



**Report on National Webinar On "IPR & SMEs (Special Focus on Agriculture & Food Sector): Strengthening Bonds in Prime Times"**

**Organized By DPIIT IPR Chair, WBNUJS**

**On 25th April 2021**

**Preface**

SMEs are the backbone of the global economy. They account for around 90 percent of all businesses worldwide and are essential contributors to job creation and economic development. When economic recovery from the fallout of COVID-19 is a priority, World IP Day 2021 shines a light on how SMEs can use their IP assets to build stronger, more competitive, and resilient businesses and create jobs. IP is a powerful tool for SMEs in all parts of the world to create economic value and advance their business goals. With IP rights, an idea can be turned into a business opportunity that generates value, creates employment, and enriches the market, offering consumers a broader choice of new and better products and services. With IP, businesses create value and can do better, communities thrive, and national economies prosper.

World IP Day 2021 campaign maps key IP-related issues that come into play when taking ideas to the market. Through the webinar, practical IP issues and challenges are examined including identifying, protecting, and leveraging IP assets for business growth, the business opportunities that can flow from IP licensing, and the range of options available to finance innovation.

World IP Day 2021 also highlights the central role that WIPO and national and regional IP offices worldwide play in creating a favorable landscape for SMEs to drive innovation and creativity, power economic recovery, and create employment.

**Speakers & Topic**

1. Dr. Sudhir Kochhar, Ph.D. (Plant Breeding), ARS (Retd.) - "Innovativeness holds the key to agrarian progress"

2. Dr. Kalpana Sastry Regulagedda - "Dilemma of patenting or publishing"

3. Mr. Avinash Kumar - "IPR Licensing In S&T: Life Sciences"

4. Is. Suthit Kumar Soam "Agricultural Gls in India: Role of research organizations in protection and product development

**Moderator of the Event**

Dr. Pinaki Ghosh, DPIIT, IP Chair Professor, WBNUJS

**About the Event**

To build awareness of the benefit of IP among students, faculty, and researchers, the DPIIT IPR Chair, WBNUJS organized a National Webinar on the occasion of The World IP Days on 25th April 2021. The event was inaugurated and moderated by Dr. Pinaki Ghosh, DPIIT IPR Chair, WBNUJS.

Dr. Sudhir Kochhar, the vast scope of innovations in the agri-product realm like seed cultures, irrigation, and tillage system etc. He also discussed the use of drones, robotics and customized agriculture in India,and challenges in the world trade regime.

Dr. Kalpana Sastry Regulagedda is a distinguished Agricultural Scientist with nearly three decades of expertise in Agriculture Research, Technology Commercialization, Intellectual Property and Innovation Management Entrepreneurship and Start-up ecosystem development in Agriculture. She discussed the first patent that was granted, India’s ranking on the publication of patents, various aspects of publication of patents, and the filing of patents.

Mr. Avinash Kumar superannuated from the position of Associate Director (IPR) Sc’ ‘G’Directorate of ER & IPRDefence Research & Development Organization, New Delhi on 31 December 2019. He discussed the legal regime of Intellectual Property Rights which converts human creations convert into tradable property. He also discussed the bundle rights of IPRs like patent, design, copyright, trademark, layout design, and DRDO policy for the use of patents by the Indian Industry to boost the Indian Industry. which is given to the license on zero license fees and zero royalty payments.

Dr. Sudhir Kumar Soam is currently the Head of Information & Communication Management at the National Academy of Agricultural Research Management. He is also the member of the committee which approves Gls. He discussed some secondary food products that play a very important role in the research organization to understand biochemistry, and nutrition value. He discussed product enhancement through wonderful packaging and new product development.

Dr. Pinaki Ghosh delivered the vote of thanks.