

SAROJINI NAIDU VANITA MAHA VIDYALAYA
DEPARTMENT OF BUSINESS MANAGEMENT

Two Day Virtual National Seminar on **Intellectual Property Rights**
Held on 3rd and 4th March, 2021 Sponsored By Indian Council of Social Science
Research, Southern Regional Centre, Hyderabad

Summary of the Proceedings of the Seminar

Intellectual Property Rights (IPR) plays a vital role in enhancing the socio-economic prosperity of the country. Creativity and innovation are new drivers of the world economy. With the increasing relevance of Intellectual Property (IP) in this era of globalization, it is important to recognize the role which IP systems play in the growth of the Nation. Thus, there is a need to create large public awareness about the pivotal role of IPR in globalized knowledge economy. The seminar aims to create IPR awareness among the faculty members, research scholars, students and young intellectuals about the beneficial aspects of patenting their creative and novel ideas, innovations etc. Such awareness would in turn be highly essential for the promotion of creativity, research and technical advancements and their industrial applications. The seminar is intended to cover various components of IPR like Patents, Copyrights and Trademarks etc. The technical sessions was led by the speakers having thorough knowledge in the subject who have been working (practicing) in the field for many years.

Objectives of the Seminar

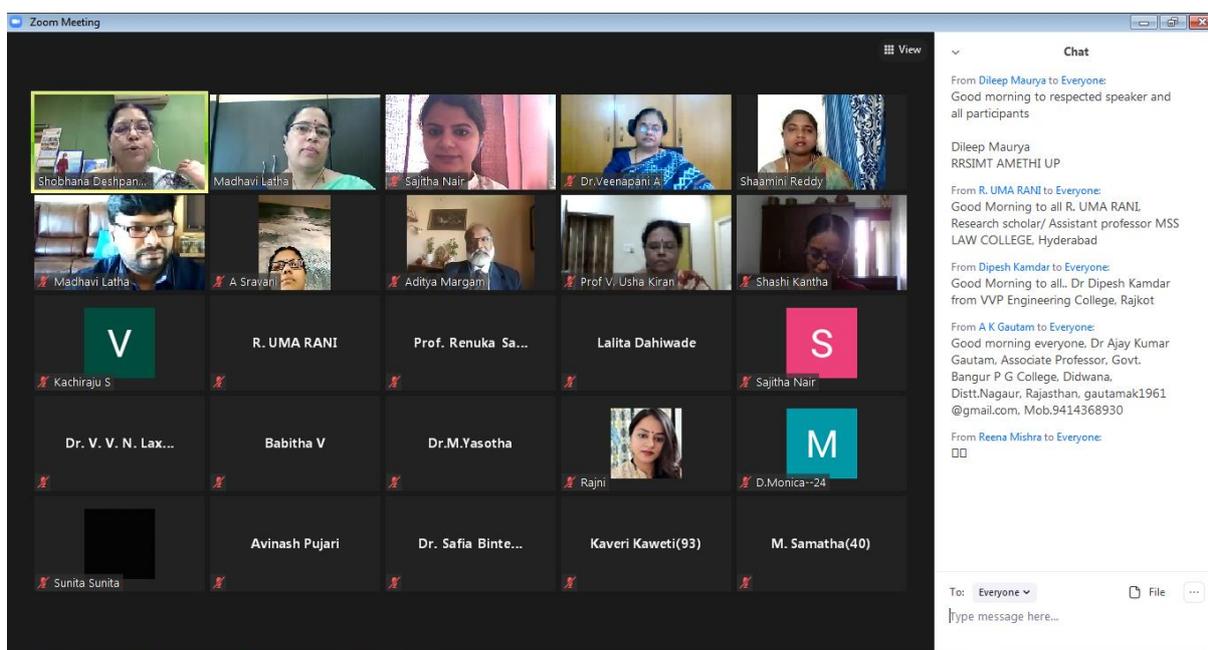
- To enhance the knowledge and understanding of IPR among Faculty, Research Scholars and Students.
- To provide awareness on the scope of Patents/ Copyrights in academic research to protect their intellectual work.
- To encourage the Faculty members, Research scholars and Students to go for Patentable works.

Department of Business Management as a part of Silver Jubilee Celebrations organized a Virtual National Seminar on Intellectual Property Rights on 3rd and 4th March, 2021 which was sponsored by ICSSR, SRC, Hyderabad. The seminar was organized by Dr.B.Madhavi Latha, Convenor and Co-Convenors of the seminar were Dr.P.Naresh Kumar and Mrs.Shamini Reddy under the guidance of Dr.D.Shobhana, Principal, Sarojini Naidu Vanita Maha Vidyalaya and Dr.Veenapani, Director, Department of Business Management. More than 500 participants from 23 states of the country had registered. Out of the above registrations, more than 300 participants attended the seminar on both days. Entire seminar was organized in Zoom connected to live YouTube.

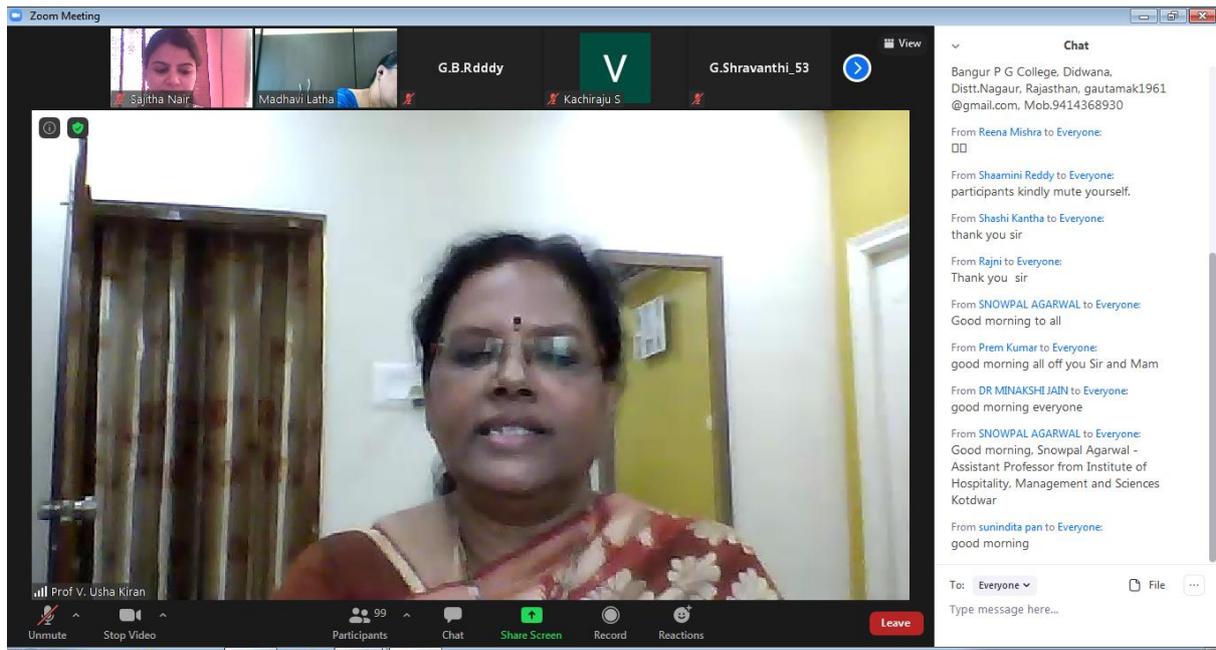
Entire Seminar was divided into four technical sessions along with Chief Guest Speech, Inaugural and Valedictory. First day began with Chief Guest note followed by two technical sessions and second day two technical sessions organized. Very eminent speakers were invited and addressed the participants.

The following was the schedule of Two day National Seminar

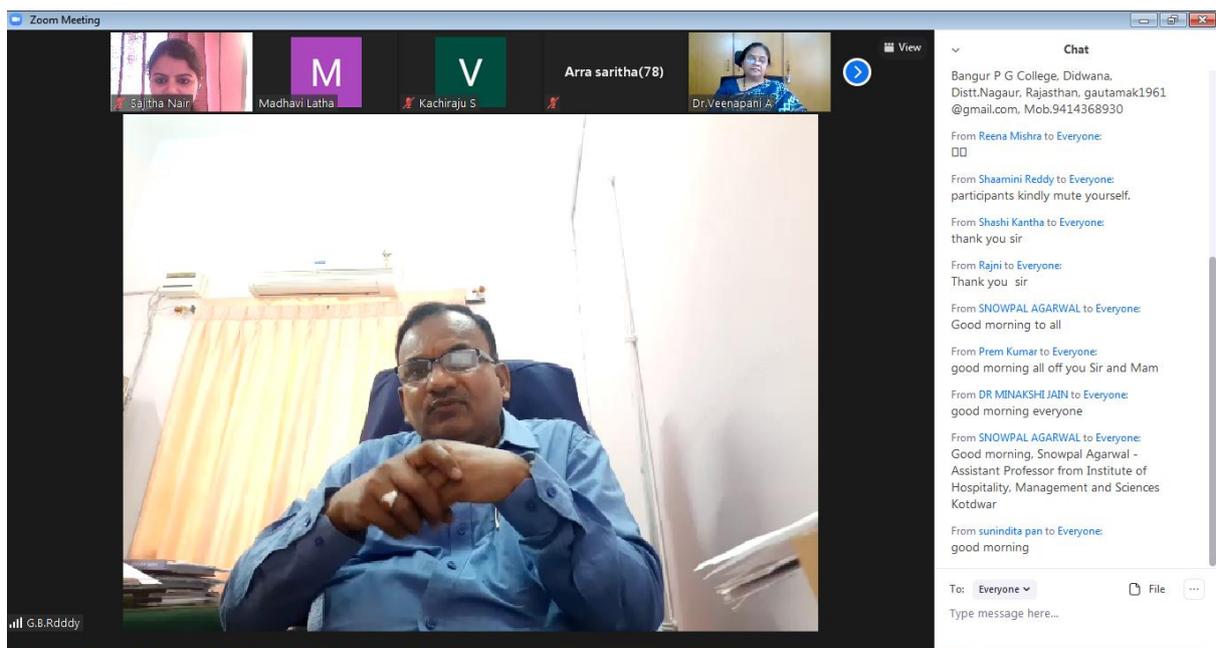
3rd March 2021 started with Inaugural ceremony. Dr.D.Shobhana, Principal addressed the participants about college. Immediately Chairman, Sarojini Naidu Vanita Maha Vidyalaya Sri.Aditya Margam focussed upon the importance of Intellectual Property Rights. Prof.Veenapani, Director, Dept.of Business Management addressed about Departmental insights. Convenor of the seminar Dr.B.Madhavi Latha told about the significance of the theme i.e IPR in the present context.



The program started with Chief Guest Speech. Prof. Usha Kiran, Head, Department of Commerce and Hon. Director, ICSSR, SRC, Hyderabad. She addressed participants the importance of Research and IPR, Similarity index and how to handle that. She also told about the various research schemes available in ICSSR.



After chief guest speech, at 10.45AM technical session I started with key note speaker's speech. Prof. G.B.Reddy, Former Dean, Faculty of Law, Osmania University had been invited as a key note speaker to the seminar. He delivered an "Overview of IPR" with many more live examples. Speaker addressed on invention versus innovation, various kinds of Intellectual Property including traditional knowledge, connection between Artificial Intelligence and IPR.



At 11.45AM Technical Session II started with a brief introduction of speaker by Mrs. Shaamini Reddy. Prof. Balakista Reddy, Registrar, NALSAR University, Hyderabad invited as a speaker for the second technical session. He highlighted on the topic titled “Changing dynamics of International Intellectual Property Regime: Pre and Post Covid Context”. He explained about IPR and technology, IPR at global perspective, IPR before and after COVID context. Speaker addressed few queries raised by the participants regarding IPR at the end.

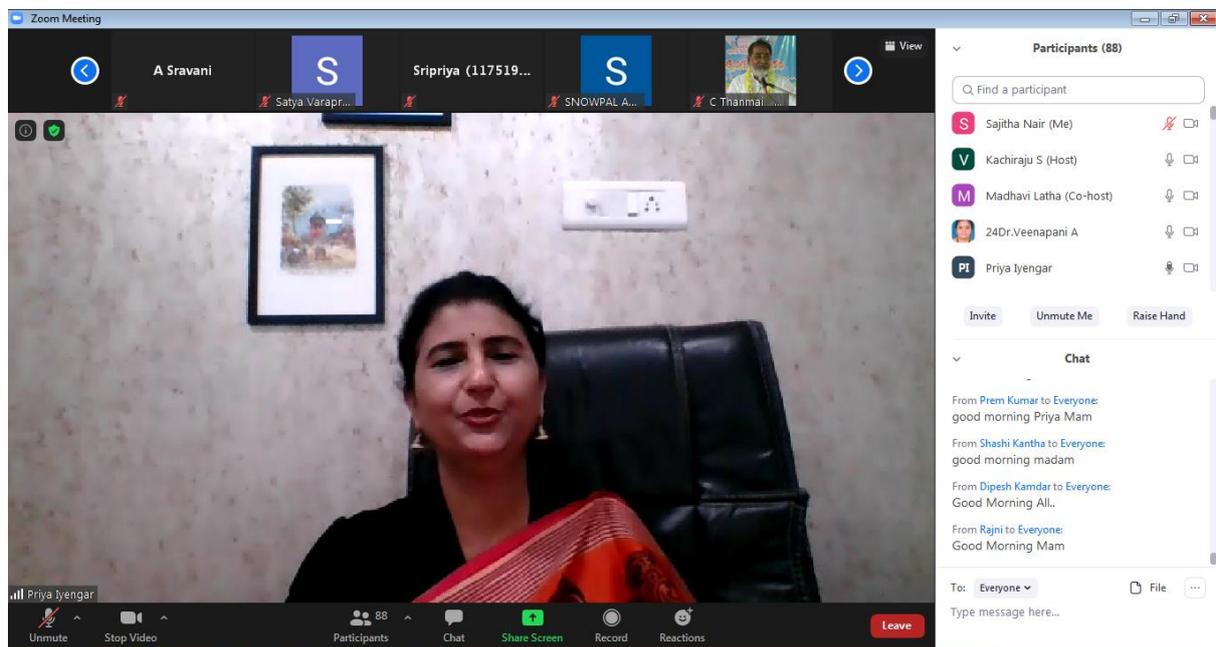
4th March 2021, 10 AM the day started with technical session III

Mr. M. Vijay Kumar, Technical Member, Intellectual Property Appellate Board, Chennai was the resource person for the technical session III. He highlighted on “Use of Patents for Innovation”. He explained the entire process in obtaining patents. At the end of the session he had thrown light on few questions raised by the participants



At 11.30 AM technical session IV started with a speaker Ms. Priya Iyengar, Corporate Lawyer, Compass Law Associates & Visiting Faculty, Symbiosis Institute of Business Management, Hyderabad. She addressed on ‘Copyrights & Plagiarism’. She told about various issues in copyrights, features of copyright, what right anyone get after copyrights,

copyright infringement and plagiarism, types of plagiarism such as self, mosaic and accidental and consequences of plagiarism.



At 12.45PM Valedictory of the seminar started with Principal Dr.D.Shobhana giving concluding comments about seminar. Prof.Veenapani, Director, Dept. of Business Management addressed about the entire seminar report in a nutshell. The program ended with the vote of thanks proposed by Dr.B.Madhavi Latha, Convenor of the seminar.