor, Department of Management, Sinhgad Institute of Management, C/O Amrut Ganga J Building Flat No. 104, Vadgaon BK, Pune 411041, Maharashtra, India -----

8)Dr. Shalini Chaturvedi

Address of Applicant :Associate Professor, Department of Public Administration, University of Rajasthan, Rajasthan 302015, India -----

9)Dr. Chakrala Sreelatha

Address of Applicant :Assistant Professor, Department of Statistics, Rajendra University, Bolangir 767001, Odisha, India -----

10)M. J. Benita

Address of Applicant :Assistant Professor, Master of Business Administration, Jeppiaar Engineering College, Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai 600119, Tamil Nadu, India -----

11)Dr. S. Saravanan

Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College Vyasarpadi, Chennai 600039, Tamilnadu, India -----

12)Sruthi S

Address of Applicant :Guest Lecturer, Department of Commerce, University Institute of Technology - Veli, 695035 -----

(57) Abstract :

The present invention discloses a system for multilevel modelling for strategic implementation of sustainable development goals in higher education institutions. In the present invention, a set of input devices for creating one or more surveys from a computerised data base with a variety of questions about the Planning, Execution of the Planning, and Persons Responsible for the Execution of the Planning, wherein said questions on Planning relate to vision, strategy, and desired results, said questions on Execution relate to readiness, ambition, knowledge, ability, and momentum, and said questions on Persons relate to conditioning, fear, trust, and motivation. Further, by using a computer to collect replies from the organization's members to a variety of questions about their general and particular beliefs, where each response runs from 0 to 5, with 0 representing Do Not Know and 1 to 5 representing disagreement to agreement with the survey question. Accompanied Drawing [FIGS. 1-2]

No. of Pages : 16 No. of Claims : 8

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(19) INDIA

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(54) Title of the invention : AN ARTIFICIAL INTELLIGENCE-BASED SYSTEM WITH BIG DATA ANALYTICS AND PREDICTIVE DATA MODELLING FOR AUTOMATING THE STOCK TRADING WITH MINIMIZED RISK OF MARKET EXPOSURE

(51) International classification :G06Q0040040000, G06Q0040060000, G06F0008300000,
G11B0020140000, G06N0020000000
(86) International Application No :NA
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(61) Patent of Addition to :NA
Application Number :NA
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Number :NA
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(71)Name of Applicant :
1)Dr. Abdul Hannan Abdul Mannan Shaikh
Address of Applicant :Assistant Professor, Department of Computer Science and Information Technology, AlBaha University, AlBaha, Kingdom of Saudi Arabia -----
2)Dr. Vibha
3)G. Sathya
4)P. Nithyashankari
5)Dr. Sunil Machindra Adhav
6)Priyanka Mahanta
7)Abhijit Brahma
8)Dr. K. Manikndan
9)B Gayathri
10)Dr. S. Saravanan
11)Dr. Pratap Patil
12)Sruthi S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr. Abdul Hannan Abdul Mannan Shaikh
Address of Applicant :Assistant Professor, Department of Computer Science and Information Technology, AlBaha University, AlBaha, Kingdom of Saudi Arabia -----
2)Dr. Vibha
Address of Applicant :Assistant Professor, Law College Dehradun, Uttaranchal University, Dehradun, Arcadia Grant, Chandanwari, Premnagar, Vikasnagar, Uttarakhand, India Pin: 248007 -----
3)G. Sathya
Address of Applicant :Assistant Professor, PG and Research Department of Computer Science and Applications, Vivekanandha College of Arts and Sciences for Women (Autonomous) Elayampalayam, Namakkal (DT), Tiruchengode, Tamilnadu, India Pin: 637205 -----
4)P. Nithyashankari
Address of Applicant :Assistant Professor, PG and Research Department of Computer Science and Applications, Vivekanandha College of Arts and Sciences for Women (Autonomous) Elayampalayam, Namakkal (DT), Tiruchengode, Tamilnadu, India Pin: 637205 -----
5)Dr. Sunil Machindra Adhav
Address of Applicant :Associate Professor, Faculty of Management (PG), School of Management (PG), Dr. Vishwanath Karad MIT-World Peace University, S.No.124, Paud Road, Kothrud, Pune, Maharashtra, India Pin: 411 038 -----
6)Priyanka Mahanta
Address of Applicant :Assistant Professor, Department of Business Administration, University of Science and Technology, Meghalaya, India Pin: 793101 -----
7)Abhijit Brahma
Address of Applicant :Assistant Professor, Department of Business Administration, University of Science and Technology, Meghalaya, India Pin: 793101 -----
8)Dr. K. Manikndan
Address of Applicant :Associate Professor and Head, Department of Pharmaceutical Analysis, SRM College of Pharmacy, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu, Tamil Nadu, India Pin: 603 203 -----
9)B Gayathri
Address of Applicant :Assistant Professor, Department of Commerce with Professional Accounting, Dr. SNS Rajalakshmi College of Arts and Science (Autonomous) 486, Thudiyalur - Saravanampatti Road, Chinnavedampatti (Post), Coimbatore, Tamilnadu, India Pin: 641049 -----
10)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu, India Pin :600039 -----
11)Dr. Pratap Patil
Address of Applicant :Assistant Professor II, Dept of IT and Engineering, Amity University in Tashkent, Labzak, Uzbekistan Pin: 100128 -----
12)Sruthi S
Address of Applicant :Guest Lecturer in Commerce, Kerala University, University Institute of Technology, Veli, Trivandrum, Kerala -----

(57) Abstract :
The present invention discloses an artificial intelligence-based system with big data analytics and predictive data modelling for automating the stock trading with minimized risk of market exposure. The system includes, but not limited to, code for a programme that selects an output variable that represents changes in price on a financial market and computer code for selecting a variety of market-related input variables for the output variable. Further, the code for a programme to gather market information for the input and output variables during a given time period, and code in a programme for creating at least one training set of data from the market data acquired for the input and output variables.

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(54) Title of the invention : EFFECT OF TRAINING AND DEVELOPMENT PROGRAM FOR ENHANCING THE PERFORMANCE OF THE EMPLOYEE IN AN ORGANISATION

(51) International classification :H01J0037320000, B23K0009100000, C40B0030040000, A61M0016040000, C12N0015820000
(86) International Application No :NA
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(61) Patent of Addition to Application Number :NA
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Filing Date :NA

(71)Name of Applicant :
1)Dr. Indrajit Goswami
Address of Applicant :Director-QAA, Department of IQAC, Universal Business School, Maharashtra, India - 410201 -----
2)Dr. Ritesh Mishra
3)Shalinikumari R
4)Dr. Sweta Singh
5)Dr. Pallavi Kumari
6)Dr. Pallavi Pramod Kulkarni
7)Dr. Kritika Gosain
8)Malini S
9)Tanmoy Pramanik
10)Dr. S. Saravanan
11)Dr. Sanjay Kumar Barik
12)Sruthi S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr. Indrajit Goswami
Address of Applicant :Director-QAA, Department of IQAC, Universal Business School, Maharashtra, India - 410201 -----
2)Dr. Ritesh Mishra
Address of Applicant :Associate Professor & HOD, Department of Education, DR.C.V. RAMAN ,University, Kota, Bilaspur, Chhatisgarh, India - 495113 -----
3)Shalinikumari R
Address of Applicant :Assistant Professor, Department of Architecture, SRM Institute Of Science and Technology, Bharathi Salai, Ramapuram, Chennai, Tamil Nadu, India - 600089 -----
4)Dr. Sweta Singh
Address of Applicant :Assistant Professor, Department of Management, ICAI University, Near, Plot no 2065 Daladali Chowk, Simalia, Ranchi Ring Rd, Ranchi, Jharkhand, India - 835222 -----
5)Dr. Pallavi Kumari
Address of Applicant :Associate Professor, Faculty of Management Studies, The ICAI University, Jharkhand, Plot No. 2065, Daladali Chowk, Simalia, Near Ring Road, Ranchi, Jharkhand, India - 835222 -----
6)Dr. Pallavi Pramod Kulkarni
Address of Applicant :Assistant Professor, Department of Commerce, Haribhai V. Desai College, 596, Behind Shanivar Wada, Budhwar Peth, Pune, Maharashtra, India - 411002 -----
7)Dr. Kritika Gosain
Address of Applicant :Assistant Professor, Department of Education, Sharda University, Knowledge Park III, Noida, Uttar Pradesh, India - 210310 -----
8)Malini S
Address of Applicant :Assistant Professor, Department of Commerce with Professional Accounting, Dr. SNS Rajalakshmi College of Arts and Science, 486 Thudiyalur - Saravanampatti Road, Chinnavedampatti, Coimbatore, Tamilnadu, India - 641049 -----
9)Tanmoy Pramanik
Address of Applicant :State Aided College Teacher, Department of Commerce, Shibpur Dinobundhoo Institution (College) under University of Calcutta, 412/1, 412/1, G.T. Road (South), Howrah, Kazipara, Shibpur, Howrah, West Bengal, India - 711102 -----
10)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu, India - 600039 -----
11)Dr. Sanjay Kumar Barik
Address of Applicant :Director, Priyanshu Research Educonsulting Experts, Kashipur, Sergarh, Balasore, Odisha, India -756060 ----
12)Sruthi S
Address of Applicant :Founder, Paradox Publications Guide House, Trivandrum, Kerala, India -----

(57) Abstract :
Training is becoming one of the most important functions that has real impact on an organization's performance. The aim of this study is to discuss the training method to maximize the performance of employees. The main findings of this research is that there are several training methods which are used to enhance employee performance. Based on the significant result, several new methods are suggested for better employee training. The main contribution of the proposed solution is in creating new methods which provide employees with practical training to enhance employee performance and save on organizational cost.

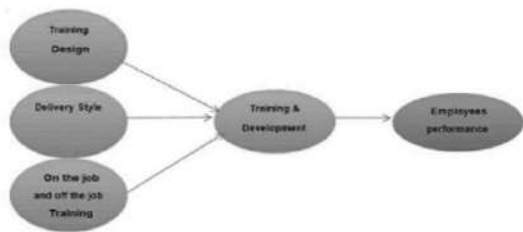


Fig 1. Depicts the Training and Development of an Employee.

No. of Pages : 9 No. of Claims : 7

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(43) Publication Date : 16/09/2022

(54) Title of the invention : THE ROLE OF CUSTOMER RELATIONSHIP MANAGEMENT IN INCREASING THE REVENUE OF B2B ORGANIZATIONS

(51) International classification :A01N0043560000, A61B0017820000, F01N0003035000, A01N0047020000, B01J0035000000
(86) International Application No :PCT//
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(87) International Publication No : NA
(61) Patent of Addition to Application Number :NA
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(71)Name of Applicant :
1)C Prakash
Address of Applicant :Assistant Professor, School of management studies department, Guru Nanak Institutions Technical Campus, Telangana, Hyderabad, India - 501506 -----
2)Dr. Mridanish Jha
3)Dr. Manish kumar
4)Sruthi S
5)M. V. Rama Prasad
6)Dr. Subhasish Das
7)Laxhminarayan Das
8)Annapoorani C R
9)Dr. Saket Ranjan Praveer
10)Dr. S. Saravanan
11)Dr. Abhishek
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)C Prakash
Address of Applicant :Assistant Professor, School of management studies department, Guru Nanak Institutions Technical Campus, Telangana, Hyderabad, India - 501506 -----
2)Dr. Mridanish Jha
Address of Applicant :Associate Professor, Department of Management, ICFAI University Jharkhand, Near, Plot no 2065 Daladali Chowk, Simalia, Ranchi Ring Rd, Ranchi, Jharkhand, India - 835222 -----
3)Dr. Manish kumar
Address of Applicant :Assistant Professor, Department of Management, ICFAI University Jharkhand, Near, Plot no 2065 Daladali Chowk, Simalia, Ranchi Ring Rd, Ranchi, Jharkhand, India - 835222 -----
4)Sruthi S
Address of Applicant :Founder, Paradox Publications Guide House, Trivandrum, Kerala, India -----

5)M. V. Rama Prasad
Address of Applicant :Professor, Department of Marketing, GSBB, Gitam University, Nagadenahalli, Doddaballapur Taluk, Bengaluru Rural District, Karnataka, India - 562163 -----
6)Dr. Subhasish Das
Address of Applicant :Assistant Professor, School of Management Department, GIET University, Gunupur, Odisha, India - 765022 -----
7)Laxhminarayan Das
Address of Applicant :Principal, BBA Department, GIMT Lingaraj Station Road, Bhimtanki, Bhubaneswar, Odisha, India - 751010 -----
8)Annapoorani C R
Address of Applicant :Assistant Professor, Department of Commerce with Professional Accounting, Dr. SNS Rajalakshmi College of Arts and Science, 486 Thudiyalur - Saravanampatty road, Chinnavedampatti PO, Coimbatore, Tamilnadu, India - 641049 -----
9)Dr. Saket Ranjan Praveer
Address of Applicant :Professor, Department of Management, Shri Shankracharya Institute of Professional Management and Technology, Raipur, Chhattisgarh, India - 492001 -----
10)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu, India - 600039 -----
11)Dr. Abhishek
Address of Applicant :Assistant Professor, Department of Management, Baba Mastnath University, Asthal Bohar, Haryana, India - 124021 -----

(57) Abstract :
CRM and B2B are crucial to current corporate success. Both modules have many similarities. CRM and B2B connectivity benefits sales, marketing, customer service, and information support. This invention compares B2B and CRM. It examines CRMB2B integration strategies, challenges, and future developments. CRM and B2B are crucial to current corporate success. Both modules have many similarities. CRM and B2B connectivity benefits sales, marketing, customer service, and information support. This invention compares B2B and CRM. It examines CRMB2B integration strategies, challenges, and future developments. CRM and B2B are crucial to current corporate success. Both modules have many similarities. CRM and B2B connectivity benefits sales, marketing, customer service, and information support. This invention compares B2B and CRM. It examines CRMB2B integration strategies, challenges, and future developments.

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(54) Title of the invention : HUMAN RESOURCE MANAGEMENT-BASED SYSTEM TO PROTECT SENSITIVE BUSINESS DATA

(51) International classification :H04L0029080000, H04L0012240000, G06F0016953500, G06F0021620000, G06F0021570000
(86) International Application No :NA
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Filing Date :NA

(71)Name of Applicant :
1)Dr. Indrajit Goswami
Address of Applicant :Director-QAA, IQAC Department, Universal Business School, Maharashtra, India - 410201 -----

2)Dr. Vaishali Sharma
3)Dr. Mora Murali
4)Dr. S. Saravanan
5)Deepthi Poreddy
6)Sruthi.S
7)Dr. (Smt) R. Muthulakshmi
8)Crispin J
9)Dr. Sanjay Kumar Rastogi
10)Dr. Manoj Sharma
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr. Indrajit Goswami
Address of Applicant :Director-QAA, IQAC Department, Universal Business School, Maharashtra, India - 410201 -----

2)Dr. Vaishali Sharma
Address of Applicant :HOD, Commerce, Associate Professor, Department of Commerce, IPS academy, AB Road Rajendra Nagar, Madhya Pradesh, India - 452012 -----

3)Dr. Mora Murali
Address of Applicant :Assistant Professor, Vaagdevi college of engineering (Autonomous), Bollikunta, Warangal, Telangana, India - 506005 -----

4)Dr. S. Saravanan
Address of Applicant :Assistant Professor, PG and Research Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu, India - 600039 -----

5)Deepthi Poreddy
Address of Applicant :Assistant Professor, Department of Business Management, Vaagdevi college of Engineering, Bollikunta, Warangal, Telangana, India - 506005 -----

6)Sruthi.S
Address of Applicant :Founder, Paradox Publications Guide House, Trivandrum, Kerala, India -----

7)Dr. (Smt) R. Muthulakshmi
Address of Applicant :Faculty Associate, Department of Commerce and Management, Amrita School of Arts and Science, Kochi Campus, Brahmasthanam Edapally North, Kerala, India - 682024 -----

8)Crispin J
Address of Applicant :Co-founder, Paradox Publications Guide House, Trivandrum, Kerala, India -----

9)Dr. Sanjay Kumar Rastogi
Address of Applicant :Professor, Faculty of Commerce, Hindu College, Moradabad, Affiliated to MJP Rohilkhand University, Bareilly, Uttar Pradesh, India -----

10)Dr. Manoj Sharma
Address of Applicant :Principal, Shri Shankaracharya Institute of Professional Studies, Chhattisgarh, Raipur, India - 492015 -----

11)Dr. Sanjay Kumar Barik
Address of Applicant :Director, Priyanshu Research Educonsulting Experts, Kashipur, Sergarh, Balasore, Odisha, India - 756060 -----

(57) Abstract :
With the emergence of cloud computing, it has become easy to store large volumes of data in the cloud to enhance Human Resource Management (HRM), based on the elasticity and scalability that cloud computing offers. This invention proposes the OnibereOdnayoSecurity-4 (OOS-4) security model for Human Resource Information System (HRIS) deployed on a cloud platform. The OOS-4 framework is a holistic and integrated model that is expected to allow for better interrelatedness of the various components of an HRM organization with adequate consideration for security. Furthermore, utilizing the Platform as a Service (PaaS) cloud computing architecture, the model was implemented using the Google App Engine. The result is a scalable application in which the data in storage is encrypted and visible on the Google Cloud Platform data store. The application is secured by proving encryption for data in the storage on the Google Cloud Platform. The application will enhance HRM.

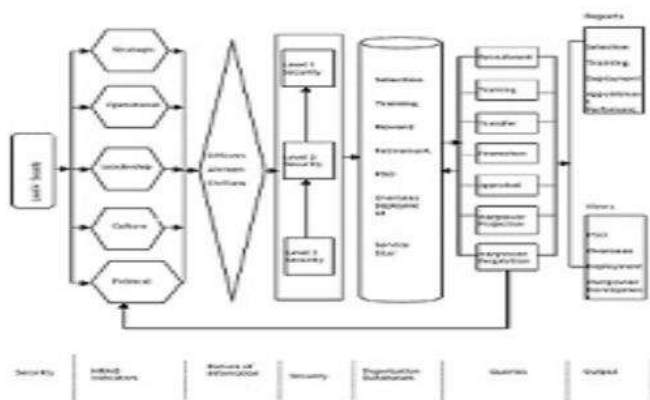


Figure 1. Depicts the Proposed OOS-4 HRIS Framework.

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(54) Title of the invention : AN ARTIFICIAL INTELLIGENCE BASED SYSTEM IN HUMAN RESOURCE MANAGEMENT FUNCTIONS

(51) International classification :G06Q0010100000, G06Q0010060000, G09B0019000000, G09B0005000000, G06N0003020000
 (86) International Application No :NA
 Filing Date :NA
 (87) International Publication No :NA
 (61) Patent of Addition to Application Number :NA
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 Filing Date :NA

(71)Name of Applicant :
1)Dr. Shakti Marhatta
 Address of Applicant :Assistant Professor, Department of Management, ASM' S Institute of Business Management and Research, MIDC C Block Chinchwad, 411019 Maharashtra, India -----
2)Dr. S. Aswinipriya
3)Dr. Dinesh.N
4)Sanjay Singh
5)Vipin Shukla
6)Sruthi. S
7)Crispin J Fernandez
8)Dr. Subhadra Mishra
9)Dr. Veena Christy
10)Dr.Nilanjana Mazumdar
11)Dr. S. Saravanan
 Name of Applicant : NA
 Address of Applicant : NA
 (72)Name of Inventor :
1)Dr. Shakti Marhatta
 Address of Applicant :Assistant Professor, Department of Management, ASM' S Institute of Business Management and Research, MIDC C Block Chinchwad, 411019 Maharashtra, India -----
2)Dr. S. Aswinipriya
 Address of Applicant :Assistant Professor, Department of MBA, Kingston Engineering College, Chittoor Main Road, Katpadi, Vellore-632059, Tamil Nadu, India -----
3)Dr. Dinesh.N
 Address of Applicant :Associate Professor, OB and HRM, Faculty of Management Studies, CMS Business School, Jain Deemed to be University, Bangalore 560017, Karnataka, India -----
4)Sanjay Singh
 Address of Applicant :Principal, Department of Education, Rajshree Teachers Training Institute, Bareilly 243122, Uttar Pradesh, India -----
5)Vipin Shukla
 Address of Applicant :Assistant Professor, Shambhunath Institute of Engineering & Technology, Jhalwa, Prayagraj, Uttar Pradesh 211015, India -----
6)Sruthi. S
 Address of Applicant :Founder, Paradox Publications Guide House, Kerala, India -----
7)Crispin J Fernandez
 Address of Applicant :Co-Founder, Paradox Publications Guide House, Kerala, India -----
8)Dr. Subhadra Mishra
 Address of Applicant :Assistant Professor, Dept. of Computer Science and Application, Center for Post Graduate Studies, Odisha University of Agriculture and Technology (OUAT), Bhubaneswar-751003, Odisha, India -----
9)Dr. Veena Christy
 Address of Applicant :Associate Professor, Department of BBA, Bharath Institute of Higher Education and Research, #173 Agharam Road Selaiyur, Chennai- 600073, Tamil Nadu, India -----
10)Dr.Nilanjana Mazumdar
 Address of Applicant :Assistant Professor, Department of Business Administration, University of Science and Technology Meghalaya, Ri-Bhoi, Techno City, Killing Road, Baridua, 793101 Meghalaya, India -----
11)Dr. S. Saravanan
 Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai 600039, Tamilnadu, India -----

(57) Abstract :

The present invention discloses an artificial intelligence based system in human resource management functions. With AI in L&D, HR's focus is only on creating high-quality L&D programs based on current trends & changes, new abilities, etc. that fit each individual's particular preferences and making them accessible through an e-learning platform. Therefore, HR professionals do not need to devote their time to planning and carrying out staff training programs physically, which is frequently tedious and time-consuming. Even though L&D is delivered online with less intervention from humans, it is still important to know how the staff felt about each session that they underwent. In order to improve L&D programs in the future and to provide employees a sense of value and consideration, it is crucial to solicit input from them. Accompanied Drawings [FIG. 1-2]



Figure 1



Figure 2

No. of Pages : 20 No. of Claims : 2

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(19) INDIA

(22) Date of filing of Application :01/12/2022

(21) Application No.202231069530 A

(43) Publication Date : 09/12/2022

(54) Title of the invention : A SYSTEM FOR EVALUATING THE EFFECT OF DIGITAL MARKETING AND ITS MODERATING EFFECT WITH RESPECT TO BRAND EQUITY

(51) International classification :G06Q0030020000, G06Q0050000000, G06Q0040060000, G16B0020000000, G06T0007277000
(86) International Application No :PCT//
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(87) International Publication No : NA
(61) Patent of Addition to Application Number :NA
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Filing Date :NA

(71)Name of Applicant :
1)Debasis Mohapatro
Address of Applicant :Assistant Professor, Department of MBA, GIET University, Gunupur, 765022, Odisha, India -----
2)Niyati Joshi
3)Subrat Subhankar Mohanty
4)Ratan Kumar Patra
5)Crispin J Fernandez
6)Sruthi. S
7)Dr. Praveen S K
8)Soujanya.A
9)Rezashkumar Rameshbhai Mistry
10)Dr.U.Priya
11)Dr. S. Saravanan
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Debasis Mohapatro
Address of Applicant :Assistant Professor, Department of MBA, GIET University, Gunupur, 765022, Odisha, India -----
2)Niyati Joshi
Address of Applicant :Assistant Professor, Department of Management, Rajeev Gandhi College of Management Studies, CIDCO, Plot No. 1, Sector - 8, Ghansoli, Navi Mumbai, 400701, Maharashtra, India -----
3)Subrat Subhankar Mohanty
Address of Applicant :Assistant Professor, Department of School of Management Studies, GIET University, Gunupur, Rayagada, Odisha, Pin: 765022 -----
4)Ratan Kumar Patra
Address of Applicant :Assistant Professor, Department of School of Management studies, GIET University, Gunupur, 765022, Odisha, India -----
5)Crispin J Fernandez
Address of Applicant :Co-Founder, Paradox Publications Guide House, Kerala, India -----
6)Sruthi. S
Address of Applicant :Founder, Paradox Publications Guide House, Kerala, India -----
7)Dr. Praveen S K
Address of Applicant :Research Scholar, Department of Management, Faculty of Management Studies, DU, Delhi, Pin Code:110007 -----
8)Soujanya.A
Address of Applicant :Assistant Professor, Department of MBA, Loyola Academy, Old Alwal, Secendrabad, 500010, Telangana, India -----
9)Rezashkumar Rameshbhai Mistry
Address of Applicant :Ad-Hoc Lecturer, Department of Accountancy, S. B. Garda College (Arts) and P. K. Patel College of Commerce, Navsari, 396445, Gujarat, India -----
10)Dr.U.Priya
Address of Applicant :Assistant Professor, Department of Commerce, College of Science and Humanities, SRMIST, Kattangulathur, Chennai 603203, Tamilnadu, India -----
11)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, 600039, Tamilnadu, India -----

(57) Abstract :

The present invention discloses a system for evaluating the effect of digital marketing on purchase intention moderating effect of brand equity. In the present disclosure, the proposed invention intends to examine the influence of social media marketing, electronic word-of-mouth marketing, and digital marketing on purchase intention with the moderating effect of brand equity. The information is gathered using a random sample procedure using an electronic questionnaire. Data normality and scale reliability statistical analyses were carried out using software, and measurement model and hypothesis testing statistical analyses carried out using software. Based on the present objectives, the results evaluated the measurement model's, structural models, and moderation analysis's validity. The results supported the hypotheses that suggested that digital marketing had a favorable, significant impact on purchase intention, and that brand equity had a large moderating effect. Accompanied Drawings [FIG. 1-2]

No. of Pages : 22 No. of Claims : 6

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(22) Date of filing of Application :23/11/2022

(21) Application No.202211067218 A

(43) Publication Date : 09/12/2022

(54) Title of the invention : A SYSTEM FOR EVALUATING THE IMPACT OF MICROFINANCE IN ALLEVIATING POVERTY AND BOOSTING ECONOMIC GROWTH IN INDIA

(51) International classification :G06Q004020000, G06Q0050260000, G06Q0050200000, F03B0013000000, H04B0001100000
(86) International Application No :NA
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(87) International Publication No :NA
(61) Patent of Addition to Application Number :NA
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(71)Name of Applicant :
1)Dr. Sunil Machindra Adhav
Address of Applicant :Associate Professor, Faculty of Management (PG), School of Management (PG), Dr. Vishwanath Karad MIT-World Peace University, S.No.124, Paud Road, Kothrud, Pune - 411 038, Maharashtra, India -----
2)Dr. Subhash Ramachandra Bhosale
3)Dr. Anil Trimbak Gholap
4)Dr. Anita Choudhary
5)Sugandh
6)Dr. Aftab Alam
7)Dr. Ravi Kumar Gupta
8)Dr. Anurag Agarwal
9)Dr. Krishna Kumar Verma
10)Dr. Nazia Jamal
11)Dr. S. Saravanan
12)Sruthi S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr. Sunil Machindra Adhav
Address of Applicant :Associate Professor, Faculty of Management (PG), School of Management (PG), Dr. Vishwanath Karad MIT-World Peace University, S.No.124, Paud Road, Kothrud, Pune - 411 038, Maharashtra, India -----
2)Dr. Subhash Ramachandra Bhosale
Address of Applicant :Assistant Professor, Department of Economics, RNC Arts JDB Commerce and NSC Science College, Nashik Road, Nashik 422005, Maharashtra, India -----
3)Dr. Anil Trimbak Gholap
Address of Applicant :Assistant Professor, Department of Economics, Chh. Shivaji Night College of Arts & Commerce, Saraswati Chowk, 101-B Murarji Peth, Solapur 413001, Maharashtra, India -----
4)Dr. Anita Choudhary
Address of Applicant :Assistant Professor, Department of Management and Commerce, NIMS Institute of Management and Commerce, NIMS University, Rajasthan 303121, India -----
5)Sugandh
Address of Applicant :Assistant Professor, Sharda School of Business Studies, Sharda University, Plot no.32, 34 Knowledge Park- III, Greater Noida, Uttar Pradesh-201310, India -----
6)Dr. Aftab Alam
Address of Applicant :Assistant Professor, Department of Commerce, Karim City College, Sakchi, Jamshedpur 831001, Jharkhand, India -----
7)Dr. Ravi Kumar Gupta
Address of Applicant :Assistant Professor, Humanities and Management Science, Madan Mohan Malaviya University of Technology, Gorakhpur 273010, Uttar Pradesh, India -----
8)Dr. Anurag Agarwal
Address of Applicant :Head - Faculty of Commerce, Department of Commerce, Swami Shukdevanand College, Shahjahanpur 242001, Uttar Pradesh, India -----
9)Dr. Krishna Kumar Verma
Address of Applicant :Assistant Professor, Faculty of Commerce, Department of Commerce, Swami Shukdevanand College, Shahjahanpur 242001, Uttar Pradesh, India -----
10)Dr. Nazia Jamal
Address of Applicant :Assistant Professor, IMS, University of Lucknow, U.P - 226003, India -----
11)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College Vyasarpadi, Chennai 600039, Tamilnadu, India -----
12)Sruthi S
Address of Applicant :Guest Lecturer, Department of Commerce, University Institute of Technology - Vell, 695035 -----

(57) Abstract:
The present invention discloses a system for evaluating the impact of microfinance in alleviating poverty and boosting economic growth in India. Microfinance has been positioned as a method to combat poverty by giving credit to the underprivileged and disadvantaged segments of the economy. The primary goal on which these institutions are based has yet to materialize, especially in developing economies. The findings indicate a strong long-term correlation between the factor's poverty, microfinancing, SMEs, and agricultural expansion. In contrast to predictions, microfinance was proven to prolong poverty. Long-term poverty levels have been found to be decreased by SMEs and agricultural development. The creation of SMEs reduces poverty in the near term, and poverty spurs the expansion of microfinance loans in the nation. The expansion of SMEs is a method for reducing poverty, and microfinance institutions are also expanding as a result of poverty. This shows that persistently bad microfinancing could push poverty levels to unfavorable levels.

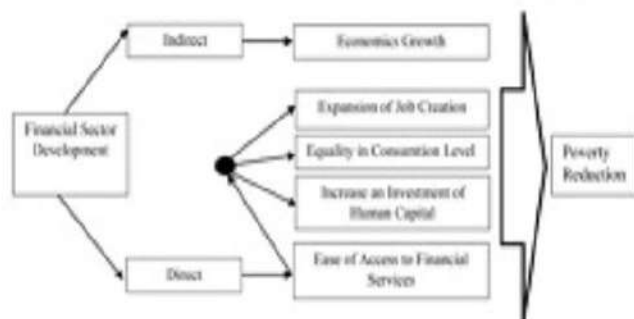


Fig 1

No. of Pages : 22 No. of Claims : 5

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(22) Date of filing of Application :03/12/2022

(21) Application No.202211069869 A

(43) Publication Date : 30/12/2022

(54) Title of the invention : A SYSTEM FOR AVOIDING FRAUD FINANCIAL LOSSES IN MULTIPLE PAYMENT PLATFORMS USING ARTIFICIAL INTELLIGENCE & MACHINE LEARNING AND METHOD THEREOF

(51) International classification :G06Q0020400000, G06Q0020320000, G06Q0040020000, G06N0020000000, G06Q0020200000

(86) International Application No :NA
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(87) International Publication No : NA

(61) Patent of Addition to Application Number :NA
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Filing Date :NA

(71)Name of Applicant :

1)Dr. Shonak Bansal

Address of Applicant :Assistant Professor, Department of Electronics and Communication, Chandigarh University, Gharaun, Punjab 140413, India -----

2)Dr. G. Jayanthi

3)Madhurya B R

4)Archana B S

5)Deepti

6)Dr. Sunil Machindra Adhav

7)N. Senthil Kumar

8)Dr.G. Dona Rashmi

9)P. Indumathi

10)Dr.Nilanjan Mazumdar

11)Dr. S. Saravanan

Name of Applicant : NA

Address of Applicant : NA

(72)Name of Inventor :

1)Dr. Shonak Bansal

Address of Applicant :Assistant Professor, Department of Electronics and Communication, Chandigarh University, Gharaun, Punjab 140413, India -----

2)Dr. G. Jayanthi

Address of Applicant :Assistant Professor, Department of Computer Science and Engineering, Sri Ramachandra Institute of Higher Education and Research, Faculty of Engineering and Technology, Porur, Chennai 600116, Tamil Nadu, India -----

3)Madhurya B R

Address of Applicant :Senior Scale Lecturer, Department of Electronics & Communication Engineering, Government Polytechnic, Zilla Panchayat Road, Chitradurga- 577501, Karnataka, India -----

4)Archana B S

Address of Applicant :Lecturer, Department of Computer Science & Engineering, Government Polytechnic, Ramanagara, 562159, Karnataka, India -----

5)Deepti

Address of Applicant :Assistant Professor, Department of Management, Ganga Institute of Technology and Management, Kablana, Haryana 124507, India -----

6)Dr. Sunil Machindra Adhav

Address of Applicant :Associate Professor, Faculty of Management (PG), School of Management (PG), Dr. Vishwanath Karad MIT-World Peace University, S.No.124, Paud Road, Kothrud, Pune - 411038, Maharashtra, India -----

7)N. Senthil Kumar

Address of Applicant :Assistant Professor, Department of Computer Technology, Kongunadu Arts and Science College (Autonomous), GN Mills Post, 641029 Tamil Nadu, India -----

8)Dr.G. Dona Rashmi

Address of Applicant :Assistant Professor, Department of Computer Applications (UG), Kongunadu Arts and Science College (Autonomous), GN Mills Post, 641029 Tamil Nadu, India -----

9)P. Indumathi

Address of Applicant :Assistant Professor, Department of Computer Applications (UG), Kongunadu Arts and Science College (Autonomous), GN Mills Post, 641029 Tamil Nadu, India -----

10)Dr.Nilanjan Mazumdar

Address of Applicant :Assistant Professor, Department of Business Administration, University of Science and Technology Meghalaya, Ri-Bhoi, Techno City, Killing Road, Baridua, 793101 Meghalaya, India -----

11)Dr. S. Saravanan

Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai 600039, Tamilnadu, India -----

(57) Abstract :

The present invention discloses a system for avoiding fraud financial losses in multiple payment platforms using artificial intelligence & machine learning and method thereof. In the present invention, an artificial intelligence interface for obtaining transaction information from the merchant that identifies the customer and the product; means of obtaining credit card information associated with the customer from the merchant that identifies the credit card to be used in the transaction; means of verifying the credit card information based on a consistency check that determines whether the credit card information matches the customer. Further, a smart device connected to the processing unit that outputs a computer signal indicating the likelihood of fraud in a transaction, with the processor producing the signal in accordance with software instructions stored in the programme memory and executed by the processor, and further a computer signal is in response to the application of the recent transaction data and customer information to the trained predictive model.

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(19) INDIA

(22) Date of filing of Application :19/10/2022

(21) Application No.202241059682 A

(43) Publication Date : 28/10/2022

(54) Title of the invention : AN ARTIFICIAL INTELLIGENCE-BASED SYSTEM FOR IMPROVING ONLINE EDUCATION AND TEACHING SKILL

(51) International classification :G06Q0050200000, G09B0019000000, H04N0007150000,
G09B0007000000, G09B0007020000
(86) International Application No :PCT//
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(87) International Publication No : NA
(61) Patent of Addition to :NA
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(71)Name of Applicant :
1)Mrs. A. Gayathiri
Address of Applicant :Assistant Professor, PG and Research Department of Computer Science and Applications, Vivekanandha College of Arts and Sciences for Women (Autonomous) Elayampalayam, Namakkal (DT), Tiruchengode, Tamilnadu, India Pin: 637205 -----
2)Dr. Shalini Chaturvedi
3)S. Bhuvaneswari
4)Dr. Sanjay Kumar
5)Dr. Tania Gupta
6)Dr. Anant S. Deshpande
7)Dr. Simranjeet Kaur Sandhar
8)Ankit Kumar
9)Dr. S. Saravanan
10)Dr. Pratap Patil
11)Kachi Anvesh
12)Sruthi S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Mrs. A. Gayathiri
Address of Applicant :Assistant Professor, PG and Research Department of Computer Science and Applications, Vivekanandha College of Arts and Sciences for Women (Autonomous) Elayampalayam, Namakkal (DT), Tiruchengode, Tamilnadu, India Pin: 637205 -----
2)Dr. Shalini Chaturvedi
Address of Applicant :Associate Professor, Department of Public Administration, University of Rajasthan, Rajasthan, India Pin: 302015 -----
3)S. Bhuvaneswari
Address of Applicant :Assistant Professor, PG and Research Department of Computer Science and Applications, Vivekanandha College of Arts and Sciences for Women (Autonomous) Elayampalayam, Namakkal (DT), Tiruchengode, Tamilnadu, India Pin: 637205 -----
4)Dr. Sanjay Kumar
Address of Applicant :Professor & Principal, Department of Commerce & Management, Saraswati College of Professional Studies (PG College), 819,27 KM Stone, NH-9, Delhi-Meerut Expressway, Adhyatmic Nagar, Dasna, Uttar Pradesh, India Pin: 201302 -----
5)Dr. Tania Gupta
Address of Applicant :Professor & Dean, School of Education, K.R Mangalam University, Sohna Road, Gurugram, Haryana, India Pin: 122103 -----
6)Dr. Anant S. Deshpande
Address of Applicant :Assistant Professor and Head, Department of Zoology, Chintamani College of Science, Pombhurna, Dist. Chandrapur, M.S. 442918 -----
7)Dr. Simranjeet Kaur Sandhar
Address of Applicant :Associate Professor, Department of MBA, Indore Institute of Management and Research, Opposite IIM Indore, Rau - Pithampur Road, Indore, Madhya Pradesh, India Pin: 453331 -----
8)Ankit Kumar
Address of Applicant :Research Scholar, Department of Journalism and Mass Communication, University of Technology, Jaipur, Rajasthan, India Pin: 303903 -----
9)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu, India Pin :600039 -----
10)Dr. Pratap Patil
Address of Applicant :Assistant Professor II, Dept of IT and Engineering, Amity University in Tashkent, Labzak, Uzbekistan Pin: 100128 -----
11)Kachi Anvesh
Address of Applicant :Assistant Professor, Department of Information Technology, Vardhaman College of Engineering, Kacharam, Shamshabad, Hyderabad, Telangana, India Pin: 501218 -----
12)Sruthi S
Address of Applicant :Guest Lecturer in Commerce, Kerala University, University Institute of Technology, Veli, Trivandrum, Kerala -----

(57) Abstract :
The present invention discloses an artificial intelligence-based system for improving online education and teaching skill. The system includes, but not limited to, an artificial intelligence based interface provided with communication of learning material to a student user via the Internet and receipt of progress information regarding the student user's understanding of the learning material over the Internet and scheduling a video conference between the student user and the teacher user. Further, the student-interaction user's activity with the learning material, the time it takes for the student-user to finish sections of the learning material, or the student-test user's replies to a series of test questions are all included in the progress information. Accompanied Drawing [FIGS. 1-2]

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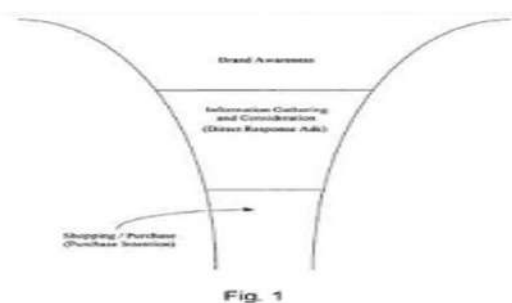
(54) Title of the invention : AN ARTIFICIAL INTELLIGENCE BASED SYSTEM FOR ANALYSING CONSUMER PURCHASE DECISION AND THE INFLUENCE OF E-MARKETING

(51) International classification :G06Q0030020000, G06Q0030060000, G06Q0010080000, G06N0003020000,
 (86) International Application No :NA
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(71)Name of Applicant :
1)Dr. Manish Joshi
 Address of Applicant :Associate Professor, Department of Marketing, Shri Vaishnav School of Management, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore – Ujjain Road, Madhya Pradesh, India Pin 453111 -----
2)Dr. Vinod R R
3)Dr. S. Anjani Devi
4)Dr. S. Radha
5)Dr. Prashant Edramimath
6)Dr. Senthil Kumar J.P.
7)Sreejith P
8)Dr. S. Mary Rajamani
9)Dr. S. Kumar
10)Dr. S. Saravanan
11)Dr. Abhishek
12)Sruthi S
 Name of Applicant : NA
 Address of Applicant : NA
 (72)Name of Inventor :
1)Dr. Manish Joshi
 Address of Applicant :Associate Professor, Department of Marketing, Shri Vaishnav School of Management, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore – Ujjain Road, Madhya Pradesh, India Pin 453111 -----
2)Dr. Vinod R R
 Address of Applicant :Assistant Professor and Head, School of Contemporary Knowledge Systems, Chinmaya Vishwa Vidyapeeth (Deemed to be University), Adi Shankara Nilayam, PEPATHY, Cochin, Kerala, India Pin: 682313 -----
3)Dr. S. Anjani Devi
 Address of Applicant :Assistant Professor, Department of Marketing, GITAM School of Business, GITAM, Rushikonda, Visakhapatnam – 530045, AP, Andhra Pradesh, India Pin: 530045 -----
4)Dr. S. Radha
 Address of Applicant :Associate Professor & HOD, PG Department of Commerce & Department of B. Com(A/F), Annai Violet Arts & Science, Ambattur, Chennai, Tamil Nadu, India Pin: 600 053 -----
5)Dr. Prashant Edramimath
 Address of Applicant :Assistant Professor, Department of Management, Varadaya Vidya Academy, B G Apartment, Maratha Colony, Dharwad, Karnataka, India Pin: 580001 -----
6)Dr. Senthil Kumar J.P.
 Address of Applicant :Assistant Professor, Department of Management, GITAM School of Business, GITAM Deemed to be University, NH207, Nagadenhalli, Doddaballapur taluk, Bengaluru Rural, Karnataka, India Pin: 561203 -----
7)Sreejith P
 Address of Applicant :Assistant Professor, Department of Management Studies, Safa College of Arts and Science, Pookkattiri, Edayur (PO), Valanchery, Malappuram, Kerala, India Pin:676552 -----
8)Dr. S. Mary Rajamani
 Address of Applicant :Associate Professor, Department of Management, R.M.Academy, Gunfoundry, Hyderabad-I, Telangana, India Pin: 500001 -----
9)Dr. S. Kumar
 Address of Applicant :Assistant Professor (Teaching Assistant), Disaster of Management, Alagappa University, Tamilnadu, India Pin: 630003 -----
10)Dr. S. Saravanan
 Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu, India Pin :600039 -----
11)Dr. Abhishek
 Address of Applicant :Assistant Professor, Department of Management, Baba Masthath University, Rohtak, Haryana, India Pin:124021 -----
12)Sruthi S
 Address of Applicant :Guest Lecturer in Commerce, Kerala University, University Institute of Technology, Veli, Trivandrum, Kerala -----

(57) Abstract :

The present invention discloses an Artificial Intelligence-based system for analysing consumer purchase decision and the influence of e-marketing. The system includes, but not limited to, a means for receiving source data from various sources, with the source data including at least order data, clickstream data, product data, and customer data and compile the source data into a multi-dimensional, multi-resolutional, de-normalized interaction table. Further, the e-retail system that provides clients with complete purchase decision information and the best prices on products and services from trusted businesses, wherein the customer looking to purchase goods views the most recent information on a variety of brands that are available, short lists several brands, compares the features of the brands on the short list, obtains in-depth knowledge about the product of his choice, and searches for the best offers made by various dealers in one location. Accompanied Drawing [FIGS. 1-2]



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(22) Date of filing of Application :20/09/2022

(21) Application No.202211053819 A

(43) Publication Date : 23/09/2022

(54) Title of the invention : MEDIATING EFFECT OF E-LEADERSHIP IN IMPROVING EMPLOYEE PRODUCTIVITY AND MOTIVATION

(51) International classification :G06Q0010060000, G06Q0010100000, G06Q0050220000,
C07K0014195000, H04W0084000000
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Number :NA
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(71)Name of Applicant :
1)DR. RITURAJ PANT
Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, IPGGPGCC
HALDWANI, NAWABI ROAD, NEAR SANGAM BANQUET HALL, HALDWANI DISTRICT
NAINITAL, UTTARAKHAND, INDIA - 263139 -----
2)DR. PREETHA.M
3)DR. RITESH MISHRA
4)GANESH SHESHRAO GHATOLE
5)DR. BHAVNA PRAJAPATI
6)ARIJIT GOSWAMI
7)DR. RAJESHRI AKHILESH ADMANE
8)M. V. RAMA PRASAD
9)VIJETA SALARIA
10)MONIKA PRAKASH BHOSALE
11)DR. S. SARAVANAN
12)SRUTHI S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)DR. RITURAJ PANT
Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, IPGGPGCC
HALDWANI, NAWABI ROAD, NEAR SANGAM BANQUET HALL, HALDWANI DISTRICT
NAINITAL, UTTARAKHAND, INDIA - 263139 -----
2)DR. PREETHA.M
Address of Applicant :ASSISTANT PROFESSOR, CAREER DEVELOPMENT CENTRE DEPARTMENT,
SRM INSTITUTE OF SCIENCE & TECHNOLOGY, KATTANKULATHUR, TAMILNADU, INDIA –
603203 -----
3)DR. RITESH MISHRA
Address of Applicant :ASSOCIATE PROFESSOR & HOD, DEPARTMENT OF EDUCATION, D.R.C.V.
RAMAN, UNIVERSITY, KOTA, BILASPUR, CHHATTISGARH, INDIA - 495113 -----
4)GANESH SHESHRAO GHATOLE
Address of Applicant :RESEARCH SCHOLAR, DEPARTMENT OF LIBRARY, SCIENCE COLLEGE,
NANDED P. O. BOX NO. 62, SNEH NAGAR, NANDED, MAHARASHTRA, INDIA - 431605 -----
5)DR. BHAVNA PRAJAPATI
Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF SCHOOL OF COMMERCE
MANAGEMENT AND RESEARCH, ITM UNIVERSITY, NAYA RAIPUR, CHHATTISGARH, INDIA -
493661 -----
6)ARIJIT GOSWAMI
Address of Applicant :ASSOCIATE PROFESSOR, DEPARTMENT OF SCHOOL OF COMMERCE
MANAGEMENT AND RESEARCH, ITM UNIVERSITY, NAYA RAIPUR, CHHATTISGARH, INDIA -
493661 -----
7)DR. RAJESHRI AKHILESH ADMANE
Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE AND
MANAGEMENT, G.H. RAISONI INSTITUTE OF ENGINEERING AND TECHNOLOGY, NAGPUR,
MAHARASHTRA, INDIA - 440022 -----
8)M. V. RAMA PRASAD
Address of Applicant :PROFESSOR, DEPARTMENT OF MARKETING, GITAM SCHOOL OF BUSINESS-
BENGALURU (GSBB), GITAM (DEEMED TO BE UNIVERSITY), BANGALORE CAMPUS,
NAGADENAHALLI, DODDABALLAPUR TALUK, BENGALURU RURAL DISTRICT, KARNATAKA,
INDIA - 562163 -----
9)VIJETA SALARIA
Address of Applicant :RESEARCH SCHOLAR, DEPARTMENT OF ECONOMICS, ARNI UNIVERSITY,
KATHGARH, INDORA, HIMACHAL PRADESH, INDIA - 176402 -----
10)MONIKA PRAKASH BHOSALE
Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF ACCOUNTANCY, PARLE TILAK
VIDYALAYA ASSOCIATION'S SATHAYE COLLEGE (AUTONOMOUS), DIXIT ROAD, VILE PARLE
EAST, MUMBAI, MAHARASHTRA, INDIA - 400057 -----
11)DR. S. SARAVANAN
Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, DR. AMBEDKAR
GOVERNMENT ARTS COLLEGE, VYASARPADI, CHENNAI, TAMILNADU, INDIA - 600039 -----
12)SRUTHI S
Address of Applicant :GUEST LECTURER IN COMMERCE, KERALA UNIVERSITY, UNIVERSITY
INSTITUTE OF TECHNOLOGY, VELI, TRIVANDRUM, KERALA, INDIA -----

(57) Abstract :
E-leadership is essential for inspiring followers in today's tech-driven world. Consequently, the following inquiry will be investigated by this innovation: and answer the following questions, how can managers use e-leadership to inspire their staff When it comes to inspiring your team via the internet, what are the best practices Employees can gain insight into other cultures, generations, and management styles through e-leadership initiatives that facilitate communication with people all around the world. While there may be some difficulties in doing so, managing a diverse workforce provides a valuable opportunity to learn from and grow alongside a wide range of individuals.

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(54) Title of the invention : A SYSTEM FOR EVALUATING THE ROLE OF EMOTIONAL INTELLIGENCE AND WORK LIFE BALANCE IN JOB STRESS AND METHOD THEREOF

(51) International classification :A61B0005160000, G06N0003000000, G16H0050200000, B25J0011000000, A61B0005020500 (86) International Application No :NA Filing Date :NA (87) International Publication No : NA (61) Patent of Addition to Application Number :NA Filing Date :NA (62) Divisional to Application Number :NA Filing Date :NA	(71)Name of Applicant : 1)Syed Sumiya Address of Applicant :Associate Professor, Department of Mental Health Nursing, Faculty of Nursing, Rama University, G.T Road, Mandhana, Kanpur, Uttar Pradesh, India Pin - 209217 ----- 2)Dr. Indrajit Goswami 3)Dr.Ritesh Mishra 4)Dr. Rashmi Baruah 5)Ganesh Sheshrao Ghatole 6)S.Krishnapriya 7)Tania Sharma 8)Mareeswaran M 9)Dr. Dalvinder Singh Wadhwa 10)Dr. S. Saravanan 11)Dr. Daphne Fernandes 12)Sruthi S Name of Applicant : NA Address of Applicant : NA (72)Name of Inventor : 1)Syed Sumiya Address of Applicant :Associate Professor, Department of Mental Health Nursing, Faculty of Nursing, Rama University, G.T Road, Mandhana, Kanpur, Uttar Pradesh, India Pin - 209217 -- ----- 2)Dr. Indrajit Goswami Address of Applicant :Director-QAA, Department of IQAC, Universal Business School, Maharashtra, India Pin - 410201 ----- 3)Dr.Ritesh Mishra Address of Applicant :Associate Professor & HOD, Department of Education, Dr.C.V. RAMAN University, Kota, Bilaspur- 495113, Chhatisgarh, India ----- 4)Dr. Rashmi Baruah Address of Applicant :Associate Professor, Department of Business Administration, University of Science & Technology, Meghalaya, India Pin - 793101 ----- 5)Ganesh Sheshrao Ghatole Address of Applicant :Research Scholar, Department of Library, Science College, P. O. Box No. 62, Sneh Nagar, Nanded, Maharashtra, India Pin: 431605 ----- 6)S.Krishnapriya Address of Applicant :Assistant Professor, Department of English, Sri Eshwar College of Engineering, Kinathukadavu, Coimbatore, Tamil Nadu, India Pin - 641202 ----- 7)Tania Sharma Address of Applicant :lecturer, Department of Nursing, Faculty of Nursing, Rama University, Mandhana, Kanpur Uttar Pradesh, India Pin - 209217 ----- 8)Mareeswaran M Address of Applicant :Associate Professor, Department of Mechanical Engineering, Sri Sai Ram Institute of Technology, West Tambaram, Chennai, Tamil Nadu, India Pin - 600044 ----- 9)Dr. Dalvinder Singh Wadhwa Address of Applicant :Associate Professor, Department of Management Studies, Shri Shankaracharya Institute of Professional Management and Technology, P.O, Old Dhamtari Road, Sejabahar, Mujgahan, Raipur, Chhattisgarh, India Pin - 492015 ----- 10)Dr. S. Saravanan Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamil Nadu, India Pin - 600039 ----- 11)Dr. Daphne Fernandes Address of Applicant :Assistant Professor, Department of Commerce & Business Management, Faculty of Commerce, The M. S. University of Baroda, Sayajigunj, Vadodara, Gujarat, India Pin - 390002 ----- 12)Sruthi S Address of Applicant :Guest Lecturer in Commerce, Kerala University, University Institute of Technology, Veli, Trivandrum, Kerala -----
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(57) Abstract :

The present invention discloses a system for evaluating the role of emotional intelligence and work life balance in job stress and method thereof. The system includes, but not limited to, an artificial intelligence interface for obtaining a collection of unprocessed emotional characteristics from each candidate's audio answer and separating an energy level and a valence level, three key emotional characteristics. Further, when a variety of emotions are present, the emotional analysis module classifies them into a set of important emotional properties, such as the energy level and valence level. Furthermore, an interactive device for delivering a variety of interactive instructor or media presentations outlining the target paradigm and paradigm shift method of this invention, which is intended to install the meta-competencies, conditioned reflexes, drives, identity, and consciousness of leaders, entrepreneurs, innovators, and high achievers.

No. of Pages : 21 No. of Claims : 8

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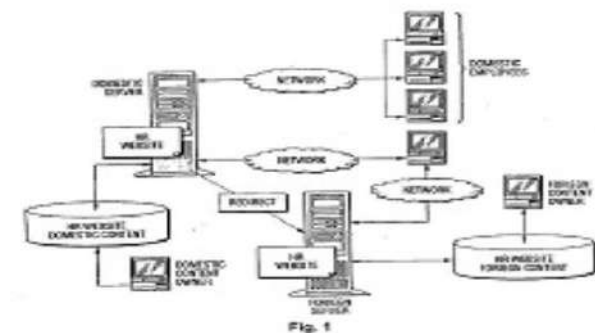
(54) Title of the invention : A SYSTEM FOR PROVIDING MEDIATING EFFECT OF MANAGEMENT INFORMATION SYSTEM ON EFFECTIVE HUMAN RESOURCE MANAGEMENT IN AN ORGANIZATION

(51) International classification :G06Q0010100000, G06Q0010060000, G06Q0010080000,
G06Q0050200000, H04W0004330000
(86) International Application No :NA
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(87) International Publication No : NA
(61) Patent of Addition to :NA
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(71)Name of Applicant :
1)Dr. A. Ruksana Banu
Address of Applicant :Assistant Professor, Department of Business and Accounting, Muscat College, Sultanate of Oman -----
2)Dr. Shakti Marhatta
3)Dr. Indrajit Goswami
4)Sruthi S
5)Mohit Goswami
6)Dr. M. Karthik
7)Ankit Kumar
8)Nelson. K. J
9)Shoyab Rashid Khan
10)Dr. S. Saravanan
11)Dr. Animesh Kumar Sharma
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr. A. Ruksana Banu
Address of Applicant :Assistant Professor, Department of Business and Accounting, Muscat College, Sultanate of Oman -----
2)Dr. Shakti Marhatta
Address of Applicant :Assistant Professor, Department of Management, ASM' S Institute of Business Management and Research, MIDC C block Chinchwad, Maharashtra, India Pin - 411019 -----
3)Dr. Indrajit Goswami
Address of Applicant :Director-QAA, Department of IQAC, Universal Business School, Maharashtra, India Pin - 410201 -----
4)Sruthi S
Address of Applicant :Guest Lecturer in Commerce, Kerala University, University Institute of Technology, Veli, Trivandrum, Kerala -----
5)Mohit Goswami
Address of Applicant :Visiting Faculty, Banking and Business Economics, University College of Commerce and Management Studies, Udaipur, Rajasthan, India Pin - 313001 -----
6)Dr. M. Karthik
Address of Applicant :Assistant Professor, Department of Management Studies, Shri Vishnu Engineering College for Women, Vishnupur, Bhimavaram, West Godavari Dist., Andhra Pradesh, India Pin - 411005 -----
7)Ankit Kumar
Address of Applicant :Research Scholar, Department of Journalism and Mass Communication, University of Technology, Jaipur, Rajasthan, India Pin - 303903 -----
8)Nelson. K. J
Address of Applicant :Assistant Professor, Department of Management, Nirmala College of Arts and Science, Meloor, Chalakudy, Kerala, India Pin - 680307 -----
9)Shoyab Rashid Khan
Address of Applicant :Assistant Professor, Department of Commerce, J. K. Educational Institute of Science, Arts and Commerce, Bilaspur, Chhattisgarh, India Pin - 495001 -----
10)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamil Nadu, India Pin - 600039 -----
11)Dr. Animesh Kumar Sharma
Address of Applicant :Assistant Professor, Department of Mathematics, The ICFAI University Raipur, NH-53, Raipur-Bhilai Road, Km Stone 20, P.O. Kumhari, Dist. Durg, Chhattisgarh, India Pin - 490042 -----

(57) Abstract :

The present invention discloses a system for providing mediating effect of management information system on effective human resource management in an organization. The system includes, but not limited to, a module for managing employee information, a module for managing department information, a module for managing recruitment information, a module for managing training information, a module for managing rewards and punishments, a module for managing wages, and a module for managing the system. Further, an employee information management module has the ability to add new employees, edit existing employees, and delete existing employees, and a department information administration module includes newly added department information units, checks for accuracy, updates, and deletions of department information units. Accompanied Drawing [FIGS. 1-2]



No. of Pages : 21 No. of Claims : 8

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(19) INDIA

(22) Date of filing of Application :14/10/2022

(21) Application No.202231058699 A

(43) Publication Date : 21/10/2022

(54) Title of the invention : A MACHINE LEARNING BASED SYSTEM FOR AUTOMATED BEHAVIORAL STATE CLASSIFICATION IN RATS (ORGANISM) AND METHOD THEREOF

(51) International classification	:G06N0020000000, G06Q0050000000, A61B0005000000, A61P0025000000, A61B0005110000	(71)Name of Applicant : 1)Sayan Nath Address of Applicant :Assistant Professor, Department of CSE, Brainware University, Kolkata ----- 2)Satyajee Srivastava 3)Sushil Kumar Mishra 4)Priya Jyotiyana 5)Tanya Shruti 6)Ramesh Vaishya 7)Dr. S. Saravanan Name of Applicant : NA Address of Applicant : NA
(86) International Application No	:PCT//	(72)Name of Inventor : 1)Sayan Nath Address of Applicant :Assistant Professor, Department of CSE, Brainware University, Kolkata ----- 2)Satyajee Srivastava Address of Applicant :Professor, School of Computing, University of Engineering and Technology, Roorkee- -247667, Uttarakhand, India ----- 3)Sushil Kumar Mishra Address of Applicant :Assistant Professor, Computer Science and Engineering, Chandigarh University, Punjab 140413 ----- 4)Priya Jyotiyana Address of Applicant :Assistant Professor, Computer Science and Engineering, Jaipur Engineering College and Research Centre, Jaipur, Rajasthan ----- 5)Tanya Shruti Address of Applicant :Assistant Professor, Department of Information Technology, D Y Patil College of Engineering, Akurdi, Pune, Maharashtra ----- 6)Ramesh Vaishya Address of Applicant :Assistant Professor, Computer Science and Engineering, Babu Banarasi Das Institute of Technology & Management, Lucknow ----- 7)Dr. S. Saravanan Address of Applicant :Assistant Professor, Department of Ccommerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai-39, Tamil Nadu -----
Filing Date	:01/01/1900	
(87) International Publication No	: NA	
(61) Patent of Addition to Application Number	:NA	
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(62) Divisional to Application Number	:NA	
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(57) Abstract :

The present invention discloses a machine learning based system for automated behavioural state classification in rats (organism) and method thereof. The system includes, but not limited to, a means with machine learning based interfaces for monitoring each model organism's current location over time in a group of more than 8 organisms living in an enclosure with a big environment and an area that corresponds to the group's natural habitat size. Further, an analytic engine is provided for analysing the data to determine a social relationship between at least two model animals; identifying a behavioural phenotype in one of the two model creatures of the identified social relationship. In addition, the system that monitors and analyses the motion-related behaviour of at least one subject is comprised of at least one real camera, at least one virtual camera, and a computer connected to the actual camera. Accompanied Drawing [FIGS. 1-2]

No. of Pages : 20 No. of Claims : 8

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(19) INDIA

(22) Date of filing of Application :13/10/2022

(21) Application No.202241058683 A

(43) Publication Date : 18/11/2022

(54) Title of the invention : DIGITAL MARKETING TECHNIQUES USING ARTIFICIAL INTELLIGENCE, BLOCKCHAIN AND IOT AND METHOD THEREOF

(51) International classification :G06Q0030020000, H04L0009320000, G06F0003010000, G06F0003042000, H04L0009060000
(86) International Application No :PCT//
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(87) International Publication No : NA
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(71)Name of Applicant :

1)Dr.P.Sumitra
Address of Applicant :Associate Professor cum Head i/c, PG and Research Department of Computer Science and Applications, Vivekanandha College of Arts and Sciences for Women (Autonomous), Elayampalayam, Namakkal (DT), Tiruchengode, Tamilnadu, India, Pin: 637205 Namakkal -----
2)Dr.A.Mumtaj Begam
3)Mrs.M.Sathiya
4)Naveen Chandra Gowda
5)Dr.N.Sujatha
6)Satish Rajarathnam
7)Dr.N.Bindu Madhavi
8)Dr.Nilanjan Mazumdar
9)Dr. S. Saravanan
10)Dr. Pratap Patil
11)Surendra Singh Jagwan
12)Sruthi S

Name of Applicant : NA

Address of Applicant : NA

(72)Name of Inventor :

1)Dr.P.Sumitra
Address of Applicant :Associate Professor cum Head i/c, PG and Research Department of Computer Science and Applications, Vivekanandha College of Arts and Sciences for Women (Autonomous), Elayampalayam, Namakkal (DT), Tiruchengode, Tamilnadu, India, Pin: 637205 Namakkal -----
2)Dr.A.Mumtaj Begam
Address of Applicant :Assistant Professor, Department of Computer Science, Government Arts College, Paramakudi, Tamilnadu, India, Pin - 623701 Paramakudi -----
3)Mrs.M.Sathiya
Address of Applicant :Assistant Professor in Computer Science, PG and Research Department of Computer Science and Applications, Vivekanandha College of Arts and Sciences for Women (Autonomous), Elayampalayam, Namakkal (DT), Tiruchengode, Tamilnadu, India, Pin: 637205 Namakkal -----
4)Naveen Chandra Gowda
Address of Applicant :Assistant Professor, Department of Computer Science and Engineering, REVA University, Bengaluru, Karnataka, India, Pin: 560064 Bangalore -----
5)Dr.N.Sujatha
Address of Applicant :Principal i/c & Head, PG Dept. of Commerce, Shree Chandra Prabhu Jain College Minjur, Tamil Nadu, India, Pin: 601203 Minjur -----
6)Satish Rajarathnam
Address of Applicant :Research Scholar, Department of Human Resources, Swiss School of Business Management, Chennai, Tamil Nadu, India, Pin - 603103 Chennai -----
7)Dr.N.Bindu Madhavi
Address of Applicant :Associate Professor, Centre for Distance & Online Education, Koneru Lakshmaiah Education Foundation (Deemed to be University), Green Fields, Vaddeswaram, Guntur (DT), Andhra Pradesh, India, Pin: 522502 Guntur -----
8)Dr.Nilanjan Mazumdar
Address of Applicant :Assistant Professor, Department of Business Administration, University of Science and Technology Meghalaya, Ri-Bhoi, Techno City, Killing Road, Baridua, Meghalaya, India, Pin: 793101 Ri-Bhoi -----
9)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamil Nadu, India, Pin - 600039 Chennai -----
10)Dr. Pratap Patil
Address of Applicant :Assistant Professor II, Department of IT and Engineering, Amity University in Tashkent, Labzak, Uzbekistan, Pin: 100128 -----
11)Surendra Singh Jagwan
Address of Applicant :Assistant Professor, Department of Business Management, Institute of Hospitality, Management & Sciences, BEL Road Kotdwar, Uttarakhand, India, Pin: 246149 Pauri Garhwal -----
12)Sruthi S
Address of Applicant :Guest Lecturer in Commerce, Kerala University, University Institute of Technology, Veli, Trivandrum, Kerala Trivandrum -----

(57) Abstract :

[034] The present invention discloses digital marketing techniques using Artificial Intelligence, blockchain and IoT and method thereof. The system includes, but not limited to, an instrumentation subsystem set up to gather interaction and behavioural data from an Artificial intelligence interface human-device interface as well as other user-characterizing data in Blockchain; a simplified human-device interface shown through the IoT based peripherals. Further, a campaign management subsystem set up to enable the regulated operation of digital content alternatives and promotions by defining and making them accessible for targeting into certain areas of the human-device interface. Accompanied Drawing [FIGS. 1-2]

No. of Pages : 21 No. of Claims : 8

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(54) Title of the invention : IOT & ARTIFICIAL INTELLIGENCE-BASED SYSTEM TO ASSESS NUTRIENT INTAKE FOR HOSPITALIZED PATIENTS

(51) International classification : G09B0019000000, G16H0020600000, G06T0007000000, G06Q0050220000, A61B0005024000 (86) International Application No : PCT// Filing Date : 01/01/1900 (87) International Publication No : NA (61) Patent of Addition to Application Number : NA Filing Date : NA (62) Divisional to Application Number : NA Filing Date : NA	(71)Name of Applicant : 1)Mrs.R.Nithya Address of Applicant :Assistant Professor Department of Embedded system Institute of Electronics and Communication Engineering, Saveetha School of Engineering, Saveetha Institute of Medical and Technical Sciences, Chennai Pin :602105 State : Tamilnadu Country: India chennai ----- 2)Mrs.S.Sumathi 3)Mrs.R.Kalaimathi 4)Mrs.M.Suganya 5)Dr. S. Saravanan 6)Dr. Brijesh Sathian 7)Dr.S.Ramesh Name of Applicant : NA Address of Applicant : NA (72)Name of Inventor : 1)Mrs.R.Nithya Address of Applicant :Assistant Professor Department of Embedded system Institute of Electronics and Communication Engineering, Saveetha School of Engineering, Saveetha Institute of Medical and Technical Sciences, Chennai Pin :602105 State : Tamilnadu Country: India chennai ----- 2)Mrs.S.Sumathi Address of Applicant :Assistant professor II, Department of ECE, Velammal Engineering College, Surapet, Chennai Pin: 600 066 State: Tamilnadu Country: India Chennai ----- 3)Mrs.R.Kalaimathi Address of Applicant :Assistant professor I, Department of ECE, Velammal Engineering College, Surapet, Chennai Pin: 600 066 State: Tamilnadu Country: India Chennai ----- 4)Mrs.M.Suganya Address of Applicant :Assistant Professor, Sri Sairam Institute of Technology Sairam College Rd, Sai Leo Nagar, Tambaram West, Chennai, Pin : 600044 State : Tamilnadu Country:India Chennai ----- 5)Dr. S. Saravanan Address of Applicant :Assistant professor & Research Guide, PG and Research Department of commerce, Dr. Ambedkar Government Arts College,(Autonomous, Affiliated to University of Madras) vyasarpadi, Chennai Pin: 600039, State: Tamilnadu, Country: India. Chennai ----- 6)Dr. Brijesh Sathian Address of Applicant :Scientist, Geriatrics and Long Term Care Department, Rumailah Hospital, Hamad Medical Corporation, Doha, Qatar, P. O BOX 3050, Doha, and Qatar. ----- 7)Dr.S.Ramesh Address of Applicant :HoD & Assistant Professor (Sr.Grade), Electronics and Communication Engineering department, St.Mother Theresa Engineering College Tuticorin, Scad Group of Institutions, Palayamkottai, Vagaikulam Pin: 628102 State: Tamilnadu Country: India chennai -----
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(57) Abstract :

IoT & Artificial Intelligence-Based System to Assess Nutrient Intake for Hospitalized Patients Abstract: People believe that improper eating habits are responsible for the huge rise in dietary diseases over the past several decades. Mobile-based dietary assessment systems that capture real-time photographs of meals and analyse them for nutritional content can be immensely valuable for encouraging people to eat healthier and live longer, healthier lives by analysing the nutritional content of the meals. Researchers have created a way for automatically determining features of food, such as its composition and nutritional value, using a classification system. Several deep learning techniques are employed to enhance our capacity to identify foods. Relevant amounts of web-based data are sorted to identify semantically significant phrases that can be used to establish a product's quality and composition. Tests conducted using a dataset containing 100 classes and an average of one thousand images per class yielded a top 1 classification rate of up to 85 percent for each class. Food-101 is a worldwide food dataset that will soon include food from every nation on earth. Based on the results, we can infer that our suggested method is effective for both the Food101 core dataset and the subcontinental foods expansion. As a remedy, a smartphone application that may be utilised in numerous fields, including healthcare, is suggested.

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(54) Title of the invention : A SYSTEM FOR MEASURING SERVICE QUALITY AND CUSTOMER SATISFACTION IN BANKING INDUSTRY

(51) International classification :G06Q0030020000, H04L0012260000, G06Q0020200000,
G06T0017050000, H01L0021683000

(86) International Application No :PCT//
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(71)Name of Applicant :

1)Dr. S. Shrilatha
Address of Applicant :Guest Faculty, Department of Hospital Management Studies and Staff Training & Development, Christian Medical College, Ida Scudder Road, Vellore-632004, Tamil Nadu, India Pincode: 632004 VELLORE -----

2)Dr.N.Fathima Thabassum

3)Dr. K. Sanjeeva Rao

4)Dr. Shailendra Gangrade

5)Dr. Nitesh Behare

6)Dr Rashmi Mahajan

7)Beyona Benitto Mussolini

8)Dr. Prachi Sharma Vijayvargiya

9)Capt. Ramdas Shankar Jamnuke

10)Dr. S. Saravanan

11)Dr Ekta Mishra

12)Sruthi S

Name of Applicant : NA

Address of Applicant : NA

(72)Name of Inventor :

1)Dr. S. Shrilatha
Address of Applicant :Guest Faculty, Department of Hospital Management Studies and Staff Training & Development, Christian Medical College, Ida Scudder Road, Vellore- 632004, Tamil Nadu, India Pincode: 632004 VELLORE -----

2)Dr.N.Fathima Thabassum
Address of Applicant :Assistant Professor& Head, PG & Research Department of Commerce, Mazharul Uloom College, Ambur Pin: 635802 VELLORE -----

3)Dr. K. Sanjeeva Rao
Address of Applicant :Associate Professor, Department of Business Management, Gnyana Saraswati College of Engineering & Technology, Dharmaram (B), Nizamabad, Telangana State Pin 503230 Nizamabad -----

4)Dr. Shailendra Gangrade
Address of Applicant :Assistant Professor, Management Studies, Medi Caps University, Pigdumber, A B Road near Rau, Indore, MP 452001 Indore -----

5)Dr. Nitesh Behare
Address of Applicant :Associate Professor, Marketing, Balaji institute of International Business (BIIB), Sri Balaji University, Survey No. 55/2-7, Tathawade, Off Mumbai-Bangalore Bypass, Pune – 411033, Maharashtra, India Pune -----

6)Dr Rashmi Mahajan
Address of Applicant :Professor, Marketing & IB, Balaji Institute of International Business, Sri Balaji University Pune, Survey No. 55/2-7, Tathawade, Off Mumbai – Bangalore Highway, Wakad, Pune, Pin: 411033 Pune -----

7)Beyona Benitto Mussolini
Address of Applicant :Research Scholar, Department of Commerce, Kerala University, Trivandrum Pin:695309 THIRUVANANTHAPURAM -----

8)Dr. Prachi Sharma Vijayvargiya
Address of Applicant :Associate Professor (P), MBA, Acropolis Faculty of Management and Research Indore Bypass Road Mangliya Sqaure, Indore Pin: 453771 indore -----

9)Capt. Ramdas Shankar Jamnuke
Address of Applicant :Assistant Professor, Economics, Mahatma Phule Arts,Science,and Commerce College Panvel, Dist-Raigad Pin: 410 206 Raigad -----

10)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu Pin Code: 600039 Chennai -----

11)Dr Ekta Mishra
Address of Applicant :Assistant Professor, Management studies, Shri shankaracharya institute of professional studies, sajabahar, mujgahan Pin code: 492015 RAIPUR -----

12)Sruthi S
Address of Applicant :Assistant Professor, Department of Commerce, Gregorian College of Advanced Studies, Trivandrum Thiruvananthapuram -----

(57) Abstract :

[048] The present invention discloses a system for measuring service quality and customer satisfaction in banking industry. The system includes, but not limited to, a memory which stores instructions; one or more processors attached to the memory wherein the one or more processors, when executing the instructions which are stored, are configured to have: a customer profile serving at any one time as the 'governing' customer consumption profile, is considered to be the most up-to-date and representative consumption profile of that customer and thus the most representative of the "true" consumption profile of that customer at that point in time. Accompanied Drawing [FIG. 1]

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(22) Date of filing of Application :09/06/2022

(21) Application No.202211032942 A

(43) Publication Date : 17/06/2022

(54) Title of the invention : A SYSTEM FOR MANAGERIAL PERCEPTION ON CORPORATE SOCIAL RESPONSIBILITY PRACTICES OF THE FIRMS

(51) International classification :G06Q0010060000, G06Q0010100000, G06Q0030020000, G09B0019180000, H02M0001420000

(86) International Application No :NA
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(71)Name of Applicant :

1)Amanjeet Singh Bhandari
Address of Applicant :Assistant Professor, Commerce and Management, Akal University, Talwandi Sabo, Bathinda Pincode: 151302 Bathinda -----

2)Satinder Jeet Kaur

3)Pahuljot Kaur Sidhu

4)Dr.Bhawna Saxena

5)Mrs. Abilasha N

6)Dr. Manjushaa Kadam

7)Dr. Sudipta Majumdar

8)Goutam Tanty

9)Dr. Skanda M G

10)Dr. Maitri

11)Dr. S. Saravanan

12)Sruthi S

Name of Applicant : NA

Address of Applicant : NA

(72)Name of Inventor :

1)Amanjeet Singh Bhandari

Address of Applicant :Assistant Professor, Commerce and Management, Akal University, Talwandi Sabo, Bathinda Pincode: 151302 Bathinda -----

2)Satinder Jeet Kaur

Address of Applicant :Founder, Immigration, Amber's IELTS & Immigration, Sri Muksar Sahib Pincode: 151302 Sri Muksar Sahib -----

3)Pahuljot Kaur Sidhu

Address of Applicant :Assistant Professor, Commerce, Akal university, Talwandi Sabo, Raman Road, Bathinda Pin:151302 Bathinda -----

4)Dr.Bhawna Saxena

Address of Applicant :Assistant Professor (Ex-Guest Faculty), DBA, MJP Rohilkhand University, Bareilly, UP Pin: 243006 Bareilly -----

5)Mrs. Abilasha N

Address of Applicant :Research Scholar, School of Management Studies (SOMS), Indira Gandhi National Open University (IGNOU), Block C Academic Complex, Maidan Garhi Road, New Delhi - 110068 New Delhi -----

6)Dr. Manjushaa Kadam

Address of Applicant :Associate Professor,Marketing Management, Balaji Institute of Technology Management, Maharashtra Pin: 411007 Pune -----

7)Dr. Sudipta Majumdar

Address of Applicant :Associate Professor, Faculty of Management Studies, ICFAI University Jharkhand, Plot No. 2065, Daladali Chowk, Simalia, Near Ring Road, Ranchi Ranchi -----

8)Goutam Tanty

Address of Applicant :Associate Professor, Faculty of Management Studies, The ICFAI University, Jharkhand Plot No. 2065, Daladali Chowk, Simalia, Near Ring Road, Ranchi-835222 Pin: 835222 Ranchi -----

9)Dr. Skanda M G

Address of Applicant :Assistant Professor, Industrial and Production Engineering, SJCE, JSS Science and Technology University, Mysore Mysore -----

10)Dr. Maitri

Address of Applicant :Associate Professor, Management, Graphic Era Deemed to be University, Bell Road Clement Town, Dehradun Pin:248002 Dehradun -----

11)Dr. S. Saravanan

Address of Applicant :Assistant Professor, Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu Pin Code: 600039 Chennai -----

12)Sruthi S

Address of Applicant :Assistant Professor, Department of Commerce, Gregorian College of Advanced Studies, Trivandrum Trivandrum -----

(57) Abstract :

The invention relates to a managerial perception on corporate social responsibility (CSR) practices of the firms. The concept of corporate social responsibility has been around the business world for quite a while. It has been conceptualised as running against traditional business values of maximising economic gains. The system shows that managers' interpretations of CSR activities could be seen in terms of ethics and corporate image. Also, the managers perceive that acceptance of CSR appears not doing any harm to economic performance and indeed is associated with a large increase in sales. Besides the managers, other stakeholders began to show their concern for CSR issues in their own ways. The business community needs not only voice support for corporate responsibility initiatives, but to respond favourably to efforts by the Indian government to impose CSR measures.

No. of Pages : 21 No. of Claims : 6

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(54) Title of the invention : DETECTION OF ABNORMALITIES IN LIVER USING IMAGE PROCESSING TECHNIQUES

(51) International classification :G16H0050200000, G16H0050300000, G16H0010200000, G16H0040630000, G06N0020000000

(86) International Application No Filing Date :PCT// :01/01/1900

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(71)Name of Applicant :

1)Dr. G.R.Suresh

Address of Applicant :Professor Department of Electronics and Communication Engineering, Saveetha School of Engineering, Saveetha Institute of Medical and Technical Sciences, Thandalam, Chennai Pin :602105 State : Tamilnadu Country: India Chennai -----

2)Dr.A.Sherly Alphonse**3)Dr.J.Sudhakar****4)Dr. Pachhaïammal Alias Priya M****5)Dr. S. Saravanan****6)Dr. Brijesh Sathian****7)Ms. M Rajeswari**

Name of Applicant : NA

Address of Applicant : NA

(72)Name of Inventor :

1)Dr. G.R.Suresh

Address of Applicant :Professor Department of Electronics and Communication Engineering, Saveetha School of Engineering, Saveetha Institute of Medical and Technical Sciences, Thandalam, Chennai Pin :602105 State : Tamilnadu Country: India Chennai -----

2)Dr.A.Sherly Alphonse

Address of Applicant :Assistant Professor Senior Grade 2 School of Computer Science and Engineering Vellore Institute of Technology, Chennai Pin: 600127 State: Tamilnadu Country: India Chennai -----

3)Dr.J.Sudhakar

Address of Applicant :Assistant Professor Department of Biomedical Engineering Chennai Institute of Technology, Kundrathur, Chennai, Pin: 600069 State: Tamilnadu Country:India Chennai -----

4)Dr. Pachhaïammal Alias Priya M

Address of Applicant :Professor Department of Artificial Intelligence and Data Science Sri Sairam Institute of Technology Chennai, Pin: 600044 State: Tamil Nadu Country: India Chennai -----

5)Dr. S. Saravanan

Address of Applicant :Assistant professor & Research Guide, PG and Research Department of commerce, Dr. Ambedkar Government Arts College,(Autonomous, Affiliated to University of Madras) vyasarpadi, Chennai Pin: 600039, State: Tamilnadu, Country: India. Chennai -----

6)Dr. Brijesh Sathian

Address of Applicant :Scientist, Geriatrics and Long Term Care Department, Rumailah Hospital, Hamad Medical Corporation, Doha, Qatar, P. O BOX 3050, Doha, and Qatar. -----

7)Ms. M Rajeswari

Address of Applicant :Assistant professor Department of Computer Science and Engineering IFET college of Engineering Gangarampalaiyam, Villupuram Pin: 605108 State: Tamilnadu, Country: India. Villupuram -----

(57) Abstract :

Detection of Abnormalities in Liver using Image Processing Techniques Abstract: Blood test results can assist us in determining an individual's risk of developing liver disease. This study will examine how that works. The likelihood of getting liver disease was calculated in this study using machine learning techniques. The most accurate machine learning algorithm was used to estimate what will happen in the end. Previously, we developed a precise model. Following that, we developed a system that encourages users to enter data from their blood test report. When deciding whether a person is at risk of developing liver disease, the system use the most precise model available.

No. of Pages : 11 No. of Claims : 9

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(19) INDIA

(22) Date of filing of Application :03/09/2022

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(54) Title of the invention : EFFECT OF CORPORATE GOVERNANCE POLICIES AND PRACTICES ON THE FINANCIAL PERFORMANCE OF BIG CORPORATIONS IN DEVELOPING ECONOMIES

(51) International classification :H01J0037320000, A61K0031517000, A61K0009190000, B01D0046000000, A61K0031198000
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Filing Date :NA

(71)Name of Applicant :
1)Dr. Suhas Abasaheb Nimbalkar
Address of Applicant :Professor, Department of Commerce, Rayat Shikshan Sanstha's C.D.Jain College of Commerce, Shirampur, Ahmednagar, Maharashtra, India - 413709 -----
2)Bhimrao Shivajirao Patil
3)Dr. Choure Atul Narayan
4)Dr. Harshad Laxman Jadhav
5)Kushal Ramesh Pakhale
6)Dr. Sunil Machindra Adhav
7)Dr. B. Vamsi Krishna
8)Dr. Shveta Gupta
9)Dr. S. Kumar
10)Dr. S. Saravanan
11)N. Pushpalatha
12)Sruthi S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr. Suhas Abasaheb Nimbalkar
Address of Applicant :Professor, Department of Commerce, Rayat Shikshan Sanstha's C.D.Jain College of Commerce, Shirampur, Ahmednagar, Maharashtra, India - 413709 -----
2)Bhimrao Shivajirao Patil
Address of Applicant :Director of Physical Education, Rayat Shikshan Sanstha's Dr. Babasaheb Ambedkar College, Aundh, 85 - Shinde Sarkarwada, Aundhgoan, Pune, Maharashtra, India - 411067 -----
3)Dr. Choure Atul Narayan
Address of Applicant :Assistant Professor, Marathi, Rayat Shikshan Sanstha's, S.M. Joshi College, Hadapsar, Pune, Maharashtra, India - 411028 -----
4)Dr. Harshad Laxman Jadhav
Address of Applicant :Assistant Professor, Department of Economics, Rayat Shikshan Sanstha's Karmaveer Bhaurao Patil College (Autonomous), PKC Road, Sector 15-A, Juhu Nagar, Vashi, Maharashtra, Navi Mumbai, India - 400703 -----
5)Kushal Ramesh Pakhale
Address of Applicant :Assistant Professor, Department of Commerce, Rayat Shikshan Sanstha's Dr Babasaheb Ambedkar College, Aundh, Pune, Maharashtra, India - 411067 -----
6)Dr. Sunil Machindra Adhav
Address of Applicant :Associate Professor, Faculty of Management (PG), School of Management (PG), Dr. Vishwanath Karad MIT-World Peace University, S.No.124, Paud Road, Kothrud, Pune, Maharashtra, India - 411038 -----
7)Dr. B. Vamsi Krishna
Address of Applicant :Assistant Professor, Department of Management Studies, KL Business School, KL (Deemed to be) University, Guntur, Andhra Pradesh, India - 522302 -----
8)Dr. Shveta Gupta
Address of Applicant :Assistant Professor, Department of Economics, Chitkara Business School, Chitkara University, Rajpura, Punjab, India -140401 -----
9)Dr. S. Kumar
Address of Applicant :Assistant Professor (Teaching Assistant), Disaster of Management, Alagappa University, Tamilnadu, India -630003 -----
10)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu, India - 600039 -----
11)N. Pushpalatha
Address of Applicant :Assistant Professor, Department of Commerce with Professional Accounting, Dr.SNS Rajalakshmi College of Arts & Science (Autonomous), 486, Thudiyalur, Saravanampatti Road, Chinnavedampatti post, Coimbatore, Tamilnadu, India - 641049 -----
12)Sruthi S
Address of Applicant :Founder, Paradox Publications Guide House, Trivandrum, Kerala, India -----

(57) Abstract :
Corporate governance changes in India are at a crossroads; the reforms' goal is positive, but a thorough solution addressing country-specific difficulties is needed. India enacted measures to improve corporate, social, and environmental disclosures. This report analyses the corporate governance practices implemented by Indian corporations in two reform periods (FY 2012–13 as Period 1) and (FY 2015–16 as Period 2). Considering clause 49 of the Listing Agreement with SEBI and the governance criteria in the new Company Act, 2013, a corporate governance performance (CGP) index is designed to quantify Indian firms' corporate governance score. Though Indian corporations' corporate governance procedures improve, the number of independent board members drops following period 2 changes. After changes, all industries studied improved their corporate governance policies. The research found a link between overall company social performance and financial success in period 1. In period 2, corporate governance improvements don't affect Indian financial links.

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(19) INDIA

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(21) Application No.202221025468 A

(43) Publication Date : 15/07/2022

(54) Title of the invention : ANALYSIS OF OPPORTUNITIES AND CHALLENGES IN ONLINE RETAILING

(51) International classification :G06Q0030020000, G06K0009000000, H04L0005000000, G02B0026080000, H01M0008048280
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(61) Patent of Addition to Application Number :NA
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(71)Name of Applicant :
1)Prof.Dr. Santosh Ram Pagare
Address of Applicant :Professor, Commerce and Management, K.J. Somaiya College of Arts, Commerce and Science, Kopergaon, Maharashtra -----
2)Dr. Shilpa Bhakar
3)Dr.Irfan Abdul Karim Shaikh
4)Ms. Nisha Nandal
5)Dr. Tanusree Chakraborty
6)Dr. Ashish Bhagwandas Gattani
7)Dr. Prakash Bethapudi
8)Dr. Bala Sendhil Kumar G
9)Dr. S. Saravanan
10)Mr arpit Namdev
11)Dr. Samir Dubey
12)Mrs. V. SRAVANI CHARI
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Prof.Dr. Santosh Ram Pagare
Address of Applicant :Professor, Commerce and Management, K.J. Somaiya College of Arts, Commerce and Science, Kopergaon, Maharashtra -----
2)Dr. Shilpa Bhakar
Address of Applicant :Associate Professor, School of Management, ITM University, Gwalior, Madhya Pradesh -----
3)Dr.Irfan Abdul Karim Shaikh
Address of Applicant :Assistant Professor, Commercial Studies Department, Bahrain Training Institute, Isa Town, Manama, BAHRAIN -----
4)Ms. Nisha Nandal
Address of Applicant :Assistant Professor , Management , Sushant university , Gurugram, Haryana -----
5)Dr. Tanusree Chakraborty
Address of Applicant :Faculty, Centre of Management Studies, Administrative Staff College of India, Hyderabad-500003 -----
6)Dr. Ashish Bhagwandas Gattani
Address of Applicant :Assistant Professor, Commerce, Adarsh Education Society's Arts, Commerce & Science College, Hingoli, Maharashtra -----
7)Dr. Prakash Bethapudi
Address of Applicant :Professor, Information Technology, VIGNAN'S INSTITUTE OF ENGINEERING FOR WOMEN, Visakhapatnam, Andhra Pradesh -----
8)Dr. Bala Sendhil Kumar G
Address of Applicant :Professor, MBA, Sri Manakula Vinayagar Engineering College, Puducherry -----
9)Dr. S. Saravanan
Address of Applicant :Assistant professor & Research Guide,, PG and Research Department of commerce,, Dr. Ambedkar Government Arts College,(Autonomous, Affiliated to University of Madras) vyasarpadi, chennai-600039 -----
10)Mr arpit Namdev
Address of Applicant :Assistant Professor, Information Technology, University Institute Of Technology RGPV BHOPAL MADHYA PRADESH ,BHOPAL - 462033 -----
11)Dr. Samir Dubey
Address of Applicant :Associate Professor, Department of Management, Acropolis Institute of Management Studies and Research, Indore, Madhya Pradesh -----
12)Mrs. V. SRAVANI CHARI
Address of Applicant :ASSOCIATE PROFESSOR, MBA, AURORA'S POST GRADUATE COLLEGE, HYDERABAD, TELANGANA -----

(57) Abstract :
ABSTRACT Analysis of Opportunities and Challenges in Online Retailing Online retailing or E-retailing has shown fastest growth in past few years. Internet has successfully reached wider audience and its consumption has increased resulting in dynamic changes in the market. These result in opportunities in the e-retailing market however there are challenges that needs to be overcome. This disclosure contains detailed analysis of the opportunities and challenges in the online retail marketing system.



Fig: 1, opportunities in online retail marketing.

No. of Pages : 12 No. of Claims : 5

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(22) Date of filing of Application :10/07/2022

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(54) Title of the invention : Emotional Intelligence as a Mediator in Relationship between Employee Motivation-Job Satisfaction- Employee Engagement-Conflict Management and Organizational Performance

(51) International classification :G06Q0010100000, G06Q0010060000, G16H0010200000, G06Q0030020000, G10L0017260000
(86) International Application No :PCT//
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(87) International Publication No : NA
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Filing Date :NA

(71)Name of Applicant :
1)Dr A M Mahaboob Basha
Address of Applicant :Patent Submission -----
2)Dr.S.Thilaga
3)Dr. Samini Varghese
4)Dr. M. Ravindran
5)Mr.K.Krishnamoorthy
6)Dr Maitri
7)Dr.S.Amirdha Vasani
8)Dr.S.Baranidharan
9)Dr.Jainendra Kumar Patel
10)Dr. S. Saravanan
11)Dr. Shaik Abdul Rafi
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr A M Mahaboob Basha
Address of Applicant :Associate Professor Department of Management Studies, Narayana Engineering College (Autonomous), Gudur Pin:524101 State: Andhra Pradesh Country: India Gudur -----
2)Dr.S.Thilaga
Address of Applicant :Assistant Professor Department: Management Studies College Name with address: Coimbatore Institute of Technology, Coimbatore State: Tamil Nadu District: Coimbatore Country: India -----
3)Dr. Samini Varghese
Address of Applicant :Assistant Professor Department: Management College Name with address: center for Management studies-Jain deemed to be University 133, lalbagh main Road State: Karnataka District: Bangalore Country: India -----
4)Dr. M. Ravindran
Address of Applicant :Assistant Professor Department: Commerce Department College Name with address: Shree Chandrababu Jain College State: Tamil nadu District: Tiruvallur Country: India -----
5)Mr.K.Krishnamoorthy
Address of Applicant :Assistant Professor Department: Management Studies College Name with address: KIT- Kalaigarkaranidhi Institute of Technology, Kannampalayam, Coimbatore State: Tamilnadu District: Coimbatore Country: India -----
6)Dr Maitri
Address of Applicant :Associate Professor Department: Management College Name with address: Graphic Era Deemed to be University Dehradun State:Uttarakhand District:Dehradun Country: India -----
7)Dr.S.Amirdha Vasani
Address of Applicant :Assistant Professor Department: Department of Corporate Secretaryship & Accounting and Finance College Name with address: SRM Institute of Science and Technology, Kattankulathur, Chennai State: Tamilnadu District: Chennai Country: India -----
8)Dr.S.Baranidharan
Address of Applicant :Assistant Professor Department: School of Commerce and Management College Name with address: Dayananda Sagar University Shavige Malleshwara Hills, 1st Stage, Kumaraswamy Layout, Bengaluru, Karnataka Pin: State: Karnataka District: Bengaluru Country: India -----
9)Dr.Jainendra Kumar Patel
Address of Applicant :Associate professor Department- Law College Name with address: Dr. C. V. Raman University, Kargi Road, Kota, Dist. Bilaspur, Chhattisgarh State: Chhattisgarh Country: India -----
10)Dr. S. Saravanan
Address of Applicant :Assistant professor Department of commerce College Name with address : Dr.Ambedkar Government Arts College, vyasarpadi, chennai-600039 Tamilnadu India -----
11)Dr. Shaik Abdul Rafi
Address of Applicant :Associate Professor Department: Business Management College Name with address: Vasavi Institute of Management and Computer Sciences, Vasavi Nagar, Peddapali (v), Madhavaram, State: Andhra Pradesh District: Kadapa Country: India -----

(57) Abstract :

Aim/Purpose: - The aim of the exploratory research study was to know the mediating role of emotional intelligence in between the HRM practices and the organizational performance in the contemporary phenomena where the role of emotional intelligence in the organization is high. Outcome:- The outcome of the research witnessed that the emotional intelligence shows a significant indirect relationship with the factors of human resource management followed by the organizational performance. Research Design/Approach/Methodology:- The researcher has taken 110 sample sizes by developing a structured open ended questionnaire. Researcher applied both descriptive and inferential statistics which include Mean, SD, and Correlation, Regression, confirmatory factor analysis and path analysis. Practical Implications: - The outcome of the research can be practically implemented where, the role and need of employee emotions plays a crucial role in the contemporary phenomena of business world. Novelty:- The research it is novel with respect to taken constructs like: Motivation, employee engagement, employee job satisfaction, employee conflict management and other factors which facilitates which impact more needed to control the things with the employee emotions. Originality:- The research it is novel and original, the content and constructs and questions which are included in the analysis not copied from any sources. In fact, it is an exploratory research design.

No. of Pages : 25 No. of Claims : 3

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(22) Date of filing of Application :28/06/2022

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(43) Publication Date : 15/07/2022

(54) Title of the invention : AN IMPACT OF HUMAN RESOURCE MANAGEMENT (HRM) ON EMPLOYEE PERFORMANCE

(51) International classification :G06Q0010060000, G06Q0010100000, G06Q0010000000, G06Q0030020000, C22F0001047000
(86) International Application No :NA
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(71)Name of Applicant :
1)Dr. Sapna Sharma
Address of Applicant :Associate Professor Department of Management Studies Shri Shankaracharya Institute of Professional Management and Technology (SSIPMT), PO Sejabahr, Raipur. Pin: 492015 Raipur -----
2)Dr. Dipti Baghel
3)Dr. Amrita Majumdar
4)Dr.Meenakshi Rengasayee
5)LALITA BABULAL MALUSARE
6)JAYALAXMI
7)Dr. Hephzibah Beula John
8)Dr. Swati Bankar
9)SSSV Gopala Raju
10)Thiru.A.K.SHUNMUGA SELVAN
11)DR. S. SARAVANAN
12)SRUTHI S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr. Sapna Sharma
Address of Applicant :Associate Professor Department of Management Studies Shri Shankaracharya Institute of Professional Management and Technology (SSIPMT), PO Sejabahr, Raipur. Pin: 492015 Raipur -----
2)Dr. Dipti Baghel
Address of Applicant :Assistant Professor Department: Commerce College Name and Address: Dr. Khoobchand Baghel Govt. PG College, Bhalai-3, Chhattisgarh Pin: 490025 DURG -----
3)Dr. Amrita Majumdar
Address of Applicant :Associate Professor, Faculty of Commerce & Management Jharkhand Rai University Ratu Rd, Chanakypuri Colony, Kamre, Ranchi Pin - 835222 Ranchi -----
4)Dr.Meenakshi Rengasayee
Address of Applicant :Professor, Department of Information Technology SRM Valliammai Engg. College, SRM Nager, Kattankulathur Pin : 603203 Kanchipuram -----
5)LALITA BABULAL MALUSARE
Address of Applicant :Assistant Professor, Department of Commerce and Research Centre Sangamner Nagarpalika Arts, D.J. Malpani Commerce and B.N. Sarada Science College.Ghulewadi Ta: Sangamner Dist: Ahmednagar Pincode: 422605. Ahmednagar - -----
6)JAYALAXMI
Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE AND MANAGEMENT. POORNAPRAJNA COLLEGE UDUPI FISH MARKET ROAD, NEAR VOLAKADU, UDUPI DISTRICT, UDUPI Pin 576101 UDUPI -----
7)Dr. Hephzibah Beula John
Address of Applicant :Associate Professor Amity Business School Amity University, Gwalior Madhya Pradesh . Pin: 474020 Gwalior -----
8)Dr. Swati Bankar
Address of Applicant :Assistant Professor.Department of Management-PG.Dr. Vishwanath Karad MIT World Peace University, SOM -PG Kothrud Pune. Pin: 411038 Pune -----
9)SSSV Gopala Raju
Address of Applicant :Professor,Department of Civil Engineering, Rajiv Gandhi University of Knowledge Technologies, Nuzvid campusPin: 521202 Krishna -----
10)Thiru.A.K.SHUNMUGA SELVAN
Address of Applicant :Commerce full time PhD research scholar, Department of Commerce St. John's College, Palayamkottai, Tirunelveli - 627002 (Affiliated to MANONMANIAM SUNDARANAR University, Abishekapatti, Tirunelveli 627012) Pincode - 627002 TIRUNELVELI -----
11)DR. S. SARAVANAN
Address of Applicant :ASSISTANT PROFESSOR Department OF PG and RESEARCH DEPARTMENT OF COMMERCE DR. AMBEDKAR GOVERNMENT ARTS COLLEGE, VYASARPADI, CHENNAI, Pin Code : 600039 Chennai -----
12)SRUTHI S
Address of Applicant :Assistant Professor, Department of Commerce, Gregorian College of Advanced Studies, Trivandrum Trivandrum -----

(57) Abstract :
The present invention provides the impact of Human Resource Management (HRM) on Employee Performance. Employees represent the essential assets of any organization. The best organizations oversee human capital in the most efficient and effective way highlighted the relevance between human resources management (HRM) practices and the employees' success at work through enhanced inspiration and commitment. This invention aims to explore the significance of employee commitment as a mediator in the relationship between HRM practices and employee performance. The target population is employees in the construction industry. The respondents are selected utilizing a simple random sampling method. The data gathered through a self-administered questionnaire and analysed utilizing structural equation modelling (SEM) in IBM SPSS AMOS 24.0. The invention obtained an aggregate of 297 usable and completed questionnaires. The study found that: 1) HRM practices have significant effects on employee performance, 2) employee commitment has significant effects on employee performance, 3) HRM practices have significant effects on employee commitment, and more importantly, and 4) employee commitment partially mediates the relationship between HRM practices and employee performance. The implications of the study of an invention are also examined. Accompanied Drawing [FIG. 1]

Figure 1. Research model



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(19) INDIA

(22) Date of filing of Application :20/09/2022

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(43) Publication Date : 14/10/2022

(54) Title of the invention : ROLE OF AI AND BLOCKCHAINS IN MAKING VARIOUS SEGMENTS OF THE FINANCIAL SECTOR AUTOMATED AND DECENTRALIZED

(51) International classification :H04L0009060000, G06Q0020060000, G06Q0030020000, H04L0009320000, H04L0029060000
(86) International Application No :PCT//
Filing Date :01/01/1900
(87) International Publication No : NA
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(71)Name of Applicant :
1)Dr. B. Divya Priya
Address of Applicant :Associate Professor, Department of Commerce, Kongunadu Arts and Science College (Autonomous), G. N. Mills Post, Coimbatore, Tamil Nadu, India - 641029 -----
2)Dr. Soumya. P
3)Dr. Nilanjan Mazumdar
4)Punita Malik
5)Dr. Ninad Murlidhar Gawande
6)Komal
7)Renu Hooda
8)M.V. Rama prasad
9)Dr. Anamika Rana
10)Sushma Malik
11)Dr. S. Saravanan
12)Sruthi S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr. B. Divya Priya
Address of Applicant :Associate Professor, Department of Commerce, Kongunadu Arts and Science College (Autonomous), G. N. Mills Post, Coimbatore, Tamil Nadu, India - 641029 ----

2)Dr. Soumya. P
Address of Applicant :Teaching Associate, Agribusiness Management Department, Institute of Agribusiness Management, S V Agricultural College, Tirupati, Andhra Pradesh, India - 517502 -----
3)Dr. Nilanjan Mazumdar
Address of Applicant :Assistant Professor, Department of Business Administration, University of Science and Technology, Meghalaya, Ri-Bhoi, Techno City, Killing Road, Baridua, Meghalaya, India - 793101 -----
4)Punita Malik
Address of Applicant :Assistant Professor, Department of Commerce, Govt. College for Women, Kulana (Jhajjar), Haryana, India - 124108 -----
5)Dr. Ninad Murlidhar Gawande
Address of Applicant :Assistant Professor, Department of School of Management, Ajeenkya Dy Patil University, (Charholi, Pune) Pune, Maharashtra, India - 411018 -----
6)Komal
Address of Applicant :Assistant Professor, Department of Business Administration, Maharaja Surajmal Institute, Janakpuri, Delhi, India - 110058 -----
7)Renu Hooda
Address of Applicant :Assistant Professor, Department of Business Administration, Maharaja Surajmal Institute, C-4 Janakpuri, New Delhi, India - 110058 -----
8)M.V. Rama prasad
Address of Applicant :Professor, Department of Marketing, GITAM School of Business-Bengaluru (GSBB), GITAM (Deemed to be University), Bangalore Campus, Nagadenahalli, Doddaballapur taluk, Bengaluru Rural District, Karnataka, India - 562163 -----
9)Dr. Anamika Rana
Address of Applicant :Assistant Professor, Department of Business Administration, Maharaja Surajmal Institute, C-4 Market, Fire Station Road, Janakpuri, New Delhi, India - 110058 -----

10)Sushma Malik
Address of Applicant :Assistant professor, IT Department, Institute of Innovation in Technology and Management, D 27 &28, Institutional Area, Janak Puri, New Delhi, India - 110058 -----
11)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu, India - 600039 -----
-
12)Sruthi S
Address of Applicant :Guest Lecturer in Commerce, Kerala University, University Institute of Technology, Veli, Trivandrum, Kerala, India -----

(57) Abstract :

Artificial Intelligence (AI) and Blockchain technologies have been researched for years. Tech businesses are increasingly using AI, and we encounter it every day. Bitcoin (the original Blockchain) is popular. The financial industry has been slow to accept these technologies due to the need for higher security, technology shortfalls, lack of standardized regulations, etc. Some firms have developed Proofs-of-Concept (POCs) for the financial industry. These are private or open-source initiatives like Linux's Hyperledger. There are businesses merging the two. Integrating these technologies might deliver better, quicker solutions. AI and Blockchain are disruptive technologies. AI would make our life simpler and more efficient, while Blockchain would safeguard and decentralize our data. Financial organizations might save money by using both technologies effectively.

No. of Pages : 12 No. of Claims : 7

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(19) INDIA

(22) Date of filing of Application :29/12/2022

(21) Application No.202241076939 A

(43) Publication Date : 13/01/2023

(54) Title of the invention : ARTIFICIAL INTELLIGENCE-BASED APPROACH FOR EVALUATING AND REVEALING CONSUMER INSIGHTS THROUGH VISUAL ANALYSIS OF SOCIAL MEDIA IMAGES

(51) International classification :G06Q0030020000, G06Q0050000000, G06N0003020000, G06N0020000000, G06N0005040000
(86) International Application No :PCT//
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(87) International Publication No : NA
(61) Patent of Addition to Application Number :NA
Filing Date :NA
(62) Divisional to Application Number :NA
Filing Date :NA

(71)Name of Applicant :
1)Mr. SHRINIVASA
Address of Applicant :ASSISTANT PROFESSOR (SR.), DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING, SMVITM UDUPI UDUPI -----
2)NAVANEETHA KRISHNAN RAJAGOPAL
3)ASHA RANI N R
4)Dr. VIVEKANAND PANDEY
5)SUNIL KUMAR L
6)Mr. VENKATESH U C
7)KANEENIKA JAIN
8)Dr. S. SARAVANAN
9)SHEETAL ADITYA
10)Dr.A.SASI KUMAR
11)Dr.V. BALAJI
12)Dr VIJAY KUMAR SALVIA
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Mr. SHRINIVASA
Address of Applicant :ASSISTANT PROFESSOR (SR.), DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING, SMVITM UDUPI UDUPI -----
2)NAVANEETHA KRISHNAN RAJAGOPAL
Address of Applicant :FACULTY, COLLEGE OF ECONOMICS AND BUSINESS ADMINISTRATION, UNIVERSITY OF TECHNOLOGY AND APPLIED SCIENCES, SALALAH, SULTANATE OF OMAN. ----

3)ASHA RANI N R
Address of Applicant :ASSISTANT PROFESSOR, CIVIL ENGINEERING, ALLIANCE COLLEGE OF ENGINEERING AND DESIGN,DEPARTMENT OF CIVIL ENGINEERING, ALLIANCE UNIVERSITY,ANEKAL AND CHANDAPUR ROAD, CHIKKAHEGADE CROSS,, BENGALURU 562106 KARNATAKA BENGALURU -----
4)Dr. VIVEKANAND PANDEY
Address of Applicant :PROFESSOR, AMITY UNIVERSITY PATNA PATNA -----
5)SUNIL KUMAR L
Address of Applicant :ASSISTANT PROFESSOR, SCHOOL OF LAW, ALLIANCE UNIVERSITY, BENGALURU 562106 BENGALURU -----
6)Mr. VENKATESH U C
Address of Applicant :ASSOCIATE PROFESSOR, DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING, KVGCE, SULLIA DHAKSHINA KANNADA -----
7)KANEENIKA JAIN
Address of Applicant :ASSISTANT PROFESSOR, S. S. JAIN SUBODH MANAGEMENT INSTITUTE, JAIPUR, 302020 JAIPUR -----
8)Dr. S. SARAVANAN
Address of Applicant :PROFESSOR OF COMMERCE, DR. AMBEDKAR GOVERNMENT ARTS COLLEGE, VYASARPADI, CHENNAI -600039 CHENNAI -----
9)SHEETAL ADITYA
Address of Applicant :ASSISTANT PROFESSOR, TILAK COLLEGE OF SCIENCE AND COMMERCE VASHI AND RESEARCH SCHOLAR, SYMBIOSIS INTERNATIONAL UNIVERSITY MUMBAI -----

10)Dr.A.SASI KUMAR
Address of Applicant :PROFESSOR (MENTOR-IT – INURTURE EDUCATION SOLUTIONS PVT LTD, BANGALORE), DEPARTMENT OF CLOUD TECHNOLOGY & DATA SCIENCE, INSTITUTE OF ENGINEERING & TECHNOLOGY, SRINIVAS UNIVERSITY, SRINIVAS NAGAR, MUKKA, SURATHKAL, MANGALORE-574146, DAKSHINA KANNADA DISTRICT, KARNATAKA STATE, INDIA. MANGALORE -----
11)Dr.V. BALAJI
Address of Applicant :ASSOCIATE PROFESSOR/ELECTRONICS AND COMMUNICATION ENGINEERING, CHENNAI-600097 CHENNAI -----
12)Dr VIJAY KUMAR SALVIA
Address of Applicant :PROFESSOR DIRECTOR ECE INTERNATIONAL RESEARCH AND DEVELOPMENT CREATIVITY ORGANIZATION USA INDIA INDORE 452018 INDORE -----

(57) Abstract :
Artificial intelligence-based approach for Evaluating and Revealing Consumer Insights through Visual Analysis of Social Media Images is the proposed invention. The invention focuses on evaluating customer insights using the social media images. The algorithms of Artificial Intelligence are used for the purpose of analyzing the customer reviews and predicting its impact.

No. of Pages : 14 No. of Claims : 5

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(54) Title of the invention : MARKETING RESEARCH AS A TOOL FOR PROFITABILITY IN THE SERVICE INDUSTRY

(51) International classification :G06Q0030020000, G06Q0040080000, G06Q0010060000, G06Q0040000000, G06Q0010000000
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 (61) Patent of Addition to Application Number :NA
 Filing Date :NA
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(71)Name of Applicant :
 1)Dr. Jagdish Ratilal Raiyani
 Address of Applicant :Assistant Professor, Department of Commerce, Tolani Commerce College, Near Post Office, Adipur, Kachchh, Gujarat, India - 370205 -----
 2)Dr. Vinod R R
 3)Dr. K. Aruna
 4)Dr. Shailendra gangrade
 5)Dr. Gajendra Kumar Gupta
 6)Dr. Saurabh Singh
 7)Dr. Jayant Isaac
 8)Dr. Ravi Kumar Gupta
 9)Dr. Shruti Mohapatra
 10)Dr. Nazia Jamal
 11)Dr. S. Saravanan
 12)Sruthi. S
 Name of Applicant : NA
 Address of Applicant : NA
 (72)Name of Inventor :
 1)Dr. Jagdish Ratilal Raiyani
 Address of Applicant :Assistant Professor, Department of Commerce, Tolani Commerce College, Near Post Office, Adipur, Kachchh, Gujarat, India - 370205 -----
 2)Dr. Vinod R R
 Address of Applicant :Assistant Professor and Head, School of Contemporary Knowledge Systems Department, Chinmaya Vishwa Vidyapeeth (Deemed to be University), Adi Shankara Nilayam, PEPATHY, Cochin, Kerala, India - 682313 -----
 3)Dr. K. Aruna
 Address of Applicant :Associate Professor, Department of Commerce and International Trade, Karunya University, Tamil Nadu, India - 641114 -----
 4)Dr. Shailendra gangrade
 Address of Applicant :Assistant Professor, Department of Management Studies, MediCaps University, Pigdumber A. B. Road, Near Rau, Indore, Madhya Pradesh, India - 452001 -----
 5)Dr. Gajendra Kumar Gupta
 Address of Applicant :Associate Professor, Department of Business Management, Shri Ramswaroop Memorial College of Management, Tiwariganj, Lucknow, Uttar Pradesh, India - 226028 -----
 6)Dr. Saurabh Singh
 Address of Applicant :Assistant Professor, Finance Department, Prestige Institute of Management and Research, Scheme No:74 C, Vijay Nagar, Indore, Madhya Pradesh, India - 452010 -----
 7)Dr. Jayant Isaac
 Address of Applicant :Assistant Professor, Department of Faculty of Management Studies, The ICFAI University Raipur, NH-53, Raipur-Bhilai Road, Km Stone No -20 , PO: Kumhari, District: Durg., Chhattisgarh, India - 490042 -----
 8)Dr. Ravi Kumar Gupta
 Address of Applicant :Assistant Professor, Department of Humanities and Management Science, Madan Mohan Malaviya University of Technology, Gorakhpur, Uttar Pradesh, India - 273010 -----
 9)Dr. Shruti Mohapatra
 Address of Applicant :Assistant Professor, Department of Agricultural Economics, Sri Sri University, Godisahi, Cuttack, Odisha, India - 754006 -----
 10)Dr. Nazia Jamal
 Address of Applicant :Assistant Professor, Department of IMS, University of Lucknow, Uttar Pradesh, India - 226003 -----
 11)Dr. S. Saravanan
 Address of Applicant :Assistant Professor, PG and Research Department of Commerce, Dr. Ambedkar government arts college, Vyasarpadi, Chennai, Tamilnadu, India - 600039 -----
 12)Sruthi. S
 Address of Applicant :Founder, Paradox Publications Guide House, Trivandrum, Kerala, India -----

(57) Abstract :

Marketing research is the systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation facing the company. This invention focused on marketing research as a tool for profitability in the service industry, a case study of AIICO insurance company operation in Enugu metropolis. In order to carryout the study, the following objectives amongst others were states; (i)To ascertain the proportion of marketing budget allocated to the marketing research activities in a given period in AIICO Insurance Company.(ii)To ascertain, if the marketing research activities increase the number of policy holders in AIICO insurance company. (iii) To ascertain whether marketing research contributes to increase in profit in AIICO insurance company. (iv) To ascertain whether marketing research creates awareness of AIICO insurance company and its services.

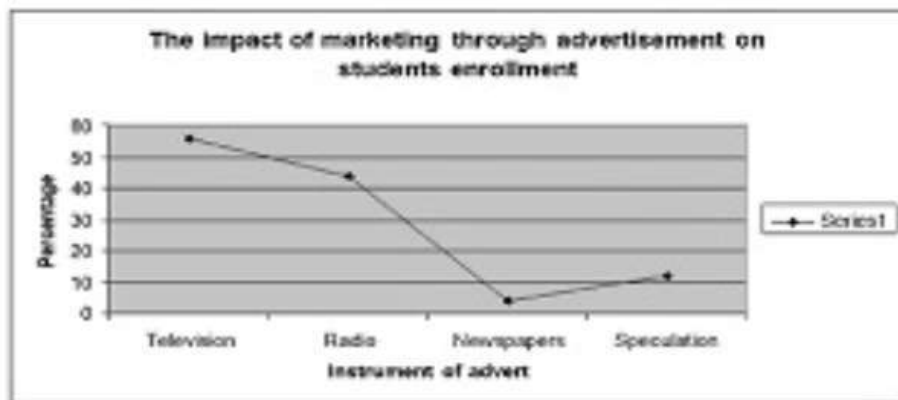


Fig.1 Depicts the impact of marketing through advertisement on students enrollment.

No. of Pages : 10 No. of Claims : 7

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(19) INDIA

(22) Date of filing of Application :01/08/2022

(21) Application No.202211043871 A

(43) Publication Date : 12/08/2022

(54) Title of the invention : A SYSTEM AND METHOD FOR IOT BASED SOLUTION TO OVERCOME DISCHARGING IN LITHIUM-ION BATTERY

(51) International classification :G01R0031360000, H01M0010052500, G06Q0050060000, H01M0010440000, G01R0031367000

(86) International Application No :NA
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Filing Date :NA

(71)Name of Applicant :

1)Nimisha Bhatt

Address of Applicant :Assistant Professor, Department of Computer Applications, Plot No. IS-2036 to IS-2039 Ramchandrapura Industrial Area Jaipur, Sitapura, Vidhani, Rajasthan 303905 Jaipur -----

2)Mr. Harshit Sharma

3)Parinita Hajra

4)Dr. Pratap Paraji Patil

5)Dr. S. Saravanan

6)Nikhil Aggarwal

7)Dr. S. Velayutham

8)Geerija Lavania

Name of Applicant : NA

Address of Applicant : NA

(72)Name of Inventor :

1)Nimisha Bhatt

Address of Applicant :Assistant Professor, Department of Computer Applications, Plot No. IS-2036 to IS-2039 Ramchandrapura Industrial Area Jaipur, Sitapura, Vidhani, Rajasthan 303905 Jaipur -----

2)Mr. Harshit Sharma

Address of Applicant :Assistant Professor, Computer Application, JECRC University, Jaipur, Rajasthan, India, 303905 Jaipur -----

3)Parinita Hajra

Address of Applicant :Assistant Professor-I, Department of Computer Applications, JECRC University, Jaipur, Rajasthan, India Pin code: 303905 Jaipur -----

4)Dr. Pratap Paraji Patil

Address of Applicant :Dept of IT and Engineering, Amity University in Tashkent, Uzbekistan, Pin: 100114 -----

5)Dr. S. Saravanan

Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai-39, Tamilnadu Chennai -----

6)Nikhil Aggarwal

Address of Applicant :Assistant Professor, ECE, Apex Institute of Technology, Block-14, Chandigarh University, Mohali Mohali -----

7)Dr. S. Velayutham

Address of Applicant :Assistant Professor, Department of Business Administration, Mohammad Sathak College of Arts and Science, Sholinganallur, Chennai-119, Tamilnadu Chennai -----

8)Geerija Lavania

Address of Applicant :Assistant Professor, Department of Computer Science & Engineering, Jaipur Engineering College & Research Center, Jaipur Jaipur -----

(57) Abstract :

The present invention discloses a system and method for IoT based solution to overcome discharging in Lithium-ion battery. According to embodiments of the present invention, a battery may be characterized in terms of its time to discharge from a given start voltage to a given end voltage under a specific load using IoT. To characterize a battery, measurements of battery voltage as a function of time during battery discharge for different power loads may be fitted to discharge functions. The discharge functions may be applied to specific end voltage values determine a first set of data for the time for a battery that has been charged to a given starting voltage to discharge to a particular end voltage for a given load.

No. of Pages : 24 No. of Claims : 8

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(54) Title of the invention : THE MEDIATING EFFECT OF HUMAN RESOURCE PLANNING ON ORGANIZATIONAL PERFORMANCE

(51) International classification :G06Q0010060000, G06Q0050220000, G16H0040200000, G16H0010200000, G06Q0050260000
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 (61) Patent of Addition to Application Number :NA
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(71)Name of Applicant :
1)Dr. Indrajit Goswami
 Address of Applicant :Director-QAA, IQAC Department, Universal Business School, Maharashtra, India - 410201 -----

2)Baishnab Padhee
3)Sheetal Bura
4)Anuradha Jain
5)Dr. Pallavi Kumari
6)Dr. Smritikana Ghosh
7)Ganesh Gorakshnath Badade
8)Dr. Swati Bankar
9)Dr. Meena Sharma
10)Dr. Ritu Joshi
11)Dr. S. Saravanan
12)Sruthi. S
 Name of Applicant : NA
 Address of Applicant : NA
 (72)Name of Inventor :
1)Dr. Indrajit Goswami
 Address of Applicant :Director-QAA, IQAC Department, Universal Business School, Maharashtra, India - 410201 -----

2)Baishnab Padhee
 Address of Applicant :Faculty, Takshashila IAS Academy, 7, 14, centre, opposite vijayalakshmi theatre, Kamayathopu, Padmaja Nagar, Kanuru, Vijayawada, Andhra Pradesh, India -----
3)Sheetal Bura
 Address of Applicant :Lecturer, Department of School of Commerce and Management, D. Y. Patil International University, Maharashtra, India - 411044 -----
4)Anuradha Jain
 Address of Applicant :Principal, Department of Economics, Vivekananda Institute Of professional studies - TC AU Block, Pitampura, Delhi, India - 110034 -----
5)Dr. Pallavi Kumari
 Address of Applicant :Associate Professor, The ICFAI University, Plot No. 2065, Daladali Chowk, Simalia, Near Ring Road, Ranchi, Jharkhand, India - 835222 -----
6)Dr. Smritikana Ghosh
 Address of Applicant :Assistant Professor & Head, Department of University Department of Psychology, Radha Govind University, Ramgarh, Jharkhand, India - 829122 -----
7)Ganesh Gorakshnath Badade
 Address of Applicant :Assistant Professor, MBA Department, HSBPVT's Group of Institutions, Faculty of Management, Kashti A/P - Kashti, Tal - Shrigonda, Ahmednagar, Maharashtra, India - 414701 -----
8)Dr. Swati Bankar
 Address of Applicant :Assistant Professor, Dr. Vishwanath Karad MIT World Peace University, SOM -PG Kothrud, Pune, Maharashtra, India - 411038 -----
9)Dr. Meena Sharma
 Address of Applicant :Professor & Head, Department of Business and Management, Institute of Advanced Research, The University for Innovation, Gujarat, India -----
10)Dr. Ritu Joshi
 Address of Applicant :Professor and Head, Institute of Management Studies, Kailod Kartal, Rau Raod, SAGE University, Indore, Madhya Pradesh, India - 452020 -----
11)Dr. S. Saravanan
 Address of Applicant :Assistant Professor, PG and Research Department of Commerce, Dr. Ambedkar government arts college, Vyasarpadi, Chennai, Tamilnadu, India - 600039 -----
12)Sruthi. S
 Address of Applicant :Founder, Paradox Publications Guide House, Trivandrum, Kerala, India -----

(57) Abstract :

Academic research on HR planning is growing. Human resources is an organisation's fundamental capability since it improves performance. This invention examined the impact of HR planning on organisational performance. Top managers, middle managers, HR managers, and support staff completed questionnaires. Data were analysed using SPSS and interpreted based on the study's four goals. The invention found no evidence of effective HR planning at the Ministry of Health during the review period. The research found no previous related studies. The research found that HR planning has a minimal influence on the Ministry of Health's organisational performance. The report proposes that the Ministry of Health strive for optimum staffing levels and conduct professional demand and supply projections for human resources, notably physicians and nurses. The government should examine service programmes frequently to prevent long-term staff stagnation. Further study is needed on HRP's influence on public sector performance.

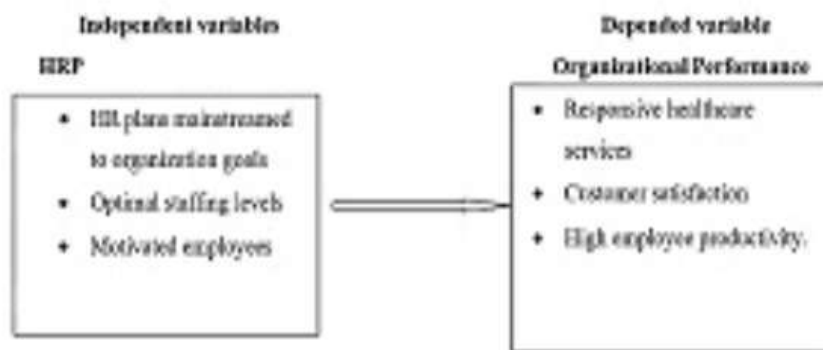


Figure.1 Depicts the Conceptual Framework Model.

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(54) Title of the invention : ARTIFICIAL INTELLIGENCE AND SUPPLY CHAIN MANAGEMENT- ASSESSMENT OF THE PRESENT AND FUTURE ROLE PLAYED BY AI IN THE SUPPLY CHAIN PROCESS

No. of Pages : 12

No. of Claims : 7

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(86) International Application No :PCT//
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(71)Name of Applicant :

1)Kasireddy Sandeep Reddy

Address of Applicant :Assistant Professor, School of Management Studies, Guru Nanak Institutions
Technical Campus, Ibrahimpatnam, R.R. District, Telangana, Hyderabad, India - 501506 -----

2)Dr. P. Rajendran

3)S. Tulasi Ram

4)D. Hemalatha

5)M.V. Rama Prasad

6)N. Paviyasre

7)Syed Ali Fathima.R

8)B. Gayathri

9)Dr. Vikas Nana Mahandule

10)Dr. S. Saravanan

11)D.Maithra

12)Sruthi S

Name of Applicant : NA

Address of Applicant : NA

(72)Name of Inventor :

1)Kasireddy Sandeep Reddy

Address of Applicant :Assistant Professor, School of Management Studies, Guru Nanak Institutions
Technical Campus, Ibrahimpatnam, R.R. District, Telangana, Hyderabad, India - 501506 -----

2)Dr. P. Rajendran

Address of Applicant :Associate Professor, Department of Management Studies, KL Business School, KL
(Deemed to be) University, Guntur, Andhra Pradesh, India - 522302 -----

3)S. Tulasi Ram

Address of Applicant :Assistant Professor, School of Management Studies, Chaitanya Bharathi Institute of
Technology(A), Hyderabad, Telangana, India - 500075 -----

4)D. Hemalatha

Address of Applicant :Assistant Professor, Department of Computer Technology, Kongunadu Arts and
Science College, G.N. Mills Post, Coimbatore, Tamil Nadu, India - 641029 -----

5)M.V. Rama Prasad

Address of Applicant :Professor, Department of Marketing, GSBB, Gitam University, Nagadenahalli,
Doddaballapur Taluk, Bengaluru Rural District, Karnataka, India - 562163 -----

6)N. Paviyasre

Address of Applicant :Assistant Professor, Department of Information Technology, Kongunadu Arts and
Science College, G.N. Mills Post, Coimbatore, Tamilnadu, India - 641029 -----

7)Syed Ali Fathima.R

Address of Applicant :Assistant Professor, Architecture Department, SRM Institute of Science and
Technology, Ramapuram, Tamil Nadu, India - 600089 -----

8)B. Gayathri

Address of Applicant :Assistant Professor, Department of B Com Professional Accounting, Dr SNS
Rajalakshmi College of Arts and Science, Coimbatore, Tamilnadu, India - 641049 -----

9)Dr. Vikas Nana Mahandule

Address of Applicant :Assistant Professor, Department of Computer Application, MIT Arts Commerce &
Science College Alandi (D.), Pune, Maharashtra, India - 412105 -----

10)Dr. S. Saravanan

Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts
College, Vyasarpadi, Chennai, Tamilnadu, India - 600039 -----

11)D.Maithra

Address of Applicant :Assistant Professor, Department of Commerce with Information Technology, Dr.SNS
Rajalakshmi College of Arts and Science (Autonomous), 486, Thudiyalur, Saravanampatti Road,
Chinnavedampatti Post, Coimbatore, Tamilnadu, India - 641049 -----

12)Sruthi S

Address of Applicant :Founder, Paradox Publications Guide House, Trivandrum, Kerala, India -----

(57) Abstract :

This invention seeks to identify the contributions of artificial intelligence (AI) to supply chain management (SCM) through a systematic review of the existing literature. To address the current scientific gap of AI in SCM, this invention aimed to determine the current and potential AI techniques that can enhance both the study and practice of SCM. Gaps in the literature that need to be addressed through scientific research were also identified. More specifically, the following four aspects were covered: (1) the most prevalent AI techniques in SCM; (2) the potential AI techniques for employment in SCM; (3) the current AI-improved SCM subfields; and (4) the subfields that have high potential to be enhanced by AI. A specific set of inclusion and exclusion criteria are used to identify and examine papers from four SCM fields: logistics, marketing, supply chain, and production. This invention provides insights through systematic analysis and synthesis.

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(19) INDIA

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(21) Application No.202241050394 A

(43) Publication Date : 09/09/2022

(54) Title of the invention : THE MEDIATING EFFECT OF ENTREPRENEURSHIP IN CORPORATE INNOVATIONS AMONG SMALL-SCALE AND LARGE CORPORATIONS

(51) International classification :C08K0009040000, C08L0083040000, G06F0016210000, F01D0005000000, C08G0077160000
(86) International Application No :PCT//
Filing Date :01/01/1900
(87) International Publication No : NA
(61) Patent of Addition to :NA
Application Number :NA
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(62) Divisional to Application :NA
Number :NA
Filing Date :NA

(71)Name of Applicant :
1)Dr. S. Kumar
Address of Applicant :Assistant Professor (Teaching Assistant), Department of Disaster Management, Alagappa University, Tamilnadu, India - 630003 -----
2)Dr. P. Rekha
3)Indrani Bhattacharjee
4)Komal Kapoor
5)Dr. Kritika Malhotra
6)Dr. Bijoya Ganguly
7)Dr. S. Jayashree
8)Dr. Jitendra Yadav
9)Mohammed Alikhan KP
10)Dr. S. Saravanan
11)Dr. Abhishek
12)Sruthi S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr. S. Kumar
Address of Applicant :Assistant Professor (Teaching Assistant), Department of Disaster Management, Alagappa University, Tamilnadu, India - 630003 -----
2)Dr. P. Rekha
Address of Applicant :Assistant Professor, Department of Management, CMS Institute of Management Studies, Tamilnadu, India - 641049 -----
3)Indrani Bhattacharjee
Address of Applicant :Professor, Department of Management, Institute of Management Studies (University Courses Campus), National Highway -09, Adhyatmik Nagar, Ghaziabad, Uttar Pradesh, India - 201015 -----
4)Komal Kapoor
Address of Applicant :Assistant Professor, Department of Management, IMS Ghaziabad (University Courses Campus), Adhyatmik nagar, NH -9, Ghaziabad , Uttar Pradesh, India - 201015 -----
5)Dr. Kritika Malhotra
Address of Applicant :Assistant Professor, Department of Management, National P.G. College, Rana Pratap Marg, Hazratganj, Lucknow, Uttar Pradesh, India - 226001 -----
6)Dr. Bijoya Ganguly
Address of Applicant :Assistant Professor, Faculty of Management Department, ICAFI University Jharkhand, Simaliya Village,Daladali Chowk, Ring Road, Ranchi, Jharkhand, India - 835222 -----
7)Dr. S. Jayashree
Address of Applicant :Assistant Professor, Department of Professional Accounting and Finance,Kristu Jayanti College (Autonomous), K.Narayanapura, Kothanur P.O, Bengaluru, Karnataka, India - 560077 -----
8)Dr. Jitendra Yadav
Address of Applicant :Assistant Professor, Department of Management Studies, KL Business School, KL (Deemed to be) University, Guntur, Andhra Pradesh, India - 522302 -----
9)Mohammed Alikhan KP
Address of Applicant :Assistant Professor, PG Department of Commerce, Safa College of Arts and Science, Pookkattitri, Edayur Post, Valanchery, Malappuram, Kerala, India - 676552 -----
10)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu, India - 600039 -----
11)Dr. Abhishek
Address of Applicant :Assistant Professor, Department of Management, Baba Mastnath University, Asthal Bohar, Rohtak, Haryana, India - 124021 -----
12)Sruthi S
Address of Applicant :Founder, Paradox Publications Guide House, Trivandrum, Kerala, India -----

(57) Abstract :
Strategic focus and innovation are key to SMEs' success (SMEs). There is no empirical evidence that product and process innovation boosted SME performance. In addition, process and product innovation may mediate strategic direction and SME manufacturing success. This invention studies the mediating effect of product and process innovation on SME performance (market, entrepreneurial, and customer orientation). PLS-SEM was used to evaluate survey data from 360 manufacturing SMEs. Consumer and entrepreneurial mentality impact product and service innovation, says study. SMEs need market focus for process innovation but not product innovation. Process innovation is strongly mediated between strategy (market, customer, and entrepreneurial) orientation and SME success, according to the research. Market, entrepreneurial, and customer-related efforts will boost SMEs' success via product and process innovation. This invention attempts to strengthen SME performance by promoting product and process innovation.

No. of Pages : 11 No. of Claims : 7

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(19) INDIA

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(21) Application No.202231033186 A

(43) Publication Date : 08/07/2022

(54) Title of the invention : A SYSTEM FOR MEASURING MEDIATING EFFECT OF GLOBALIZATION ON INCOME DISTRIBUTION IN EMERGING ECONOMIES

(51) International classification :G06Q0040060000, G06F0017180000, G06Q0040000000, A61B0005020000, G01R0031260000
(86) International Application No :PCT//
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(87) International Publication No : NA
(61) Patent of Addition to Application Number :NA
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(62) Divisional to Application Number :NA
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(71)Name of Applicant :
1)Dr. Shruti Mohapatra
Address of Applicant :Assistant Professor, Agricultural Economics, SRI SRI University, Godisahi, Cuttack, Odisha, India, PIN: 754006 -----
2)Dr. Gomathi Jawahar
3)Dr. Tania Gupta
4)Dr. Jitender Bhandari
5)Dr. Salineeta Chaudhuri
6)Prof. Anuradha Jain
7)Dr. G. Vani
8)Dr.Sudha Vepa
9)Khushboo
10)Dr. S. Saravanan
11)Dr. Ekta Mishra
12)Sruthi S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr. Shruti Mohapatra
Address of Applicant :Assistant Professor, Agricultural Economics, SRI SRI University, Godisahi, Cuttack, Odisha, India, PIN: 754006 -----
2)Dr. Gomathi Jawahar
Address of Applicant :Karunya University, Tamil Nadu -----
3)Dr. Tania Gupta
Address of Applicant :Professor & Dean, School of Education, K.R Mangalam University, Sohna Road, Gurugram Pin: 122103 -----
4)Dr. Jitender Bhandari
Address of Applicant :Associate Professor, Economics, Christ (Deemed to be University), Delhi NCR Campus, Nandgram Road, Marium Nagar, Ghaziabad Pin: 201003 -----
5)Dr. Salineeta Chaudhuri
Address of Applicant :Academic Head, Assistant Professor, Economics, CHRIST (Deemed to be University), Mariamnagar, Meerut Road, Delhi NCR Pin: 201003 -----
6)Prof. Anuradha Jain
Address of Applicant :Principal, Economics, Vivekananda Institute of Professional Studies Technical Campus, AU Block, Outer Ring Road, Pitampura, Delhi Pin Code: 110034 -----
7)Dr. G. Vani
Address of Applicant :Associate Professor, Department of Business Management, Telangana University, Suddapally, Dichpally, Nizamabad, Telangana State Pin 503322 -----
8)Dr.Sudha Vepa
Address of Applicant :Professor & Chairperson, Board of Studies, Department of Business Management, University College of Commerce & Business Management, Osmania University, Hyderabad Pin: 500007 -----
9)Khushboo
Address of Applicant :PhD research Scholar, Sociology, Babasaheb Bhimrao Ambedkar University (A Central University), Vidya Vihar, Raebareli Road, Lucknow - 226025 -----
10)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu Pin Code: 600039 -----
11)Dr. Ekta Mishra
Address of Applicant :Assistant Professor, Management studies, Shri shankaracharya institute of professional studies, sajebahar, mujgahan Pin code: 492015 -----
12)Sruthi S
Address of Applicant :Assistant Professor, Department of Commerce, Gregorian College of Advanced Studies, Trivandrum -----

(57) Abstract :
ABSTRACT A SYSTEM FOR MEASURING MEDIATING EFFECT OF GLOBALIZATION ON INCOME DISTRIBUTION IN EMERGING ECONOMIES [045] The present invention discloses a system that is configured to receive from a user an income range and a geographical scope of interest in a predefined set of income distribution and aggregating prediction data from the income range and geographical scope from one or more of the asset classes selected from the group consisting of currency, bond, commodity, and stock. Further, automatically determining changes over time within the income range of one or more statistical analysis values of the aggregated prediction data selected from the group consisting of mean, median, mode, difference of means, standard deviation, variance, tolerance levels, skewness, kurtosis, inflection points and Bayesian analysis. Accompanied Drawings [FIG.1-2]

No. of Pages : 18 No. of Claims : 6

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(19) INDIA

(22) Date of filing of Application :25/09/2022

(21) Application No.202221054875 A

(43) Publication Date : 07/10/2022

(54) Title of the invention : A SYSTEM FOR EVALUATING ROLE OF HR PRACTICES IN EMPLOYEE ENGAGEMENT AND RETENTION

(51) International classification :G06F0040300000, G16H0010600000, G06F0040211000, G06F0016245500, G06Q0040000000
(86) International Application No :NA
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(61) Patent of Addition to Application Number :NA
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(71)Name of Applicant :
1)Dr. Indrajit Goswami
Address of Applicant :Director-QAA, Department of IQAC, Universal Business School, Maharashtra, India Pin: 410201 Karjat --

2)Mulakala Srinivas
3)Dr. Vivek Singh Sachan
4)Dr. Nidhi Oswal
5)Priyanka Mahanta
6)Archana Hrushikesh Patil
7)Dr. Deepmala Biradar (Hallale)
8)Dr. Anuja Johri
9)Prof. Vinay Sharma
10)Dr. Rishi Chakravarty
11)Dr. S. Saravanan
12)Sruthi S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr. Indrajit Goswami
Address of Applicant :Director-QAA, Department of IQAC, Universal Business School, Maharashtra, India Pin: 410201 Karjat -----

2)Mulakala Srinivas
Address of Applicant :Assistant Professor, Department of Business Management, Vaagdevi Institute of Management Sciences
Bolikunta, Warangal, Telangana, India Pin:506005 Warangal -----

3)Dr. Vivek Singh Sachan
Address of Applicant :Assistant Professor, School of Business Management, Chhatrapati Shahu Ji Maharaj University, Kanpur, Uttar
Pradesh, India Pin:208024 Kanpur -----

4)Dr. Nidhi Oswal
Address of Applicant :Assistant Professor, Al Khawarizmi International College, Al Bahiya, Abu Dhabi, UAE -----

5)Priyanka Mahanta
Address of Applicant :Assistant Professor, Department of Business Administration, University of Science and Technology,
Meghalaya, India Pin: 793101 Ri Bhoi -----

6)Archana Hrushikesh Patil
Address of Applicant :Assistant Professor, Department of Management, Sinhgad Institute of management, c/o Amrut ganga J,
building Flat no 104, vadgaon bk, Pune, Maharashtra, India Pin: 411041 Pune -----

7)Dr. Deepmala Biradar (Hallale)
Address of Applicant :HOD, MBA Dept, Maharashtra, India Aurangabad -----

8)Dr. Anuja Johri
Address of Applicant :Associate Professor, Department of Academics (HR), ASM Institute of Business Management & Research
(IBMR), MIDC Block 'C' Chinchwad, Pune, Maharashtra, India Pin: 411019 Pune -----

9)Prof. Vinay Sharma
Address of Applicant :Assistant Professor, Department of Management, Sage University Indore Campus, Kailod Kartal Indore Rau
Bypass Road, Indore, Madhya Pradesh 452020 Indore -----

10)Dr. Rishi Chakravarty
Address of Applicant :Assistant Professor, Department of Management, Assam Down Town University, Sankar Madhab Path,
Gandhi Nagar, Panikhati, Guwahati, Assam, India Pin: 781026 Guwahati -----

11)Dr. S. Saravanan
Address of Applicant :Assistant Professor, Department of Commerce, Dr. Ambedkar Government Arts College, Vyasarpadi,
Chennai, Tamilnadu, India Pin :600039 Chennai -----

12)Sruthi S
Address of Applicant :Guest Lecturer in Commerce, Kerala University, University Institute of Technology, Veli, Trivandrum, Kerala
Trivandrum -----

(57) Abstract :
The present invention discloses a system for evaluating role of HR practices in employee engagement and retention. The system includes, but not limited to, a memory which stores instructions; one or more processors attached to the memory wherein the one or more processors, when executing the instructions which are stored, are configured to: a means for processing an aggregated data using natural language processing to produce a set of attributes, the attributes being related to the set of attributes and being associated with at least one of contribution and satisfaction, and further, processing the aggregated data using natural language processing to produce a set of contributors, the contributors being related to the set of attributes. Accompanied Drawing [FIGS. 1-2]



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(12) PATENT APPLICATION PUBLICATION

(19) INDIA

(22) Date of filing of Application :22/07/2022

(21) Application No.202221042185 A

(43) Publication Date : 05/08/2022

(54) Title of the invention : SOCIAL MEDIA ENTREPRENEURSHIP AS A TOOL FOR NATIONAL DEVELOPMENT

(51) International classification :G06Q0030020000, G06Q0050000000, G06Q0030000000, G06F0016340000, G06Q0010100000
(86) International Application No :NA
Filing Date :NA
(87) International Publication No :NA
(61) Patent of Addition to Application Number :NA
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(62) Divisional to Application Number :NA
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(71)Name of Applicant :
1)Dr. Ritesh Mishra
Address of Applicant :Associate Professor & HOD, Department of Education, DR.C.V. RAMAN, University, Kota, Bilaspur, Chhatisgarh - 495113 -----
2)Dr. Indrajit Goswami
3)Dr. Harshad Laxman Jadhav
4)Dr. Pooja Srivastava
5)Dr. Sudipta Majumdar
6)Dr Dhananjay Beura
7)Dr. Shankar Kumar Lal
8)Alfee Kulkarni
9)Dr. Swati Bankar
10)Dr. Subhasish Das
11)Dr. S. Saravanan
12)Sruthi. S
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
1)Dr. Ritesh Mishra
Address of Applicant :Associate Professor & HOD, Department of Education, DR.C.V. RAMAN, University, Kota, Bilaspur, Chhatisgarh - 495113 -----
2)Dr. Indrajit Goswami
Address of Applicant :Director-QAA, Department of IQAC, Universal Business School, Maharashtra, India - 410201 -----
3)Dr. Harshad Laxman Jadhav
Address of Applicant :Assistant Professor, Department of Economics, Rayat Shikshan Sanstha, Karmaveer Bhaurao Patil College (Autonomous), Vashi, PKC Road, Sector 15-A, Juhu Nagar, Vashi, Navi Mumbai, Maharashtra, India - 400703 -----
4)Dr. Pooja Srivastava
Address of Applicant :Associate Professor, Department of Management, Indore Institute of Management and Research, Rau - Pithampur Rd, Opposite Indian Institute of Management, Rau, Indore, Madhya Pradesh, India - 453331 -----
5)Dr. Sudipta Majumdar
Address of Applicant :Associate Professor, Department of Faculty of Management Studies, ICAFI University Jharkhand, Plot No. 2065, Daladali Chowk, Simalia, Near Ring Road, Ranchi, Jharkhand, India - 835222 ----
6)Dr Dhananjay Beura
Address of Applicant :Professor Marketing, MBA Department, Biju Patnaik College of Information Technology & Management Studies, Patia, Odisha, Bhubaneswar, India - 751024 -----
7)Dr. Shankar Kumar Lal
Address of Applicant :Assistant Professor & Coordinator, Department of Sociology, BBAU Satellite Centre, Tikermafi, Amethi, Uttar Pradesh, India - 227413 -----
8)Alfee Kulkarni
Address of Applicant :Digital Marketing Manager, Department of Digital Marketing, Innovecture Private Limited, 55/2, Ganeshkhindh road, Jagdishnagar, Sadhu Vasvani Nagar, Aundh, Pune, Maharashtra, India - 411007 -----
9)Dr. Swati Bankar
Address of Applicant :Assistant Professor, Department of Management-PG, Dr. Vishwanath Karad MIT World Peace University, SOM -PG Kothrud, Pune, Maharashtra, India - 411038 -----
10)Dr. Subhasish Das
Address of Applicant :Assistant Professor, Department of School of Management Studies (SMS), GIET University, Gunupur, Odisha, India - 765022 -----
11)Dr. S. Saravanan
Address of Applicant :Assistant Professor, PG and Research Department of Commerce, Dr. Ambedkar government arts college, Vyasarpadi, Chennai, Tamilnadu, India - 600039 -----
12)Sruthi. S
Address of Applicant :Founder, Paradox Publications Guide House, Trivandrum, Kerala, India -----

(57) Abstract :
Specifically, this invention explored how the usage of social media increases the retention of customers, brand recognition and customer loyalty in a nation. The new phenomena of social media have altered the way business is conducted. Access to resources previously unavailable to businesses is now possible. It has also aided companies in enhancing their trustworthiness, forming strategic alliances, and expanding their interactions with clients and suppliers. Understanding how social media works as a communication and marketing tool and how it can help organisations develop has become more crucial for company owners and marketers. For this innovation, the goal was to determine how social media affects a country's small and medium-sized enterprises.

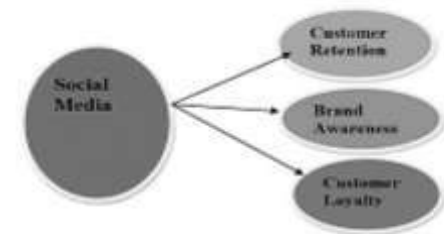


Fig.8 Depicts Social media and its relationship with customer retention, brand awareness and customer loyalty.

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(19) INDIA

(22) Date of filing of Application :26/07/2022

(21) Application No.202211042699 A

(43) Publication Date : 05/08/2022

(54) Title of the invention : A NOVEL TECHNIQUE FOR DIGITAL MARKETING USING ARTIFICIAL INTELLIGENCE AND BLOCKCHAIN

(51) International classification :G06Q0030020000, H04L0029080000, G06N0020000000, H04B0005000000, G09F0027000000
(86) International Application No :NA
Filing Date :NA
(87) International Publication No : NA
(61) Patent of Addition to Application Number :NA
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(71)Name of Applicant :

1)Ram Krishna

Address of Applicant :Assistant Professor, Galgotias University, Plot No2, Sector 17A, Yamuna Expressway, Greater Noida, Gautam Buddha Nagar, Uttar Pradesh, India-201310 ----

2)Dr. Indrajit Goswami

3)Jayanthi. G

4)Dr. R Purushothaman

5)Rinku Raheja

6)L. Haldurai

7)A. Aysa Muzammila

8)Dr. Bhargabjyoti Saikia

9)Muthulakshmi R

10)Prabhat Patel

11)Dr. S. Saravanan

12)Sruthi. S

Name of Applicant : NA

Address of Applicant : NA

(72)Name of Inventor :

1)Ram Krishna

Address of Applicant :Assistant Professor, Galgotias University, Plot No2, Sector 17A, Yamuna Expressway, Greater Noida, Gautam Buddha Nagar, Uttar Pradesh, India-201310 ----

2)Dr. Indrajit Goswami

Address of Applicant :Director-QAA, Department of IQAC, Universal Business School, Maharashtra, India - 410201 -----

3)Jayanthi. G

Address of Applicant :Assistant Professor, Department of Computer Science and Engineering, Sri Ramachandra Institute of Higher Education and Research, Tamil Nadu, India - 600116 ----

4)Dr. R Purushothaman

Address of Applicant :Associate Professor, Department of Computer Science and Engineering, Siddhartha Institute of Science and Technology, Puttur, Tirupati, Andhra Pradesh, India - 517583 -----

5)Rinku Raheja

Address of Applicant :Assistant Professor, Department of Computer Science, National PG College, 2-Rana Pratap Marg, Hazratganj, Lucknow, Uttar Pradesh, India - 226001 -----

6)L. Haldurai

Address of Applicant :Assistant Professor, Department of Computer Technology, Kongunadu Arts and Science College (Autonomous), GN Mills Post, Coimbatore, Tamil Nadu, India - 641029 -----

7)A. Aysa Muzammila

Address of Applicant :Assistant Professor, Department of Business administration, Wavoo wajeetha women's college of arts and science, Tiruchendur road, Kayalpatnam, Thoothukudi district ,Tamilnadu, India - 628204 -----

8)Dr. Bhargabjyoti Saikia

Address of Applicant :Assistant Professor, Department of Electronics and Communication Engineering, DUIET, Dibrugarh University, Dibrugarh, Assam, India - 786004 -----

9)Muthulakshmi R

Address of Applicant :Faculty Associate, Department of Commerce and Management, Amrita School of Arts and Science Kochi Campus, Brahmasthanam, Edapally North, Kerala, India - 682024 -----

10)Prabhat Patel

Address of Applicant :Assistant Professor, Department of Mechanical Engineering, Medi-Caps University, A.B.Road, Rau, Indore, Madhya Pradesh, India - 453331 -----

11)Dr. S. Saravanan

Address of Applicant :Assistant Professor, PG and Research department of commerce, Dr. Ambedkar Government Arts College, Vyasarpadi, Chennai, Tamilnadu, India - 600039 -----

12)Sruthi. S

Address of Applicant :Founder, Paradox Publications Guide House, Trivandrum, Kerala, India -----

(57) Abstract :

The current invention pertains to digital marketing that is based on artificial intelligence and the internet of things. We designed the present invention to be an IoT (Internet of Things) based highway advertisement digital board in which a person can advertise their product from their smartphone without even travelling and coordinating across billboard owners across several districts or states. This was accomplished through the use of our invention. As a consequence of this, there is an immediate need for more study in this field given the quick pace at which both the technology based on roadside billboards and the customer's perception of the same is evolving.

No. of Pages : 9 No. of Claims : 7

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(19) INDIA

(22) Date of filing of Application :20/05/2022

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(43) Publication Date : 03/06/2022

(54) Title of the invention : A SYSTEM FOR EVALUATING THE MEDIATING EFFECT OF CONSUMER AWARENESS ON GREEN MARKETING MIX AND PURCHASE INTENTION AND METHOD THEREOF

(51) International classification
(86) International Application No
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(87) International Publication No
(61) Patent of Addition to Application Number
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NA
NA
NA
NA
NA
NA

(71) Name of Applicant :
1) Dr. Manish Joshi
Address of Applicant : Associate Professor, Marketing, Shri Vaishnav School of Management, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore - Ujjain Road, Indore, Pin- 453111 Indore
2) Mr. Ashish Ashok E. Dey
3) Dr. Vilas Choudhary
4) Manisha Gupta
5) Dr. Aruna Devi Bhow
6) Dr. Rashmi Mahajan
7) Dr. Vinod Kumar
8) Dr. Dimple Tewari
9) Dr. Deep Jyoti Gaurang
10) Ashish Dattagupta
11) DR. S. KARAYANAN
12) Sruthi S

Name of Applicant : NA
Address of Applicant : NA
(72) Name of Invention :
1) Dr. Manish Joshi
Address of Applicant : Associate Professor, Marketing, Shri Vaishnav School of Management, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore - Ujjain Road, Indore, Pin- 453111 Indore
2) Mr. Ashish Ashok E. Dey
Address of Applicant : Research Scholar, Agrilbusiness Management, ASPEE, Agrilbusiness Management Institute, Navsari Agricultural University, Fox Chowk Road, Dandi Road, Navsari, Gujarat Pin- 396450 Navsari
3) Dr. Vilas Choudhary
Address of Applicant : Professor and Head, Humanities and Social Sciences, National Institute of Technology, Kharagpur Pin- 731139 Kharagpur
4) Manisha Gupta
Address of Applicant : Research scholar, Finance and management, Jagannath University, Sagar, Jaipur Pin- 302022 Jaipur
5) Dr. Aruna Devi Bhow
Address of Applicant : Assistant Professor, Royal School of Commerce, Royal Global University app-pura Tempal Belpi Temple Belpi gowdhi 781033
6) Dr. Rashmi Mahajan
Address of Applicant : Professor, Marketing & IT, Balaji Institute of International Business, Sri Balaji University Pune, Survey No. 55/2-7, Tathawade, Off Mumbai - Bangalore Highway, Wakad, Pune, Pin- 411033 Pune
7) Dr. Vinod Kumar
Address of Applicant : Associate Professor, Marketing, Balaji Institute of International Business (BIBI), Sri Balaji University, Survey No. 55/2-7, Tathawade, Off Mumbai - Bangalore Highway, Wakad, Pune, Pin- 411033, Maharashtra, India Pune
8) Dr. Dimple Tewari
Address of Applicant : Assistant Professor, Commerce & Business Management, Faculty of Commerce, The M. S. University of Baroda, Pratappur, Vadodra, Gujarat-390002 Vadodra
9) Dr. Deep Jyoti Gaurang
Address of Applicant : Assistant Professor, Department of Commerce, CHREST (Dowd to be University), Central Campus, Harni Rd, Bhawan Nagar, S.G. Palya, Bhopal Pin- 466029 Bhopal
10) Ashish Dattagupta
Address of Applicant : Assistant Professor, IITVA University, Rajmuni Knowledge Park, Katigondoli, Bhopal - Pin- 466064 Bhopal
11) DR. S. KARAYANAN
Address of Applicant : ASSISTANT PROFESSOR, COMMERCE, DR. AMBEDKAR GOVERNMENT ARTS COLLEGE VYASARPADI, CHENNAI Pin- 600019 CHENNAI
12) Sruthi S
Address of Applicant : Assistant Professor, Department of Commerce, Gregorian College of Advanced Studies, Tiruvannamalai, Tiruvannamalai

Abstract
The present invention discloses a system for evaluating the mediating effect of consumer awareness on green marketing mix and purchase intention and method thereof. The system includes, but not limited to, a memory which stores instructions, one or more processors attached to the memory wherein the one or more processors executing the instructions which are stored are configured to use or store processing unit connected to a communication network, a green marketing certification company who issues a certificate to the communication network, a user device connected to the communication network, and a communication unit connected to the communication network. Accompanied Drawing [FIG. 1]

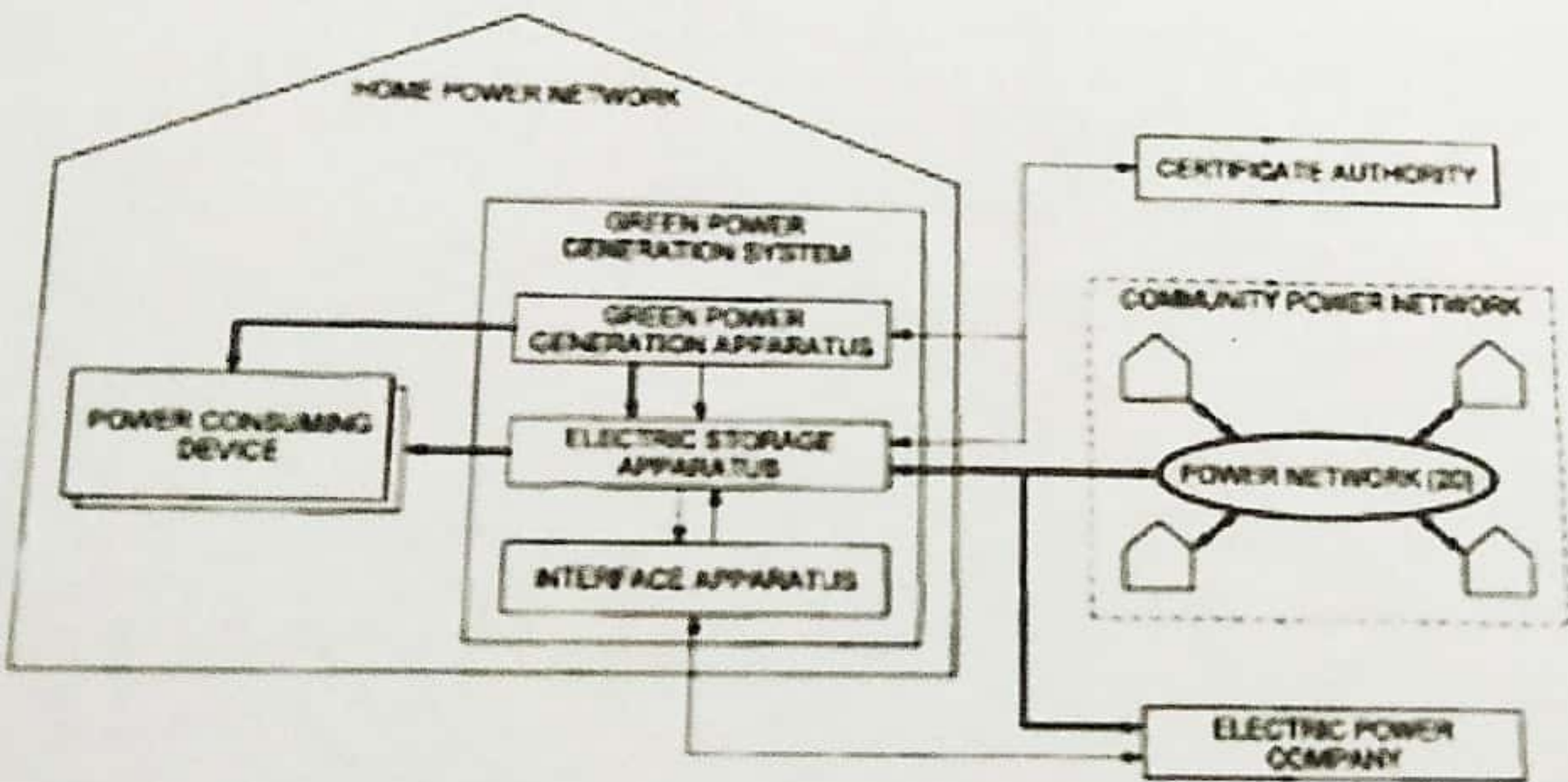


FIG. 1

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B. Srinivas
PRINCIPAL
Dr. Ambedkar Govt.
Arts College, Vyasarpadi
Chennai-600 039