

MAISM/ NAAC 2019/ Metrics Level Deviations/Cr3-3

Date:- 16/01/2020

Criteria 3.2.2:	Number of Workshops/ seminars conducted on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices during the last five years.
DVV Findings:	Please submit Brochure/Detailed program report for each program.
Response/ Clarification	1) List of activities related to IPR or Innovative practices in Industry in the last 5 years (year wise) is attached. (Appendix-I) 2) Brochure/invitation letter/ One page report of each activity listed above including photographs, brochure etc. is attached (Appendix-II)



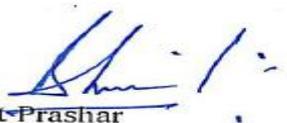
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Appendix-I

3.2.2 Number of workshops/seminars conducted on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices during the last five years (5)

Year	Name of the workshop/ seminar	Date From – To	Date of Establishment of IPR Cell
Intellectual Property Rights (IPR)			
2014-15	Law of Intellectual property Rights	Nov.2015	NA
2015-16	Patent Trademarks & industrial Design	March. 2016	NA
2016-17	Law of Intellectual property Rights	Sept. 2016	NA
2017-18	Intellectual property Rights In Agriculture	Oct. 2018	NA
2018-19	Intellectual property Rights for START-UP	Apr.2019	NA
Industry-Academia Innovative practices			
2014-15	Expectation of Industry from Students and Teachers	May. 2015	NA
2015-16	Latest trends in recruitment process	July. 2016	NA
2016-17	Key to Success- Startups	Apr. 2017	NA
2017-18	Outcomes of the Graduates inline with industry	Aug. 2018	NA
2018-19	Employer Meet	March. 2019	NA

1.


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Appendix-II

REPORT

Name of Event: Law of Intellectual Property Rights

Duration of the Event: 13/11/2015 to 13/11/2015

Name of Resource Person: Dr. Bharat Prashar

Brief Report:

1. Intellectual property refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce.
2. Intellectual property is divided into two categories: Industrial Property includes patents for inventions, trademarks, industrial designs and geographical indications.
3. Copyright covers literary works (such as novels, poems and plays), films, music, artistic works (e.g., drawings, paintings, photographs and sculptures) and architectural design.
4. Rights related to copyright include those of performing artists in their performances, producers of phonograms in their recordings, and broadcasters in their radio and television programs.
5. Conclude agreements that seek to protect and enforce IP rights covering new and upcoming technologies and new transmission and distribution methods.
6. Eliminate or prevent discrimination in matters that affect the availability, scope, acquisition, use, maintenance, and enforcement of IP rights.


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REPORT

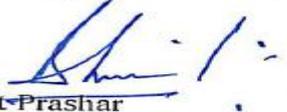
Name of Event: Patents, Trademarks & Industrial Designs

Duration of the Event: 06/03/2016 to 06/03/2016

Name of Resource Person: Dr. Durga Prasad Sharma

Brief Report:

1. A patent is an exclusive right granted for an invention – a product or process that provides a new way of doing something, or that offers a new technical solution to a problem.
2. The rights over intellectual property owned by a business are a noticeable increase to its capital, as long as they are duly protected.
3. Patents provide incentives to individuals by recognizing their creativity and offering the possibility of material reward for their marketable inventions.
4. These incentives encourage innovation, which in turn enhances the quality of human life.
5. Patent protection means an invention cannot be commercially made, used, distributed or sold without the patent owner's consent.
6. Patent rights are usually enforced in courts that, in most systems, hold the authority to stop patent infringement. Conversely, a court can also declare a patent invalid upon a successful challenge by a third party.
7. A trademark is a distinctive sign that identifies certain goods or services produced or provided by an individual or a company.
8. Its origin dates back to ancient times when craftsmen reproduced their signatures, or “marks”, on their artistic works or products of a functional or practical nature.


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REPORT

Name of Event: Law of Intellectual Property

Rights Duration of the Event: 13/09/2016 to 13/09/2016

Name of Resource Person: Dr. Bharat Prashar

Brief Report:

7. Intellectual property refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce.
8. Intellectual property is divided into two categories: Industrial Property includes patents for inventions, trademarks, industrial designs and geographical indications.
9. Copyright covers literary works (such as novels, poems and plays), films, music, artistic works (e.g., drawings, paintings, photographs and sculptures) and architectural design.
10. Rights related to copyright include those of performing artists in their performances, producers of phonograms in their recordings, and broadcasters in their radio and television programs.
11. Conclude agreements that seek to protect and enforce IP rights covering new and upcoming technologies and new transmission and distribution methods.
12. Eliminate or prevent discrimination in matters that affect the availability, scope, acquisition, use, maintenance, and enforcement of IP rights.


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REPORT

Name of Event: Intellectual Property Rights in Agriculture

Duration of the Event: 18/10/2018 to 18/10/2018

Name of Resource Person: Dr. Rubina Sajid

Brief Report:

1. Patents are probably the most important IPR today for startups.
2. Concept of IP, need for IPRs, various legal instruments to protect IPRs
3. Types of technologies that may be protected.
4. Interface between IPR regime, public good, biodiversity and environment.
5. IPRs aim at stimulating innovation by providing a market incentive through exclusive rights.
6. The strengthening of Intellectual Property Rights on startups indicates a gradual shift in the balance of economy and startups.


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REPORT

Name of Event: IPR for Startup

Duration of the Event: 18/04/2019 to 18/04/2019

Name of Resource Person: Dr. Mahavir Kr. Sain

Brief Report:

It gets too overwhelming a process once you set out to start a new business. It may leave you in doubts, anxiety and a ton of other legitimate issues. One of the major areas that businesses need to stay aware about is Intellectual Property Rights. Once the fundamentals of deciding the right business structure are cleared, IPR helps to differentiate your business from the competitors. IPR yields you the following advantages

- Can sell or license for creating an additional revenue stream.
- Offering distinctive products/services to your customers.
- It can become an essential part of your marketing or branding (Exclusivity).
- Intellectual properties are assets that you can use as security against loans.

Consider exploiting your IP to the fullest as it makes more sense to secure your business in the best possible manner. You can legally protect your Intellectual property in the following manners:

- Protecting Intellectual Property against any sort of infringement by others.
- You can defend it in the court of law to claim your sole right on it.
- Can legally stop others to use, make, sell or import without your agreement.
- You can earn royalties by licensing it or make money selling it.

- Use your trademark for strategic alliances.

Essentially, there are three different ways through which a new business can secure its Intellectual Properties. This could be anything – a thought, an idea, an item, images, process, logos, and so forth that represents a brand.

Here are the types of IPR that businesses can entail:

1. Copyrights

Certain protection is automatically granted to the author for their original, creative or intellectual work. Know more about copyright registration in India to ensure taking correct steps in the right direction.

Works include; Books, lectures, dramatic and musical works, cinematography, drawings, paintings, architecture, sculpture, photographs, illustrations, maps, plans sketches etc.

Rights: To distribute copies or phonorecords of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending and to perform the work publicly in person or through an audio transmission.

Validity: It is not mandatory to register but is highly recommended. The validity of copyright lasts the lifetime of the author and even till the 60 years after his/her death. The owner is given protection in most countries.

2. Trademarks

Trademark: At first, register trademark online as this acts as a brand element distinguishing your goods and services from those of your competitors and other traders in the market. It creates a distinct identity for your company and thereby securing a brand from being counterfeited.

Marks: Word mark, a logo mark or a slogan, shapes, and unconventional marks like colours, sounds, gestures, animation, holograms etc. can be registered under trademark.

Rights: Gives the exclusive right to use the mark and prevent anyone from using it without permission. The owner also enjoys the right to license, assign and sell the mark in return of compensation.

Validity: 10 years which can be made perpetual, as long as renewed every 10 years. Should be applied separately in every country in which protection is required and has a market in.

3. Patents

Patents come to play when you are looking to protect a new invention that is original and can be used to simplify the lives of people.

Condition: Patent requires an idea to be novel and unique. The industrial procedures can be patented especially if a non-obvious step is introduced in it.

Rights: It gives an exclusive authority over the patented invention, the right to exclude others and exploit the patent and earn from it.

Validity: Patent protection is a territorial right and therefore it is effective only within the territory of India (or the country where applied). Separate

patents required to be filed for each country where the protection is required. A patent is valid for a period of 20 years after which it goes in the public domain.

Startup Valuation can be made on the Basis of IP Rights

New companies don't really have monstrous products' stocks or workforce to begin with. Subsequently, a large portion of the estimation of a startup, for the most part, gets from their IP rights. It has been assessed that on the normal, over 80% of the estimation of a new business depends on their IP portfolio.

No Over-Stretching the Finances

Unless your startup offers something that has zero creation costs, you will need to tighten the pocket heavily even to make start making profits. Another aspect that the businesses don't consider is the cost associated with not taking proper care of the intellectual properties.

Impose Control on What You Have

Many businesses echo this - "we couldn't care less on the off chance that somebody duplicates us, it's simply free promoting!" and this gets me winced on many occasions.



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REPORT

Name of Event: Expectation of Industry From Students and Teachers
Duration of the Event: 12/05/2015 to 12/05/2015

Brief Report:

The government of India and state governments there has undertaken reforms in higher education. In particular, the engineering education sector has launched reform initiatives within the current legislative framework through the Technical Education Quality Improvement Program (TEQIP). Participating institutions have been selected through a norm-based funding mechanism after meeting criteria for the reforms, which promote, for instance, autonomy, the decentralization of the financial framework, the establishment of a functioning board of governors, and the strengthening of partnerships with the private sector.

There are many expectations in the young minds of graduating engineers in India today. This can also be referred to as their perception of the scenario after college. The main aim of university education today is molding and furnishing students to be ready to face the challenges and responsibilities in their future.

This therefore requires the education be value based with the ability to synthesize the morals of the student individually. It has been very compelling to the education system to give high quality education which meets the international standards this is with regard to the global demands, technology and scenario on the inception of skills on the input side and the fast changing products and services on the output side.

Its a very unfortunate case that Indian universities have not featured in the world top universities list with the main reasons being lack of advanced teaching and learning process, reduced investments, and missing out in research involvement.

Due to this ever growing demand for high quality education and the minimal resources being provided by the government the private sector has venture in this field in a mighty way in India today.


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REPORT

Name of Event: Latest Trends in Recruitment Processes

Duration of the Event: 05/07/2016 to 05/07/2016

Brief Report:

There is so much happening in the recruitment itself. Lot of new and innovative practices are now being used now a days by the industry. Being the most important aspect of business, recruitment is always on priority list of any of the organization. There are various new trends are being noticed which are in practice such as :

Outsourcing

Outsourcing firms build up their human asset pool by utilizing individuals for them and make accessible work force to different organizations according to their necessities.

Poaching/Raiding

Poaching means Developing it. "Purchasing ability" (as opposed to creating it) is the most recent mantra being trailed by the associations today. Poaching implies utilizing a skillful and experienced individual officially working with another presumed association in the same or distinctive industry; the association may be a rival in the business.

E - Recruitment

E-recruitment is the a smart use of technology to accelerate the recruitment process. Many big organizations use Internet as a source of recruitment. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae i.e. CV or resume through e mail using the Internet. Either job seekers place their CV or resumes over internet , job portal , apply through company webpage, which can be drawn by prospective employees depending upon their requirements.

Screening

The process of screening bulk amounts of candidates is becoming easier thanks to artificial intelligence. This is among the most popular recent trends in recruitment and selection.

Use of Augmented Reality

The use of augmented reality in the recruitment process would allow companies to judge how a candidate performs in a real-life scenario. This is way better than hypothetical interview questions to judge various aspects of a candidate's personality like confidence level.

Use of Virtual Reality

One of the new trends in recruitment and selection is the use of virtual reality to boost a job seeker's profile or to let a candidate explore how working in a job would be like. Thanks to virtual reality, a job seeker can enhance his or her profile to let a recruiter walk through the projects that were successfully completed by a candidate.



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Video Profiles

Candidate can now use video content to enhance his or her professional profiles. Many candidates are adding a brief video of their professional accolades on professional networking platforms like LinkedIn to ensure that a recruiter doesn't have to spend a lot of time in finding and then reading up on what a candidate can offer.

A handwritten signature in blue ink, appearing to read 'Dr. Bharat Prashar', is written over a horizontal line.

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REPORT

Duration of the Event: 12/04/2017 to 12/04/2017

Name of Event: Key to Success- Startups

Details in Brief:

There are so many new sectors of innovation emerging everywhere you look. Israel is becoming a center for everything to do with AI and autonomous vehicles, and there are many new food startups revolutionizing the way we eat.

We should be smart enough at this stage in the game to realize that changing our diet, or how we get from one place to the next, won't make us happier. Granted we may feel healthier with all the new snacks available, and less stressed with AI making our lives easier, but let's not fool ourselves.

The truth is that we will not be able to enjoy all this innovation and new perks of human life unless we make a very substantial shift in the most basic element of being human — how we treat one another.

-So startups are essentially these very positive pockets of good human energy, where people get along fairly well in general.!

We need to use all this innovation as a platform for transitioning smoothly to the next stage.

We need to admit to ourselves that everything is advancing perfectly in the world except one minor detail — human greed is throwing the whole world out of balance. We can stand around pointing fingers at who is to blame or we can completely rewire our society and get it right this time.

Startups are actually the perfect example of how to start something from scratch, build it properly and share it with the world; and keep scaling up to create more value for the company, its customers and partners. Startups have a very clear and defined common goal between the people in the company, who are acutely aware of the need to advance together in order to succeed. Everyone in the company is highly motivated and goes along with this process, because it is so clear their good common fortune depends on it.

So startups are essentially these very positive pockets of good human energy, where people get along fairly well in general. Of course there are startups where the owners cannot get along, and they usually end up giving back their funding to the investors.


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REPORT

Name of Event: Outcomes of the Graduates inline with industry

Duration of the Event: 19/08/2017 to 19/08/2017

Brief Report:

1. (KB) A knowledge base for engineering: Demonstrated competence in university level mathematics, natural sciences, engineering fundamentals, and specialized engineering knowledge appropriate to the program.
2. (PA) Problem analysis: An ability to use appropriate knowledge and skills to identify, formulate, analyze, and solve complex engineering problems in order to reach substantiated conclusions
3. (Inv.) Investigation: An ability to conduct investigations of complex problems by methods that include appropriate experiments, analysis and interpretation of data and synthesis of information in order to reach valid conclusions.
4. (Des.) Design: An ability to design solutions for complex, open-ended engineering problems and to design systems, components or processes that meet specified needs with appropriate attention to health and safety risks, applicable standards, and economic, environmental, cultural and societal considerations.
5. (Tools) Use of engineering tools: An ability to create, select, apply, adapt, and extend appropriate techniques, resources, and modern engineering tools to a range of engineering activities, from simple to complex, with an understanding of the associated limitations.
6. (Team) Individual and teamwork: An ability to work effectively as a member and leader in teams, preferably in a multi-disciplinary setting.
7. (Comm.) Communication skills: An ability to communicate complex engineering concepts within the profession and with society at large. Such ability includes reading, writing, speaking and listening, and the ability to comprehend and write effective reports and design documentation, and to give and effectively respond to clear instructions.
8. (Prof.) Professionalism: An understanding of the roles and responsibilities of the professional

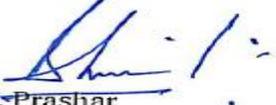
engineer in society, especially the primary role of protection of the public and the public interest.

9. (Impacts) Impact of engineering on society and the environment: An ability to analyze social and environmental aspects of engineering activities. Such ability includes an understanding of the interactions that engineering has with the economic, social, health, safety, legal, and cultural aspects of society, the uncertainties in the prediction of such interactions; and the concepts of sustainable design and development and environmental stewardship.

10. (Ethics) Ethics and equity: An ability to apply professional ethics, accountability, and equity.

11. (Econ.) Economics and project management: An ability to appropriately incorporate economics and business practices including project, risk, and change management into the practice of engineering and to understand their limitations.

12. (LL) Life-long learning: An ability to identify and to address their own educational needs in a changing world in ways sufficient to maintain their competence and to allow them to contribute to the advancement of knowledge.


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REPORT

Name of Event: Employer Meet

Duration of the Event: 11/03/2019 to 11/03/2019

Brief Report:

To improve the quality of professional education adequately to meet the needs of the Industry, society and economy. Education system should operate at optimum efficiency and should produce good quality Managers' who will deliver quality product to employers. To optimize the deployment of physical and human resources of Institutions and Industries in the pursuit of development of manpower & to enlist participation of industry in management education programmes, with a view to have better interaction between Industries and Institute, RIMR has conducted Industry Institute Interaction Meet and following points were discussed :-

- Organizing Workshops, conferences and symposia with joint participation of the faculty and the industries.
- Professional consultancy by the faculty to industries.
- Memoranda of Understanding (MOU) between the Institute and industries to bring the two sides emotionally and strategically closer.
- Continuing Education and Training for Faculty
- MBA Projects/dissertation work in industries under joint guidance of the faculty and experts from industry.
- Industrial Training & Internship for Students


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