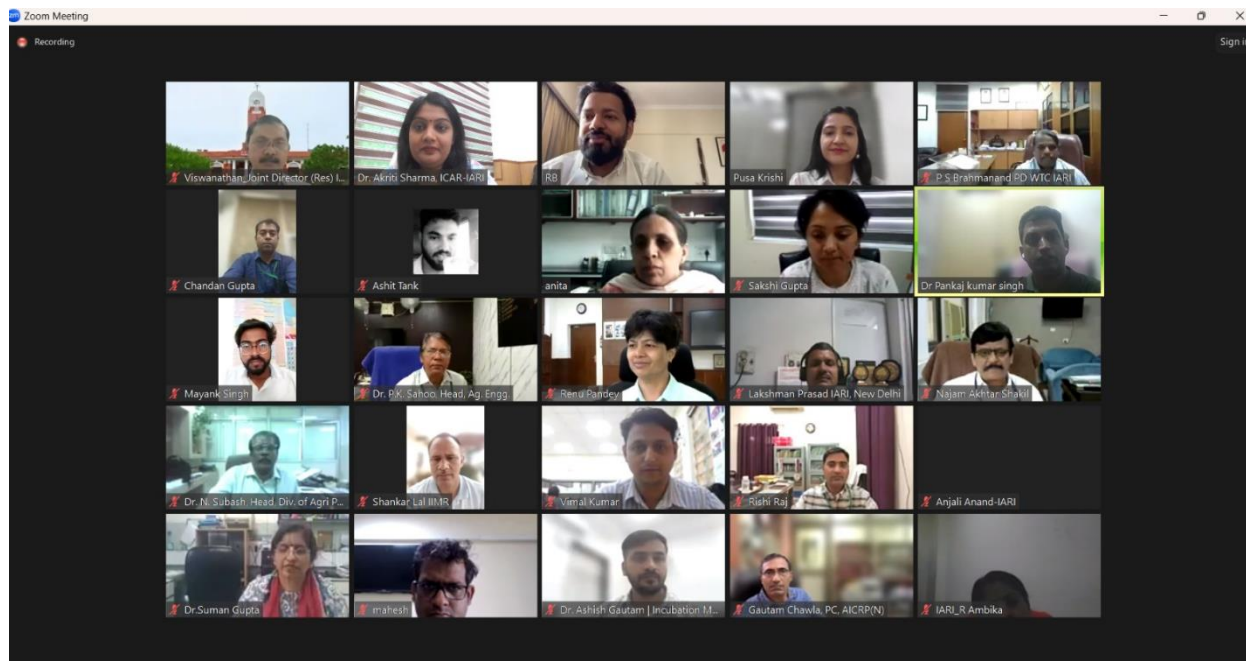


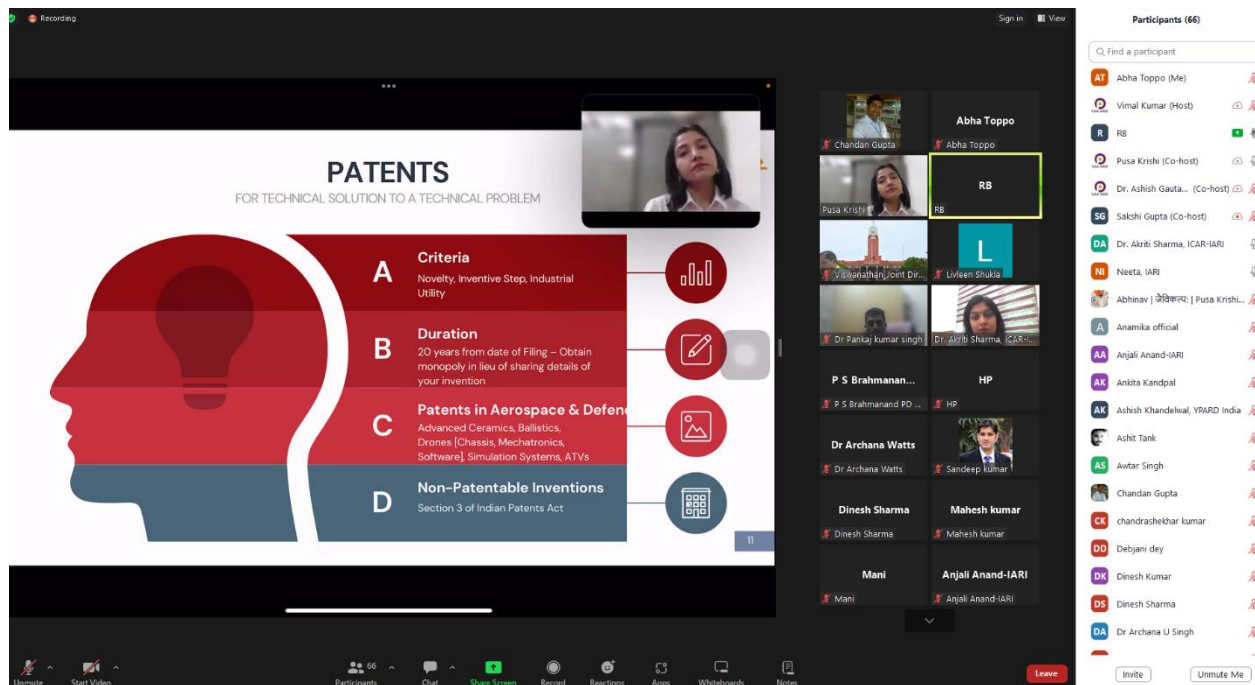
World IP Day: ZTM & BPD Unit Hosts Webinar on Intellectual Property Rights: Promoting Innovation & Creativity for a Sustainable Future

In alignment with the spirit of World Intellectual Property Day on April 26, 2024, ZTM & BPD Unit at IARI organized a thought-provoking webinar on the theme "Intellectual Property Rights-Promoting Innovation and Creativity for a Sustainable Future." With over 70 distinguished participants, including Dr. C. Viswanathan, Joint Director (Research) at IARI, the event served as a platform for insightful discourse.



Dr. Akriti Sharma, CEO and in-charge of Pusa Krishi & ZTM BPD Unit commenced the session by welcoming all the participants and shedding light on the significance of World Intellectual Property Day, underscoring its role in spotlighting the pivotal function of IP rights in fostering innovation and creativity. Her opening remarks radiated enthusiasm and anticipation, creating an atmosphere of eagerness among all attendees.

Dr. Vishwanathan in his address emphasized the instrumental role of IP rights in providing legal protection to a spectrum of innovators, ranging from researchers and inventors to businesses and artists, enabling them to garner economic returns from their groundbreaking endeavors.



The speaker of the session, Mr. Rahul Bagga, Founder & Managing Director of Aumirah and a seasoned patent expert, delved into the theme of "Intellectual Property Rights in Promoting Innovation and Creativity for a Sustainable Future." He underlined the significance of different domains of IPR: Trademarks, Plant Varieties Registration, GI tags, and the intricacies of patent filing provided invaluable insights into the realm of intellectual property protection. His ability to elucidate complex concepts clearly and concisely ensured that every participant, regardless of their background, could grasp the fundamental principles of IPR. Moreover, Mr. Bagga's adept storytelling, particularly when illustrating the key aspects of patentable inventions such as novelty and inventive steps, captivated the audience. The examples he provided, including the revolutionary CRISPR technology and the intricate interplay of plant genes across species and genera, brought theoretical concepts to life and underscored their real-world relevance. He particularly emphasized sustainability innovation in green technologies. His vision for a greener future resonated deeply with the scientific and student community present at the session, inspiring us to explore new avenues for environmentally friendly innovation.

The webinar concluded with an engaging Q&A session, fostering dialogue and exchange of ideas among participants, further enriching the discourse on the intersection of intellectual property, innovation, and sustainability.