

# Report On Awareness of Intellectual Property Rights

Lecture on "Awareness of Intellectual Property Rights (IPR)" was organized in Akemi Business School, Pune, on February 24<sup>th</sup>, 2016 at 11.00 AM in the Seminar Hall. The Expert Mr. Tejpal Seth, Visiting Faculty of The Institute of Cost Accountants of India, Pune was invited to conduct the workshop.

## Topics covered

- a) Introduction and concept of IPR
- b) Types of IPR

## Objective

- a) To identify those areas where intellectual property rights protection is of major concern.
- b) Utilize the IP information in business development.
- c) To create public awareness about the benefits of Intellectual property among all sections of society.
- d) To stimulate the creation and growth of intellectual property by undertaking relevant measures.

## Content:


Mr. Seth enlightened the audience on the history of Intellectual Property Rights & said that protection of IPR (intangible property) has definite benefits, such as to propagate innovative culture, profitability, market leadership and helps creation of wealth for the individual and Nation. He explained IPR as creation of mind, inventions, literary and artistic works, symbols, names, images and designs used in commerce. He stressed on the importance of IPR and need for its protection. He voiced that India has miles to go, as we have a valuable collection of traditional knowledge. The programme included talks on importance of IPRs and their protection. There were 69 enthusiastic participants in all including students and staff members who participated in the workshop on IPR.

Vote of Thanks was proposed by our student and all Faculty members took effort for the success of the guest lecture.

The event concluded with question-answer session.



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