

Academia & Industry underscore role of IPR

Aditya Sabharwal

With India embarking on an ambitious target of becoming a USD 5 trillion economy, over the

underscored the need for a robust IPR framework in the country.

‘In today’s dynamic world IPR is significantly important for any country’

strengthening the IPR infrastructure in the state.

‘The IPR centre at AU will act as a catalyst in helping our students and faculty in not only educating the various facets of IPR but also in filing of IPRs’ stated the university’s young and dynamic Vice chancellor, **Prof PVGD Prasad Reddy**.

He further informed that AU’s innovation and incubation hub is underway and that an establishment of a separate school AU school of international business is also been set up.

Stressing on the imminent need for more IPR filings, AU’s registrar **Prof. V Krishna Mohan** said that the university is mak-

ing great strides in this space.

‘AU will soon be recognized as a IPR model agency in the state’ said Prof Krishna Mohan and informed that a budgetary allocation of Rs 10 lakhs has been given for support in IPR filings.

‘Unless we sensitise at university levels and take the initiative students and faculty will then benefit’ said the registrar.

‘First of all in academia we need to define the problem in a way that in-

spires & kindles the creativity in our students to solve them’ said Prof Chandrasekhar.

He spoke on the 9 I’s on the path to innovation which he defined as Innovation, Inspiration, Information, Insights, Ideas, Infrastructure, Invention, Incubation, Innovative products

Speaking on the value patenting creates for business he cited an article in the national bureau of economic research, MA, USA (2007) which highlighted the fact that firms on average earn a 50% premium over the no patenting case ranging from 60% in health related industries to about 40% in electronics.

Citing the patent statistics for the top 11 offices

(2018) the Prof identified that the top 5 offices account for 85% of patents filed. The top 5 patent filing countries consist of China, US, Japan, South

to enhance the number of AU filings in IPR too’ said the DPIIT IPR chair at AU.

Dr Kripa V Jalapathy, ED&CEO

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Prof Prasad Reddy
Vice Chancellor, Andhra University



IPR lies at the very root of innovation and we at RINL believe that creativity and innovation play a vital role in building a successful organization.

Mr PK Rath
CMD, RINL

next few years one of the most crucial roles in achieving this mammoth goal will be played by our country’s Innovation and research framework. While innovation and research also plays into the Prime Minister’s Atmanirbhar call it also significantly holds key to both academia and industry.

And to make sure that our innovation and research is not only valuable but is rightly protected the role of IPR is gargantuan. With India becoming one of the leading startup ecosystems in the world the importance of IPR is magnified.

It is to address some of the key challenges and learnings that the country on a whole faces in the IPR framework, Vizag Industrial Scan in association with **Andhra University** celebrated the World IPR day by holding a live webinar with key stakeholders both from academia and Industry with theme “IP, Academia & SMEs: Taking your

said **Mr PK Rath**, CMD of RINL and chief guest of the webinar.

Emphasising the role of IP he said that in today’s knowledge driven economy creative ideas play a major role in an organization.

‘We at RINL believe creativity and innovation to play a vital role’ said the CMD and informed that out of 18 patents filed by RINL 6 have been granted.

‘IPR lies at the very root of innovation and we have signed MoUs with NRDC, STPI to promote startups and innovative ideas’ pointed the CMD.

He however felt that inadequate knowledge on IPR is disheartening and the percentage filing of IPRs by Indian companies is still very low which needs to be addressed. The CMD therefore called upon more awareness programs on



Prof Krishna Mohan
Registrar, Andhra University

One of the foremost mandates of the DPIIT IPR chair is to promote the culture of IPR among the student community. This is why we have for the first time in AP introduced IPR as a mandatory credit course.



Prof H Purushotham
DPIIT IPR, Chair

ideas to market”.

Leading voices in the world of Academia, Industry captains and a slew of IP professionals from across the country addressed the webinar and

IPR not only for academia but for industry as well.

Speaking on infrastructure Andhra University last year created a dedicated DPIIT IPR chair in AU showcasing its resolve in

ing great strides in this space.

‘AU will soon be recognized as a IPR model agency in the state’ said Prof Krishna Mohan and informed that a budgetary allocation of Rs 10 lakhs has been given for support in IPR filings.

‘Unless we sensitise at university levels and take the initiative students and faculty will then benefit’ said the registrar.

Stating that the ranking of AU is also dependent on number of patents secured Prof Krishna Mohan said ‘We therefore have made IPR as a mandatory subject in engineering college in 2 disciplines’.

Giving a comprehensive and compelling presentation on Innovation and IPR

Korea, European Patent Office.

The IIMV director also threw light on the duration of patents and said that the average life of patents is not very long and that 44% usually last 6-9 years while just 25% last 20 years. In India he informed it is 12.9 years.

Explaining the importance of the recently initiated DPIIT IPR chair at AU, **Prof H Purushotham** stated that the DPIIT IPR chair has some very specific tasks and assignments to accomplish which he and his team have been brought in to do.

‘One of the foremost mandates of the DPIIT IPR chair is to promote the culture of IPR among the student community. And In order to do this we first have to teach students what IPR is. This is why we have for the first time in AP introduced IPR as a mandatory credit

Adjukines applied solutions gave a detailed presentation on how patents work, leveraging patents and the journey from lab to market.

She advocated for a constant dialogue between all the stakeholders for strengthening the IPR framework in the country.

‘There needs to be constant talk among Patent lawyers, attorneys, management people, technology transfer office and scientists so that you are constantly improving your invention’ said Dr Kripa.

The second session witnessed a panel discussion discussing the ways and means of enhancing the penetration of IPR both within the industry and academia circles. Eminent speakers such as **Dr Mohit Gambhir**, Innovation Director, MoE Innovation cell, AICTE, GoI; **Ms Shilpi Jha**, IP Policy advisor, South Asia at USPTO, New Delhi; **Mr MP Dubey**, Jt director, STPI; **Dr BK Sahu**, Head

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Prof Chandrasekhar
Director, IIMV



course’ said **Prof Purushotham** who was formerly NRDC’s Chairman and Managing director and was credited for having turned it around.

‘As AU has excellent R&D facilities we also aim

NRDC IPFC&UN-TISC, Visakhapatnam; **Ms Hima Bindu**, CEO Novel Patent services and **Mr Ravi Eswarupu**, CEO Incubation centre, AU gave their valuable views and thoughts on the subject.