

Organized by



Research & Development Cell

Sponsored by



Madhya Pradesh Council of  
Science & Technology, Bhopal



# One Day National Seminar IPR: Emerging Challenges in Intellectual Property Rights: Navigating the Digital Age

21<sup>st</sup> December 2023  
Hybrid Mode

## Objective of workshop

- The objective of Intellectual Property Rights is to protect and incentivize creators and innovators by granting them exclusive rights over their creations or inventions. These rights provide legal protection for intangible assets, such as inventions, designs, trademarks, copyrights, and trade secrets.
- Emerging Challenges in Intellectual Property Rights: Navigating the Digital
- Age: The digital age has brought about new challenges for intellectual property rights.

## About Workshop:

**Protection of Innovators and Creators:** IPRs provide legal protection and exclusive rights to innovators, creators, and inventors. This protection incentivizes individuals and organizations to invest time, effort, and resources in developing new technologies, creative works, and inventions, knowing that they can benefit from their intellectual endeavours.

## Promotion of Technology Transfer and

**Collaboration:** IPRs facilitate technology transfer and collaborations between different stakeholders, such as research institutions, industries, and startups. They enable licensing agreements, joint ventures, and partnerships, encouraging the sharing of knowledge and expertise. This programme will accelerate the development and adoption of new technologies at VIT Bhopal University while benefiting society as a whole.

**Consumer Protection and Trust:** IPRs help safeguard consumers by ensuring the authenticity and quality of products and services. Trademarks, patents, and geographical indications enable consumers to identify and choose genuine and reliable products, protecting them from counterfeit or substandard goods. IPRs contribute to consumer trust and confidence in the marketplace.

## EMINENT SPEAKERS



### Dr C P Paul

Head - Technology Transfer Cell and Convener - Incubation Centre  
Head - Engineering Design and Manufacturing Section  
Professor, Homi Bhabha National Institute  
Raja Ramanna Centre for Advanced Technology (RRCAT), Indore



### Dr Sumati Sidharth, Ph. D. [Mgmt]

Associate Professor & Head  
Department of Technology Management  
Defence Institute of Advanced Technology [DU]  
(An autonomous organisation fully funded by DRDO)  
Ministry of Defence, GOI, Girinagar, Pune



### Mr Arjun Bala Karthik

Managing Partner, Metayage,  
IP Strategy Consulting  
Bangalore (VIT-TBI, Vellore)

## VIT BHOPAL UNIVERSITY - LEADERSHIP



**Dr. G. Viswanathan**  
Chancellor



**Mr. Sankar Viswanathan**  
Vice-President



**Ms. Kadhambari  
S. Viswanathan**  
Assistant Vice-President



**Dr. Senthil Kumar  
Arumugam**  
Vice-Chancellor (I/C)



**Dr. Debasis Adhikari**  
Registrar (I/C)

### About the University

VIT Bhopal University was established in 2017 with a global perspective which is dedicated to make the leaders of future generations. The university is led by Dr. G. Viswanathan, Founder and Chancellor, Mr. Sankar Viswanathan, Vice President, Ms. Kadhambari S. Viswanathan, Assistant Vice President. It is a lush green campus of 300+ acres situated at the heart of India, between the two cleanest cities, Indore and Bhopal. Within a short span of time VIT Bhopal University has become one of the best chosen universities by the students for its future ready courses such as B.Tech in Aerospace Engineering, Artificial Intelligence and Machine Learning, Cyber Security and Digital Forensics, Bioengineering etc. VIT global outlook will empower its aspirants to attain excellence through learning. The comprehensive teaching methodology designed

by the University i.e. Collaborative and Active Learning Through Technology (CALTech) pedagogy adopted by all 100% doctoral faculties. It redefines the approach to learning, educating and building knowledge-based societies in the country. Collaboration with reputed national and international organizations and strategic partnerships with universities around the world are being established, to prepare a globally competent generation of professionals. Currently there are 14,000+ students enrolled in 25 programmes from 32 states/union territories across India.

### About Bhopal

Bhopal is the capital of Madhya Pradesh and well known worldwide as The City of Lakes. It is well connected to various parts of country by Road, Rail and Air. The institute is located at a distance of around 68 km from Bhopal and 125 km from Indore.

### Participants

The faculty members from Colleges and Universities, Research Scholars, UG, PG students and Industry Representatives are eligible for this workshop.

### Important Dates

Last date for registration : Confirmation to the participants  
**15.12.2023** : **17.12.2023**

### No Registration fees

### Registration Link:

<https://tinyurl.com/iprvitbhopal2023>

### Certification

Certificate will be given to the all participants.



Scan to Register

**Registration Helpline: 07748836973, 09078276162**

**Email: [asstdean.sasl@vitbhopal.ac.in](mailto:asstdean.sasl@vitbhopal.ac.in)**

Organizing Secretary  
**Dr. Akshara Makrariya**  
Head, Finance & Infrastructure of  
R & D Cell, VIT Bhopal University

: Convener  
**Dr. Shiv Manjaree Gopaliya**  
: Head, IPR of R & D Cell of  
VIT Bhopal University

: Convener  
**Dr. Pon Harshavardhanan**  
: Product Development & Commercialization  
of R & D cell, VIT Bhopal University



**VIT Bhopal University**

Bhopal-Indore Highway, Kothrikalan, Sehore, Madhya Pradesh – 466 114  
Phone: +91/0 75 6025 4500 / 501 / 502