Introduction:

JECRC University, Faculty of Management organised an awareness generation workshop on IPR, Intellectual property rights sponsored by DST (Department of science and technology, Rajasthan)

Intellectual property refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce. Intellectual property is divided into two categories: Industrial Property includes patents for inventions, trademarks, industrial designs and geographical indications. Copyright covers literary works (such as novels, poems and plays), films, music, artistic works (e.g., drawings, paintings, photographs and sculptures) and architectural design. Rights related to copyright include those of performing artists in their performances, producers of phonograms in their recordings, and broadcasters in their radio and television programs.

With Intellectual Property Rights (IPRs) increasingly influencing trade both at the national and international level; harnessing trade benefits depends on the degree of protection enjoyed by the owners of the IPRs. Geographical Indications (GI) is one of the six Trade-Related Intellectual Property Rights (TRIPS) of the comprehensive and effective protection to goods registered GI goods.
Theme of the Workshop:

A successful management of intellectual property rights, such as copyright, database right, trademarks and patents, is fundamental for project managers and administrators. Research managers and executives can all benefit from understanding its broad principles. It is also important for managers, scientists, authors and other creators working on projects to appreciate what is involved when establishing ownership, rights and interests in valuable original material.

Objective of the Workshop:

This workshop focuses on best practices: what is essential, what is advisable, and what are the pit-falls to be avoided. Participants will learn how to deal most effectively with the material they work with: to identify, verify and protect the intellectual property rights in it, to commercially exploit and disseminate it to add value, whether printed or electronic, and also how to handle third party material legitimately. Therefore, there is a need to create a large public awareness of the key role of intellectual property in the global knowledge economy. In order to make people in all walks of life understand the importance of intellectual property and the issues and challenges.

Conduction of the workshop:

Chief Patron
Shri O.P. Agarwal, Chairman-JECRC University

Patrons
Shri Amit Agarwal, Vice Chairman-JECRC University
Shri Arpit Agarwal, Vice Chairman-JECRC University

General Chair
Shree D.P. Mishra, President-JECRC University
Shri S.L. Agarwal, Registrar-JECRC University

Program Chair
Prof. Dr. Rajeev Jain, Dean -FOM
Convener:
Dr. Ruchi Goyal

Co-Convener
Dr. Anamika Upadhayay

Organizing Committee:
Dr. Rashmi Sharma
Dr. Jyoti Jain
Dr. Ram Garg
Dr. Hemant Verma
Ms. Shivani Sharma
Dr. Varsha Tiwari
Dr. Somya Chouby
Dr. M. Kuruvilla
Mr. Manish Sharma
Mr. Rahul Sharma
Ms. Udita Agarwal
Mr. Kshitij Anshumali
Ms. Sunita Sharma
Ms. Reshma Shiekh
Ms. Khushboo Khandelwal
Ms. Neelakshi Chaturvedi
Ms. Sumedha Soni
Profile of the Chief Guest and Speakers:

1. Shri K.L. Jain: Dr K.L. Jain is an industrialist and Management Consultant. He is Honorary Secretary General of the Rajasthan Chamber of Commerce and Industry since 1968 which is affiliated to Federation of Indian Chamber of Commerce and Associated Chamber of Commerce & Industry of India. Dr Jain has an excellent public relations with agencies connected with industrial developments including stock and share business.

He has 40 years of Industrial Experience of all types of Industries (Large, Medium and SSI) Cement, Textile and Engineering. He has excellent public relations with agencies connected with Industrial Developments including Shares and Securities, Bureaucrats, Politicians viz-a-viz. many political leaders of the Central and State Governments. He is promoter and Director of Jaipur Stock Exchange Ltd. He had been President of Jaipur Stock Exchange Ltd. for nine years. He is also President of Rajasthan Productivity Council. Presently Dr Jain is associated with many committees and commissions of the Central Government as well as the State Government.

He is President of Jaipur Management Association, Chairman of Indian Council of Arbitration, Rajasthan Chapter, President of Rajasthan State Productivity Council, President of Federation of Association of Small Industries of Rajasthan affiliated to Federation of Association of Small Industries of India. He is Founder & President of Rajasthan Amateur Artists Association since its inception in 1966.

Dr Jain is closely associated with a large number of industrial and academic bodies and has keen interest in social upliftment. He was awarded National Citizen Award by the Hon'ble Vice-President of India in 1994.

2. Shri Prateek Kasliwal: Mr. Prateek Kasliwal is a leading legal practitioner with expertise on matters relating to Civil and Criminal issues, Banking and Finance, Intellectual Property, Dispute Resolution, Consumer matters, Competition law, Taxation, Insurance, Corporate and Securities etc.

He has been enrolled to the bar since 2003 and has a widely recognised legal practice; especially in the Northern-West part of India. He has been appointed as ‘amicus curiae’ on multiple significant and important matters and has represented multiple high-profile clients and companies.

Widely recognised as a pioneer in the legal field, he has served various private and public entities time and again.

2. Professor Trilok Kumar Jain is a writer, thinker and promoter of social entrepreneurship, spiritualism, Indian culture and philosophy, an IPR expert and also professor of management. He has contributed substantially to social entrepreneurship and social development in Western and Central Rajasthan state in India by writing articles in both Hindi and English language and by supporting social entrepreneurs of this region. In his article, he asserts that relative economics is the solution for sustainable development. He has also conducted many workshops and Teacher
Training Programs throughout India. He is the first person in India to start doctoral research on social entrepreneurship and has also served many institutions including IIM Ahmedabad.

3. Mr. Prateek Kasliwal is a leading legal practitioner with expertise on matters relating to Civil and Criminal issues, Banking and Finance, Intellectual Property, Dispute Resolution, Consumer matters, Competition law, Taxation, Insurance, Corporate and Securities etc. He has been enrolled to the bar since 2003 and has a widely recognised legal practice; especially in the Northern-West part of India. He has been appointed as ‘amicus curiae’ on multiple significant and important matters and has represented multiple high-profile clients and companies. Widely recognised as a pioneer in the legal field, he has served various private and public entities time and again. He is also the founder of ‘The Law Desk’, a law firm rapidly growing in the Northern – West part of India.

Participants:

About 100 participants including students, faculty members and other from JECRC university and outside also participated in the workshop. (Registration list enclosed)

Inaugural Function:

The workshop commenced with an inauguration session graced by the presence of the Chief Guest Shri. K. L. Jain, Dr. D.P. Mishra (President JECRC University), Shri S.L. Agarwal(Registrar), Shri Prateek Kasliwal(Key note speaker), Deans, Directors and Head of various departments of JECRC University.

The function began with invoking the blessing of Goddess Saraswati, with the lighting of lamp and a small prayer.

Dr. Rajeev Jain gave the inaugural address and introduced IPR to the audience.

Shri. K. L. Jain(Chief Guest) blessed us with his kind words and also shared his experiences.

The key note address was given by Shri K.L. Jain where he expressed his concern about the topic.

Dr. D. P. Mishra (President JECRC University) blessed us with his kind words and congratulated the team for the successful conduction of the workshop.

In the end Dr. Ruchi Goyal (Convener of the workshop) gave the vote of thanks and thanked everyone for their contribution in the successful organization the workshop. She also thanked
DST Rajasthan, for sanctioning the project her and giving her the opportunity to organize the workshop in JECRC University. She hoped that the learning from the workshop will help the participants in contributing towards the development of the country.

The seminar was divided into three technical sessions to discuss thoroughly about Intellectual property rights, its challenges and related issues. (Schedule of the workshop enclosed)

These sessions included a visual PowerPoint presentation which helped the students to get a better grip over the subject.

The discussion included types of property rights, it's concept and various kinds of rights such as trademarks, patents, copyright, industrial design and geographical indicators. The differences between these and it's importance were shared as these things matter a lot in today's competitive world.

**Technical Session 1: was taken by Shri Prateek Kasliwal:**

The first session was conveyed with legal perspective, based on the rights, the challenges and the precautions related to intellectual property rights. Then participants’ queries were solved.

**Technical Session 2: Dr. T.K. Jain**

The second session was based on entrepreneurial point of view and comparison of number of patents between India and other countries. There were many examples share in order to prove its importance and how it overcame the barriers. A detailed discussion on Geographical Indications were made. It was followed by an activity session for the participants to give them a deep insight into the topic.

**Technical Session 3: Shri Pankaj Gupta**

The third session was conducted with management perspective, based on the various requirements of such rights to protect the interests of the organizations. The distinguished speakers also discussed the careers in the field of intellectual property rights which gave the participants another lucrative field to pursue on. It was followed by a practical session in which the speaker guided the participants about the procedure of filling patents.

After the three sessions certificates were distributed to the participants by Dr. Ram Ratan- Pro Vost – JECRC University, in a small valedictory function. (Sample certificate enclosed)
Feedback was taken by the participants on the workshop. (Sample form enclosed)

**Outcome:**

The workshop was helpful in creating awareness about the benefits of IPR and its management. The workshop was successful in creating a large public awareness about the key role of intellectual property in the global knowledge economy. It was also successful in making people understand the importance of intellectual property and the issues and challenges.

I would like to thank Department of Science and Technology, Rajasthan for sanctioning the project worth Rs. 70,000/- for organizing a one day awareness generation workshop on IPR.

All in all, it was an interactive session with discussions and knowledge which enamored the pupils immensely and which was highly appreciated by one and all.

I hope that the knowledge gained from this workshop will help the participants in managing IPR and contribute in the development of the nation.

Submitted By:

Dr. Ruchi Goyal,

Asso.Prof. & Head

Faculty of Management,

JECRC University,

Jaipur