

ISSN: 2349-4638

**International Journal of Business,
Management and Allied Sciences (IJBMAS)**

Multidisciplinary, an open access, peer-reviewed and refereed Journal

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Proceedings
Of
Two Day
National Conference



on

Intellectual Property Rights (IPR):
Issues and Challenges
28th to 29th February 2020

Supported
by
UGC autonomy grant

Chief Editor
Dr. B. Josephin Sandhya Rani

Organized by
Department of Economics and Internal Quality Assurance Cell (IQAC)

Maris Stella College
(Autonomous)
A College with Potential for Excellence
Vijayawada, Andhra Pradesh.

Prologue

The word – Create & “creators” carries so many positive emotions and personal connections.

Innovation is supposed to be the key to create knowledge into wealth. With the new government led by Honorable Prime Minister Shri Narendra Modi, India has seen increasing IP awareness, growth and reforms aimed at strengthening the IP rights regime. The Government of India has been consistently trying to revamp IP policies in India. Even the Indian IP Office has been upgrading IP records and making efforts to bring about transparency in its procedures. Trademark filing in India has seen an increase of 2.98% as compared to the previous year's numbers. Also with respect to design filing, the Report witnessed an increase of 2.35% as compared to the previous year. The rise in Indian economy is a clear impact of Intellectual Property (IP) influence in the country.

According to the U.S. Chamber of Commerce's Global Innovation Policy Center's (GIPC) release on 5th FEB 2020, India ranks 40th out of 53 countries on a global intellectual property index. Its score has increased from 36.04 per cent (16.22 out of 45) in 2019 to 38.46 per cent (19.23 out of 50) in 2020, a 2.42 per cent jump in an absolute score and 6.71 per cent in India's relative score. But, looking at the scores across the eight categories assessed, India comes in well below the average score of the top five economies, and scores considerably lower than the Asia average. Every year at least 21 lakh patent gets registered in Japan, 1.5 lakh in Korea but in India only 12000 and that too would not come into practice. Geographically and population wise India is the largest democracy with highest youngest population.

We need people to have an emotional connection to the idea of creating in every context and every conversation to promote new small businesses, and global enterprises alike depend on IP to put food on tables, drive progress, and fuel economies. So, there is a need to create awareness in the public and create broad understanding among diversified stakeholders like faculty members, research scholars, and young intellectuals about the beneficial aspects of patenting their creative and novel ideas.

In view of such significance, the department of Economics and Internal Quality Assurance Cell (IQAC) had organized a Two Day National Conference on Intellectual Property Rights (IPR): Issues and Challenges from 28th to 29th February 2020. The conference aimed at arranging expert talks on Intellectual Property Rights (IPR): Issues and Challenges.

The Key-note Address delivered by Sankar, Kasturi, IPR Attorney expressed that Intellectual property is the fuel that powers the engine of prosperity, fostering invention and innovation. Prof. Venu Madhav, Department of Commerce, K.L

University, Vaddeswaram, Andhra Pradesh observed that hassle-free progress of the economy could be possible if only patents, trademarks and creative works of individuals and institutions were properly rewarded.

Mr. Sarath Javvaji, Lawyer, High Court, Andhra Pradesh, spoke on seed freedom and insisted for stringent laws to curb the spread of spurious seeds use. Dr. Bhavya Sri, Professor, NRI Institute of Technology, Agiripalli, Vijayawada said that IPRs should lead to identity, ownership and income generation. Ms. Iswarya , Maguluru, Advocate, High Court, Andhra Pradesh explained how 'Geographical Indications (GI)' protect traditional knowledge and skilled labour of a particular region.

The Department of Economics and Internal Quality Assurance Cell (IQAC), Maris Stella College takes this opportunity to thank immensely the Principals of respective colleges for encouraging their faculty to participate in this conference. We express our gratitude to Maris Stella Management and especially our Principal Dr. Sr. Jasintha Quadrus for their constructive support. Last but not least we thank the members of PRINT media for all their services in highlighting such events and giving good coverage of this event in their esteemed news magazines and remain grateful for being part of our educational endeavours.

Yours Sincerely.

Dr. B. Josephin Sandhya Rani
Maris Stella College, Vijayawada.

INVITATION



UGC Autonomy Grant Supported

Two Day National Conference

ON

***INTELLECTUAL PROPERTY RIGHTS (IPR):
ISSUES AND CHALLENGES***

28th & 29th February 2020

Organized by

**UG & PG Departments of Economics and Internal Quality Assurance
Cell (IQAC)**

MARIS STELLA COLLEGE

(Autonomous)

A COLLEGE WITH POTENTIAL FOR EXCELLENCE

ISO 9001:2015

**Vijayawada
Andhra Pradesh**

ABOUT THE COLLEGE:

Maris Stella College, Vijayawada, a Catholic Christian Minority Institution of Higher Education for Women was founded on 16th July, 1962, with the primary objective of providing Higher Education for women. It aims at an integral and personalized education of the young. It strives to produce intellectually competent, morally upright, socially committed and spiritually inspired women with the values of humanism in the service of India today and tomorrow. In the context of emerging global, national and regional concerns Maris Stella strives to enable students to grow into socially aware and responsible citizens. The college identifies and nurtures potential in students for higher learning and research in order to contribute significantly to knowledge system.

The College, located in the heart of the city on a sprawling and beautiful campus provides education in Arts, Commerce, Sciences & Management at Undergraduate and Post-graduate levels.

The college has been recognized as a 'College with Potential for Excellence' since 2006 and is ISO certified.

Conference Theme:

In today's globally competitive environment Intellectual Property has placed itself on a pedestal in the context of economic growth and is becoming increasingly important. Intellectual Property is the fuel that powers the engine of prosperity, fostering invention and innovation.

Thus, there is a need to create awareness in the public and to create broad understanding among diversified stakeholders like faculty members, research scholars, students and young intellectuals about the beneficial aspects of patenting their creative and novel ideas.

World Intellectual Property Organization (WIPO) includes rights related to all works and also includes inventions in all fields of human endeavor and protection against unfair competition and all other rights resulting from intellectual activity in the industrial, scientific and artistic fields. Intellectual property is a key driver for building and sustaining their competitive advantage and achieving superior performance.

In view of creating awareness on the significance of Intellectual Property Rights, the Department of Economics (UG & PG) and IQAC of the college is organizing a two day UGC Autonomy funded National Conference on Intellectual Property Rights.

Call for Papers: Research Papers are invited on the following theme and sub-themes.

THEME OF THE CONFERENCE:

"INTELLECTUAL PROPERTY RIGHTS" (IPR): ISSUES AND CHALLENGES

Sub Themes:

- 1. An Overview of Intellectual Property Rights in India*
- 2. Importance and Scope of Intellectual Property Rights in Academic Research*
- 3. Patent Invention: Procedure, Practice and Protection*
- 4. IPR – IT & Communication and Service sector*
- 5. Protecting Expression of Ideas : Copy Rights & Neighboring Rights*
- 6. Intellectual Property Rights & Institution – Industry Inter relation*
- 7. Tax Incentives for IPR*
- 8. New National IPR Policy*
- 9. IP Protection in MSME Sector*

Guide lines for submission of papers:

Abstract:

The abstract should be with in 500 words and should contain Sub theme, Title of the Paper , Name of the Author ,Designation Organization ,Contact number & Email Address.

Full Paper:

The full paper should be below 4000 words, Times New Roman, Font size 12 and line spacing 1.5

Soft copies of full length Paper and Abstract are to be sent to ecodept@marisstella.ac.in

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Students :Rs.200/-

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Publication: Selected papers will be published in a book with ISBN

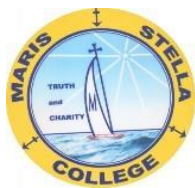
Important Dates:

Submission of Abstracts : 20th Feb 2020

Submission of full length Papers : 25th Feb 2020

Contact numbers :

9849015766 , 9912468692



Proceedings of two day National
Conference



On
Intellectual Property Rights (IPR):
Issues and Challenges
28th to 29th February 2020

Program Schedule
28.02.2020

Sl. No	Topic	Expert	Schedule
Inaugural Session			9.30 to 10.00 a.m.
1.	Keynote Address	Sri Siva Sankar Kasturi IPR Attorney	10- 11.00 a.m.
2.	Technical Session - I Topic : IPR: Challenges and Issues	Dr. Venu Madhav Department of Commerce KL University	11 to 12.30 p.m.
Paper Presentations			12.30 to 1,15 p.m.
Lunch Break			1.15 to 2.00 p.m
3.	Technical Session - II Topic: Seed Freedom is our Right ?	Mr.Sarath Javvaji Lawyer High Court , AP	2.00 p.m - 4.00p.m
Tea Break			4.00p.m - 4.15pm
Paper Presentations			4.15 p.m - 5.00p.m

Program Schedule of 29.02.2020

Sl. No	Topic	Expert	Schedule
1.	Technical Session - III Topic :Importance and scope of IPR	Dr. Bhavya Sri Professor NRI Institute of Technology Agiripalli	9.00a.m to 11.00 a.m.
Tea Break			11.00 to 11.10 a.m.
2.	Technical Session - IV Topic : GeographicalIndications - issues and Challenges - An analytical approach.	Ms. Iswarya Moguluru Lawyer High Court , AP	11,10 a.m- 12..40 p.m.
Valedictory			12.45p.m to 1.30 p.m.

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