

WORLD IP DAY CONFERENCE
(Run-Up Event)
24th April 2024
FICCI, Federation House, New Delhi

Theme
IP & SDGs: Building Our Common Future with Innovation and Creativity

Organized by
FEDERATION OF INDIAN CHAMBER OF COMMERCE & INDUSTRY (FICCI)

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INAUGURAL SESSION

Welcome and Introductory Remarks:

- **Ms. Ruchita Singh, Joint Director & Head, FICCI IPR Division**
- **Mr. Suvashis Choudhary, IPR Committee Think Tank member, Ex IPS, and currently, the Chief Security Commissioner, Delhi Metro Rail Corporation.**

Special Address:

- **Hon'ble Justice Anish Dayal, Judge, Delhi High Court**

Inaugural Address:

- **Prof. Unnat P. Pandit, Controller General of Patents, Designs & Trademarks, RoC & GI, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, GoI**
- **Mr. Daren Tang, Director General, World Intellectual Property Organisation (WIPO)**

Keynote Address:

- **Ms. Himani Pande, Additional Secretary, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, GoI**
- **Commodore (Retd) Amit Rastogi, CMD, National Research Development Corporation (NRDC), an Enterprise of DSIR, Ministry of Science and Technology, GoI**



Session Highlights:



Mr. Suvashis Choudhary, in his welcome address, said that in today's knowledge-driven economy, "Innovation" and "Creativity" are indispensable drivers of progress. IPR provides a legal framework that incentivizes and protects the creations of inventors, artists, and entrepreneurs, thereby fostering innovation and stimulating economic growth. India's proactive approach to Intellectual Property Rights (IPR) exemplifies our commitment to innovation-driven solutions for global challenges. Furthermore, India has actively engaged in international forums such as the World Trade Organization (WTO) and the World Intellectual Property Organization (WIPO) to advocate for a balanced approach to IPR that promotes both innovation and access to knowledge.

The "Atmanirbhar Bharat Abhiyaan" has ignited a sense of self-reliance especially among Indian startups, encouraging them to grasp the chance to innovate and decrease reliance on global suppliers. The government has undertaken substantial measures to promote innovation, such as the Atal Innovation Mission, which endeavours to foster innovation across different sectors of the economy. Signalling a huge push for Research and Development in the country, the government has earmarked a fund of Rs. 1 lakh crore in the Union Budget to promote technological innovation in sunrise sectors. While mentioning India's remarkable ascent, Mr. Choudhary highlighted that the rise in Global Innovation Index (GII) ranking from 81st in 2015 to 40th in 2023 is a testament to our vibrant ecosystem fostering creativity and entrepreneurship. Over the past year, the Indian IP Office has been a beacon of innovation with modernizing its IP offices and granting over 1 lakh patents, 36 thousand copyright registrations, 27 thousand industrial designs registrations, 573 geographical indications registrations, and approximately 28 thousand trademark registrations.



Hon'ble Justice Anish Dayal, in his special address, said that every year World IP Day is celebrated on 26th April as it coincides with the implementation of the 1970's UN Convention that established WIPO. This year, WIPO focuses on intellectual property and sustainable development goals. The 17 Sustainable Development Goals which were born out of the UN Conference on Sustainable Development in RIO in 2012 and were officially adopted in 2015. These goals provide a roadmap for the Global Community to address various challenges and pave the way for a sustainable future. The SDGs set the agenda for the 2030 goals, reflecting a 15-year horizon of concerted efforts towards sustainable development. The intersection of Intellectual Property and SDGs is a topic of growing significance. It's important to delve into the conflation with IP and why it holds relevance in the context of our discussion today. IP is often synonymous with innovation, and no one can deny the critical role it plays in driving progress.

According to Justice Dayal, the **Soul of Innovation is Creativity** and Creativity, in the context of the SDGs, can be interpreted in two distinct forms. It can be intrinsic, devoid of any agenda, and other is a goal-oriented activity. The SDGs provide clear, visible targets for 2030, harnessing the power of creative endeavors to address global challenges. He also focused on the World IP Day agenda stating "Contribution, sharing, collaboration and fostering are the key to achieving SDG goals and make life better for future generations.

Highlighting India's innovation surge, Justice Dayal pointed towards significant **46.7%** increase in patent applications by Indians, with over **1,00,000** startups registered. Established in 2022, the Intellectual Property Division (IPD) has demonstrated progress in case management. Data shows a substantial increase in case disposals in 2023, with **over 2 lakh patent appeals** resolved and minimal new filings. This signifies improved efficiency within the IPD. India's innovation ecosystem is flourishing, as evidenced by the surge in patent applications by domestic inventors. To address this growth, the IPD was established to streamline case management. The IPD leverages technical advisors and e-filing systems to expedite case resolution. Hon'ble Justice Dayal concluded by urging IP professionals to leverage their expertise in developing solutions that contribute to achieving the SDGs and he ended his address by a famous quote of Thomas Elva Edison "**genius is 1% inspiration and 99% perspiration**".



Prof. Unnat P. Pandit, in his inaugural address, observed that it is essential to recognize the distinct forms of creativity within the context of the SDGs. Creativity can manifest as intrinsic and goal-oriented, both of which are instrumental in driving progress towards the SDGs. While innovation and intellectual property remain integral, it is crucial to appreciate the underlying commercial aspects that drive industries forward. The potential for financial gain through the protection and utilization of intellectual property serves as a compelling incentive for the development of new technologies and creative works, amplifying the significance of discussing the interplay between IP, sustainable development goals, and broader innovation landscapes. The UN's Sustainable Development Goals, which require science, technology, and innovation for progress, find particular resonance in India, where 10 out of 17 SDGs hinge on technical solutions.

Highlighting India's potential, NITI Aayog equips its most challenged districts with development solutions, while the rapid development of a COVID-19 vaccine demonstrates the country's strong scientific and technological capabilities. While India aspires to become a Developed Nation (Viksit Bharat) by 2047, achieving the Sustainable Development Goals in the next two decades necessitates innovative solutions and leveraging our rich pool of talent - technocrats, policymakers, and lawyers. Our collective focus should be on fostering innovation by supporting MSMEs and startups that develop unique solutions specifically tailored to India's needs, but with the potential for global application. The rapid development of indigenous COVID-19 vaccines serves as a powerful testament to this potential, showcasing our ability to achieve in record time what might have taken a decade previously. The call to action is to develop innovative, accessible, and affordable technological solutions "technology for everyone, every problem, everywhere" through intellectual property to propel India towards becoming a global leader (Vishwaguru) and a developed nation (Viksit Bharat).



Mr. Daren Tang delivered a video message on the occasion, applauding India's rich heritage of innovation, citing groundbreaking contributions like Ayurvedic medicine and the concept of zero, and emphasizing the crucial role of Intellectual Property (IP) in fostering innovation to tackle global challenges and achieving the Sustainable Development Goals (SDGs), acknowledging that while progress has been slow, IP can be a powerful tool. He highlighted India's growing importance in innovation. Mr. Daren Tang points to its ranking as 3rd globally in trademark applications and 6th in patents, along with its impressive rise in the WIPO Global Innovation Index. He further emphasized India's strengths as a leader in ICT exports, its robust science and technology education system, and the significant contribution of its creative economy, exemplified by Bollywood. Mr. Tang concluded by underlining the focus on sustainable innovation, emphasizing the importance of partnerships between industry and academia to promote eco-friendly sectors. Further he recognized India's strengths as a leader in ICT exports, boasting a robust science and technology education system, and nurturing a thriving creative economy. WIPO emphasizes the importance of fostering partnerships between industry and academia to steer innovation towards sustainable development, particularly in eco-friendly sectors. Furthermore, WIPO demonstrates its commitment to supporting SMEs in India by translating its IP diagnostic tools and launching a global project to empower SME intermediaries.



Ms. Himani Pande, in her keynote address, she said that while the core principles behind development goals have evolved from the Millenium Development Goals to the Sustainable Development Goals, technological solutions often overlook the challenges of reaching remote areas. Unlike one-size-fits-all technological fixes, the SDGs are broad enough to encompass diverse contexts. She stated that when examining how intellectual property (IP) has evolved in recent years reveals how the government has tackled various challenges, particularly in the patent system and its administration. Through initiatives such as Startup India and Atmanirbhar Bharat, the government has proactively addressed these issues and continues to develop solutions as new challenges emerge. Though the real challenge lies in ensuring that these schemes reach the remotest areas, where people often fall out of the system. Therefore, to address such concerns, government has often approached the people in a creative manner crucial to overcome the "last mile challenge" - ensuring that solutions effectively reach even the most marginalized communities. She also noted that there have been significant transitions during the COVID period, emphasizing the shift towards innovative solutions such as e-courts, e-filing systems, and online teaching.

During her address, Ms. Himani Pande raised a concern about whether the CSR activities undertaken by various industries and industrialists are being institutionalized. She emphasized that only a few CSR activities have been truly institutionalized, and those that have succeeded are characterized by collaborative partnerships between the private sector and the government. She also expressed that skilling initiatives could be undertaken to prepare people for employment both in India and abroad, highlighting that this is an area where industry and government could collaborate with innovative strategies.



Commodore (Retd) Amit Rastogi, in his keynote address said that the celebration of World Earth Day brought attention to the 17 Sustainable Development Goals which set the agenda for concerted efforts towards sustainable development by 2030. Today, we delve into the crucial intersection of Intellectual Property and these SDGs, focusing on how IP can make a difference in achieving the success of these goals. As time progresses towards the 2030 deadline, the urgency of innovating towards sustainable development becomes increasingly evident. It's important to recognize that IP not only enables innovation but also adds commercial value to the creations, benefiting the inventors and innovators while driving economic growth and competitiveness.

While talking about the impact of climate change, he emphasized the need to harness the strength of IP as a legal instrument and an asset that fosters growth and economic resilience. Protecting IP becomes essential in ensuring that the benefits derived from innovation are preserved and utilized for sustainable development. In the context of the SDGs, individuals working towards these goals, not just IP professionals, play a crucial role in shaping a common future. It is imperative for everyone to recognize the significance of IP in driving progress towards sustainable development. Further he said that in light of the pressing timeline towards the 2030 agenda, embracing the potential of IP to drive inclusive innovation and sustainable development is an indispensable undertaking. As the global community strives to achieve the SDGs, the protection and promotion of intellectual property assume paramount significance, underpinning the collective pursuit of a sustainable and equitable future for all.

Regarding IP commercialization, he mentioned that NRDC has established incubation centres, outreach centres, seed funding programs, and technology upscaling programs, all of which provide financial support. He also emphasized the development of a National IP Monetization framework and revisiting the IP Exchange initiative, which previously did not materialize but now warrant renewed attention. He concluded with the message that “IP Monetization is the key” asserting that innovation and creation must be supported by a robust system for monetizing the generated IP.

Session 1 - IP AND SUSTAINABLE INNOVATION

Session Moderator:

- **Dr. Rajeev Ranjan, IAS (Retd) (ex-Secretary, GoI and ex-Chief Secretary, Tamil Nadu; Think Tank Member, IPR committee**

Panelists:

- **Dr. Sadhana Srivastava, Head, Intellectual Property Rights Unit, Innovation & Translational Research Division, ICMR, GoI**
- **Dr. Vibha Malhotra Sawhney, Head, IPU & TMD, CSIR, GoI**
- **Dr. Yogesh Pai, Associate Professor (Law) and Co-Director, Centre for Innovation, IP and Competition, National Law University, Delhi**
- **Dr. Sheetal Chopra, Director & India Lead – IPR Policy at Ericsson; IPR Committee Member**
- **Ms. Vibha Mehra, Government Affairs Head, Nokia, India; IPR Committee Member**

Presentation (Virtual):

- **Ms. Hong Kan, Patent Analytics Officer, WIPO**



Session highlights:



Ms. Hong Kan Ms. Hong Kan delivered a comprehensive presentation on WIPO Report on Patents and the SDGs highlighting the intersection of Patents and Sustainable Development Goals (SDGs). She stated that with a focus on the 17 SDGs established by the UN General Assembly in 2015, each comprising 169 specific targets, this report is not just about patents—it's a riveting exploration of how technology is shaping our world for the better, paving the way for global peace and prosperity by 2030. The report, structured into four sections, revealed a significant presence of 4.7 million active patent families globally related to SDGs, comprising 31.4% of all active patents. A notable progress was observed in areas like industry, innovation, and climate action. The Innovation Metrics for SDG-related patents showcased a surge in recent patenting activity for certain SDGs. Utilizing International Patent Families as a measure, the report indicated a growing link between Patents and SDGs, with one in three patents now associated with SDGs. This innovative approach provides valuable insights into global inventive activity levels, underscoring the crucial role of innovation and intellectual property rights in advancing SDGs.



Dr. Rajeev Ranjan, who moderated the session, discussed India's evolving approach to intellectual property rights (IPRs), noting a shift from a defensive stance to a proactive one, marked by increased leadership and investment in intellectual property. This transition reflects India's recognition of the crucial role of IPRs in fostering innovation and driving economic growth, as evidenced by its improved

ranking in the Global Innovation Index. While patents related to Sustainable Development Goal 3 may be limited, they are pivotal for India's pharmaceutical industry, where 20% of all generics by volume and 60% of all vaccines are from India, which is projected to reach \$130 billion USD by 2030. Ensuring a robust system is essential to safeguard these investments and innovations, a topic thoroughly explored in our discussions. In this context, substantial investment in R&D, alongside similar trends in other industries like pharmaceuticals, underscores the importance of intellectual property in driving innovation and competitiveness. Dr. Ranjan stressed the need for a robust validation system to protect these investments and incentivize further research and development efforts.



Dr. Sadhana Srivastava delved into the complex landscape of intellectual property rights (IPRs) within biomedical research, emphasizing their intersection with public health concerns and Sustainable Development Goals (SDGs). While patents are crucial, she stressed the importance of recognizing other assets like geographical indications (GIs) in achieving sustainability objectives. Commercializing Patents and IP assets pose challenges, especially in the context of SDGs, where sustainability encompasses economic, social, and environmental dimensions. Dr. Srivastava highlighted public health priorities, emphasizing on “3A’s”- accessibility, affordability, and availability of essential medicines. Collaboration is paramount, as demonstrated by initiatives like the Indian Council of Medical Research (ICMR) waiving IP rights for vaccine development, reflecting India's commitment to sustainable development and global health challenges.



Dr. Vibha Malhotra Sawhney from the Council of Scientific and Industrial Research (CSIR) underscored the significance of leveraging Patented innovations for societal prosperity. It's heartening to witness a revival of R&D efforts, supported by government initiatives in universities, schools, and colleges

across the country, even in remote areas. However, funding remains a critical question. While CSR funds are now open to R&D, more support is needed to realize India's vision of becoming a developed nation by 2047. CSIR's mission bridges the gap between patenting and prosperity by providing science and technology solutions across various sectors, including Micro, Small, and Medium Enterprises (MSMEs). Through initiatives like the Aroma Mission, which promotes aromatic plant cultivation to enhance farmer income and rural development, CSIR demonstrates its commitment to inclusive growth. By supporting small-scale production and fostering entrepreneurship, CSIR empowers grassroots innovation and contributes to societal welfare, epitomizing its dedication to prosperity and inclusive development through scientific advancements.



Dr. Yogesh Pai provided comprehensive insights into the complex relationship between intellectual property rights (IPRs) and innovation dynamics in India. He emphasized on India's unique R&D landscape, where the public sector plays a significant role compared to the dominance of the private sector in many developed countries. Analysis of research and development (R&D) statistics reveals a notable trend in India, where approximately 63% of total R&D is conducted by the public sector, contrasting with around 37% in the private sector. This ratio is reversed in many developed nations, where two-thirds of R&D is typically conducted by the private sector. Furthermore, India's R&D intensity, measured by R&D expenditure as a percentage of GDP, stands at approximately 0.7%, below the global average of 1.8%. In contrast, some economies, like Korea, allocate nearly 4% of their GDP to R&D. Dr. Pai highlighted the importance of government-funded R&D and subsidies in addressing areas lacking market viability. He discussed how firms' strategies regarding intellectual property impact their competitiveness, with openness in network markets contrasting with IP protection in sectors like pharmaceuticals. Additionally, he calls for a nuanced exploration of open and proprietary models of innovation and the need for clear delineation between intellectual property, contract law, competition law, and regulation to foster effective implementation strategies. Dr. Pai's insights advocated for a holistic approach to innovation that integrates various mechanisms.



Dr. Sheetal Chopra talked about Ericsson's sustainability initiatives and highlighted the crucial role of innovation in addressing environmental challenges. She echoed Commodore Rastogi's reference to climate change and emphasised on the increasing occurrence of natural calamities in developed cities such as Dubai. Giving reference to a sustainability report by Ericsson, that mentioned a small 1 to 1.5-degree rise in temperature can lead to significant challenges. While this may not seem substantial at first glance, it can actually result in numerous calamities and environmental disasters. Therefore, when considering sustainability and innovation, the focus is often on either directly addressing environmental concerns through innovation or indirectly mitigating environmental impact by innovating in ways that minimize contributions to it. She also underscored the telecommunications industry's commitment to sustainability, citing Ericsson's Product Take Back program as a prime example. Dr. Chopra emphasized the importance of robust intellectual property protection in facilitating collaborative innovation and stressed the need for patent quality to uphold innovation integrity. She stated that enforcement in respect to Intellectual Property Rights is crucial for maintaining a predictable and sustainable environment for innovation. While there have been improvements in the timeliness of judicial pronouncements, there are still challenges in effectively implementing court orders. Despite improvements in judicial timeliness, challenges persist in enforcing intellectual property rights, impacting the innovation ecosystem's stability. However, she expressed optimism about India's progress in addressing these challenges through efforts to streamline enforcement mechanisms and enhance compliance, ultimately fostering an environment conducive to innovation and intellectual property protection.



Ms. Vibha Mehra, representing Nokia, outlined the company's significant investments in research and development (R&D), totalling 150 billion euros since 2000. This substantial commitment to innovation has resulted in a robust portfolio of 60,000 patent families, with a focus on 5G technology. Last year

alone, Nokia allocated 4.3 billion euros, approximately 20% of its revenues, to R&D initiatives. In today's technological landscape, 5G stands out as the latest and most transformative innovation. It holds the potential to revolutionize various sectors, including healthcare, education, and agriculture, by providing a robust infrastructure for innovation to flourish. Last year, the industry collectively invested approximately 2,300 patents in 5G technology, reflecting a significant commitment to advancing the field. This investment is crucial because without it, we cannot develop technology that can be monetized. Monetization is a key consideration for all of us, as it ensures the viability and sustainability of our technological advancements. Collaborating closely with academia and industry partners, Nokia aims to drive innovation in telecommunications, particularly in shaping India's approach towards 6G standards. Emphasizing commercialization strategies and energy-efficient solutions, Nokia aligns its innovation efforts with Sustainable Development Goals, fostering collaboration to address societal challenges and advance technological frontiers.

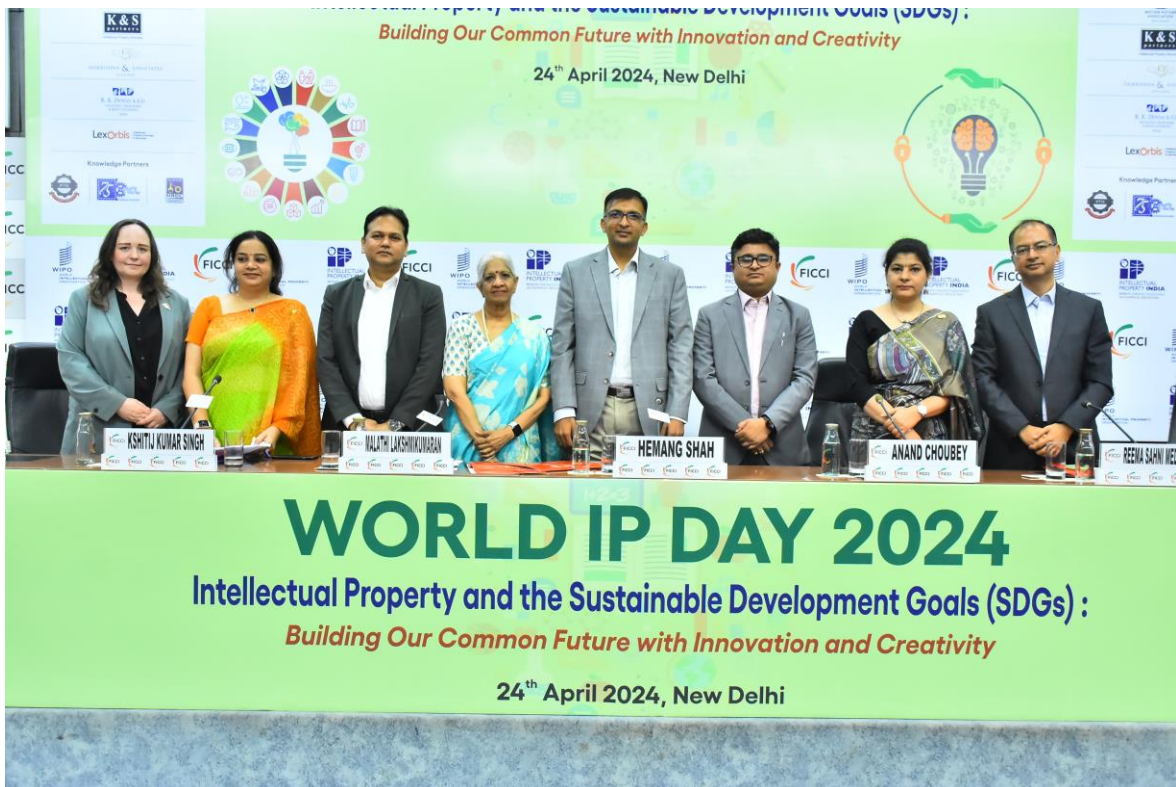
Session II EMPOWERING INNOVATORS AND ENTREPRENEURS

Session Moderator:

- **Dr. Hemang Shah, Director of Engineering at Qualcomm India; IPR Committee Member**

Panelists:

- **Dr. Malathi Lakshmikumar, Director, Lakshmikumar & Sridharan, Attorneys; IPR Committee Member**
- **Mr. Anand Choubey, Partner-Patents, K&S Partners**
- **Dr. Nitin Shukla, Principal Scientist & Head, Intellectual Property Group, CSIR-NCL**
- **Dr. Kshitij Kumar Singh, Assistant Professor, and convener IPR Society, Campus Law Centre (CLC), Faculty of Law, University of Delhi (DU)**
- **Mr. Balwant Rawat, Head of IP at Mercedes-Benz R&D India**
- **Dr. Reema Sahni Mediratta, RTTP, Head, Innovation-Technology Transfer Office (i-TTO), Foundation for Innovation & Technology Transfer, Indian Institute of Technology, Delhi**
- **Dr. Louise Boisen, IPR Counsellor at the Embassy of Denmark in India**



Session Highlights:



Dr. Hemang Shah, expressed gratitude to FICCI and attendees for commemorating World IP Day, emphasizing the significance of innovation, particularly in the context of sustainable development. He highlighted the critical role of research and development in national and global success, stressing the need to address complex challenges which yield long-term benefits. Shah underscored the importance of perseverance in tackling difficult problems, emphasizing the enduring rewards of such endeavours. He cited examples from Qualcomm's startup programs, which have supported over 130 startups, facilitating the filing of 450+ patents, with nearly 200 granted. These startups have launched over 30 products and raised approximately \$300 million. Dr. Shah advocated for patent filing incentives, citing their success in the Indian startup ecosystem.



Dr. Malathi Lakshmikumar, delivered a compelling speech on the imperative need for collaboration between universities, academia, and industry to drive research and development in India. She emphasized the necessity for increased funding from both the private sector and government to match up with developed countries like the US, Europe, China, Japan, or Korea. Dr. Malathi highlighted the existing gap between academia and industry, where research often remains confined to silos without addressing industry needs, resulting in limited practical application. She stressed the importance of establishing a shared vision and long-term strategic partnership between universities and industry players. Key practices for successful collaboration include understanding industry needs, effective communication, teamwork, and continuous knowledge transfer.

Additionally, she addressed the challenges related to technology transfer and intellectual property (IP) rights, advocating for clear IP policies and the importance of universities being open to exclusive licensing and assignment to facilitate collaboration. Overall, her speech underscored the critical role of collaboration in driving innovation and economic growth, urging stakeholders to prioritize effective partnerships and address barriers to maximize collaborative potential.



Mr. Anand Choubey eloquently highlighted the fundamental role of Intellectual Property (IP) in providing exclusive rights to inventors and entrepreneurs, rewarding them for protecting their innovative and creative works from unauthorized copying or infringement. He emphasized that robust IP protection encourages entrepreneurs to take risks and invest more in research and development efforts. Additionally, Mr. Choubey discussed how IP can serve as a tool to empower entrepreneurs to collaborate with others. For instance, companies with unused IP can generate additional revenue streams through licensing arrangements, fostering sustainable development and innovation objectives.

Furthermore, Mr. Choubey emphasized the importance of collaboration in sustainable innovation and achieving sustainable development goals. He pointed out that IP plays a crucial role in enabling collaboration by defining the boundaries of innovation, clarifying ownership, and building trust between parties involved in negotiations. By properly protecting IP, companies can come together, leveraging their collective expertise to drive sustainable innovations that have a positive impact on the environment and society. Mr. Choubey's insights underscored the pivotal role of IP in facilitating partnerships, sharing knowledge, and transforming raw ideas into marketable products that contribute to a more sustainable and impactful future.



Dr. Nitin Shukla, from CSIR National Chemical Laboratory, delved into the realm of IP management and commercialization during the panel discussion. Highlighting the institution's contribution to

various sectors aligned with Sustainable Development Goals (SDGs), such as health, clean energy, and sustainable chemical industries, Dr. Shukla emphasized the importance of bridging research with practical applications. Notably, NCL's innovative approach to repurposing discarded PPE kits into value-added products showcased their commitment to sustainability.

Regarding IP management, Dr. Shukla stressed the significance of clarity on ownership from the outset to avoid disputes later. She highlighted the use of academic MOUs to delineate responsibilities and joint invention administration agreements for IP generated collaboratively. Emphasizing confidentiality, NCL ensures all material exchanges are governed by material transfer agreements, safeguarding research integrity. Instituting good laboratory practices and having a robust IP policy are essential for documentation and protection.

Transitioning to commercialization, Dr. Shukla discussed NCL's collaborative efforts with industries and startups. Proposing an option agreement model for startups, NCL facilitates technology transfer by providing clarity and flexibility. Dr. Shukla advocated for standardized agreements within the research community to streamline processes and foster trust with industry partners. Recognizing the need for swift decision-making, she also emphasized ability in engaging with startups, ensuring mutual benefits, and fostering a conducive environment for innovation.



Dr. Kshitij Kumar Singh contextualized the discussion within the broader framework of Sustainable Development Goals (SDGs) and sustainability challenges. He highlighted the crises faced by academia, and industries with respect to IPRs, emphasizing the need for innovative strategies to ensure sustainability. Addressing the complexities within the patent system, Dr. Kshitij pointed out challenges in areas like antimicrobial resistance and software, questioning the efficacy of current approaches. He also examined the sustainability of academia, stressing the importance of research translation and talent utilization to contribute to economic growth.

Dr. Kshitij outlined the relevance of specific SDGs to the topic, particularly emphasizing SDG 4 (Quality Education) and SDG 9 (Industry, Innovation, and Infrastructure). He discussed initiatives such as establishing an IPR society within his campus to foster interdisciplinary collaboration and identify potential inventors. He also underscored the mutual benefits of academia-industry collaborations, citing examples of successful partnerships during crises like the COVID-19 pandemic. However, he questioned the sustainability of such collaborations in peacetime and raised concerns about issues like vaccine nationalism. Dr. Kshitij advocated for a balanced approach and emphasized the importance of multi-stakeholder engagement in finding sustainable solutions. He highlighted the need for effective linkages between academia and industry, as outlined in the National IPR Policy.



Mr. Balwant Rawat, in his panel discussion speech, emphasized two Sustainable Development Goals (SDGs): Quality Education (SDG 4) and Industry, Innovation, and Infrastructure (SDG 9). With over 22 years of experience working closely with inventors across India and internationally, Mr. Rawat offered insights into empowering innovators and entrepreneurs for the future.

He highlighted the lack of participation of real inventors in innovation communities despite the emphasis on increasing innovation. Mr. Rawat urged for greater recognition and value for inventors in society. Drawing from his experience at Mercedes Benz, he noted that a significant percentage of engineers were unable to innovate and file patents, attributing this to the education system's emphasis on knowledge over creativity and imagination. He advocated for a shift in educational focus towards fostering creativity and innovation from an early age.

He suggested incentivizing inventors to become national heroes by implementing inventor rewards policies, similar to those in other countries, where inventors receive royalties upon commercializing their IP. He stressed the need for legislative support to promote innovation and inventors, proposing the establishment of inventor societies and recognition programs akin to those in the US and Korea.

Highlighting the underappreciated achievements of Indian inventors, Mr. Rawat revealed the existence of over 30 Indian inventors with more than 100 patents each, with one individual holding 1233 patents. He underscored the importance of high-quality, deep-tech innovations supported by the right research and skill set for sustainable progress in India's Make in India initiative and national development.



Dr. Reema Sahni Mediratta, delivered an insightful speech on the journey from research to commercialization, highlighting the significant role of technology transfer offices (TTOs) in bridging

the gap. She emphasized the evolution from research solely for publication to the current focus on commercialization, facilitated by initiatives like BIRAC and the National Biopharma Mission.

Dr. Mediratta discussed the challenges TTOs face, notably the lack of awareness about intellectual property (IP) and technology transfer, citing her experience of convincing a university about their importance. She stressed the importance of industry mapping at the initial stages of innovation and advised innovators to understand industry pain points for successful commercialization. Furthermore, she emphasized on the due diligence, IP filing, and the importance of a comprehensive IP portfolio, including patents, trademarks, and copyrights, for securing funding and facilitating technology commercialization. Dr. Mediratta also highlighted the significance of sustained funding and patience in technology readiness level (TRL) assessments.

Moreover, she discussed strategies for technology transfer, including collaboration between academia and industry, tech showcases, negotiation, and revenue sharing. She underscored the role of TTOs in supporting startups and academic institutions in achieving self-sustainability through revenue generation for further research and development. Dr. Mediratta concluded by emphasizing on how these efforts could contribute to the vision of an Atmanirbhar Bharat (self-reliant India).



Dr. Louise Boisen, delivered a comprehensive summary of Denmark's initiatives to support entrepreneurship, particularly focusing on intellectual property (IP) aspects. She highlighted the success of the patent voucher scheme in aiding grassroots innovation and small inventors, with an impressive 89% of recipients filing for patents after receiving grants. Notably, 87% of recipients were micro-businesses with 10 employees or less, underscoring the scheme's impact on smaller inventors. Dr. Boisen advocated for extending the scheme and establishing a fast-track system to streamline patent applications and provide guidance to entrepreneurs.

Additionally, she emphasized the importance of trademark surveillance and financial support for professional advisory services to cater to businesses beyond patenting. Dr. Boisen also touched upon Denmark's unique approach to integrating academia and industry, exemplified by its law requiring public university inventors to hand over rights for evaluation and potential commercialization. This approach aims to maximize societal benefits from publicly funded research by facilitating commercialization. She concluded by mentioning Denmark's Business PhDs, highlighting the collaboration between academia and industry in driving focused research aligned with industry needs.

Special Session on Protection of Trade Secrets

Speakers:

- **Mr. Sumantra Mukherjee, Partner- Intellectual Property at KPMG**
- **Dr. Kavita Arora, Partner, K&S Partners**



Session Highlights:



Dr. Kavita Arora

Dr. Kavita Arora discussed the government's efforts to establish a trade secret protection framework in India, building on previous policies advocating innovation and fair competition. An Expert Committee proposed separate legislation accompanied by a white paper incorporating global best practices adapted to India's context. She emphasized the significance of a strong trade secret law in providing a clear legal framework, reducing litigation by precisely defining trade secrets and drawing on international agreements. She noted the current dependence on broad protections from contract law, data protection bills, and copyright law, which hinder innovation, especially in the digital era. Dr. Kavita underscored the need for the proposed legislation to clearly define trade secrets, outline protection scope, and establish procedures for addressing violations through civil and criminal channels effectively.



Mr. Sumantra Mukherjee

Mr. Sumantra Mukherjee highlighted the critical need for a formal trade secret law in India despite its well-established legal framework for IP protection. He emphasized the importance of safeguarding diverse innovations, particularly in fields like AI, and proposed establishing a comprehensive framework adaptable to technological advancements. Mr. Mukherjee outlined the potential benefits of a trade secret law, including addressing challenges faced by businesses, promoting R&D, enhancing India's global competitiveness, and bolstering the economy. He stressed the importance of proper legal protection and enforcement mechanisms to foster innovation, encourage investment, and maintain a competitive market by safeguarding confidential information from competitors.

Session III (Special Address)

Speakers:

- **Mr. Sanjiv Shankar, Joint Secretary, Ministry of Information and Broadcasting, GoI**
- **Mr. Mihir Rale, Chief Regional Counsel, Disney Star**



Session Highlights:



Mr. Sanjiv Shankar

During a discussion organized by FICCI, Mr. Sanjiv Shankar from the Ministry of Information and Broadcasting (MIB) expressed gratitude for including MIB in talks on intellectual property and sustainable development goals (SDGs). He highlighted the significance of IP for the media and entertainment sector, stressing its role in driving innovation and socio-economic progress. Mr. Shankar addressed challenges posed by piracy in the digital age and advocated for robust legal frameworks to combat it. He discussed how the IP sector aligns with various SDGs and cited government initiatives like amendments to the Cinematograph Act 1952 to safeguard creators and combat piracy as well as case studies, such as the DD Free Dish platform and green filming practices, were presented to illustrate the sector's contributions to SDGs. Mr. Shankar called for collaboration

among stakeholders to effectively address copyright infringement while promoting access to cultural content and fostering creativity.

He highlighted that strong intellectual property rights create a virtuous cycle, fostering a thriving creative ecosystem that significantly contributes to achieving SDG 11. By promoting cultural vibrancy, economic opportunity, and environmental responsibility within Indian cities, these rights have a profound impact. For instance, Mumbai, home to Bollywood, greatly contributes to the city's economy. Similarly, the establishment of Noida Film City attracted talent from across the country, enhancing infrastructure and creating numerous employment opportunities. Now, with the upcoming development project of the Film City in YEIDA near Greater Noida, there is a buzz of economic activity and anticipation of further growth in the creative industry.



Mr. Mihir Rale

Mr. Mihir Rale discussed the convergence of copyright and Sustainable Development Goals (SDGs) in the Media and Entertainment (M&E) sector. He highlighted the sector's significant scale and expected expansion, underscoring its potential to make a more substantial contribution to India's GDP. Mr. Rale outlined few areas where copyright intersects with SDGs, focusing on economic growth, diversity, inclusivity, education, and responsible consumption. He also pointed out challenges like prioritizing quantity over quality in content creation and reliance on advertising revenue. Mr. Rale suggested two strategic recommendations- regulatory changes to encourage creators to explore revenue streams beyond advertising and adapting copyright frameworks to incorporate new technologies like AI while maintaining economic and employment growth.

Session III -COPYRIGHT AND SDG'S INTERPLAY

Session Moderator:

- **Ms. Lohita Sujith, Sr. Director - Copyright and Digital Economy, Motion Picture Association (MPA); IPR Committee Member**

Panelists:

- **Dr. G. R. Raghavender, Senior Consultant (IPR), CIPAM, DPIIT, GoI**
- **Mr. Rakesh Nigam, Chief Executive Officer, The Indian Performing Right Society Limited (IPRS)**
- **Mr. Anil Lale, General Counsel, Viacom 18**
- **Mr. Blaise Fernandes, President and CEO of Indian Music Industry an IFPI affiliate at the Indian Music Industry; IPR Committee Member**
- **Ms. Pragya Chaturvedi, IP Attaché, Intellectual Property Office, South Asia Trade Policy Team, British High Commission, New Delhi**



Session Highlights:



Ms. Lohita Sujith

“Copyright is the ninth sustainable development goal and is the heart of creativity.”

The session began with the session moderator addressing the panelists with a series of inquiries aimed at exploring the intersection of intellectual property rights, sustainability, and development goals. Discussions revolved around the alignment of the WIPO development agenda and India's IP laws with the United Nations' Sustainable Development Goals, emphasizing their role in fostering innovation and progress. Furthermore, panelists elaborated on how copyright mechanisms contribute to achieving SDGs by incentivizing creativity and knowledge dissemination. They also scrutinized the implications of SDGs for the music industry. Additionally, the conversation delved into the burgeoning utilization of artificial intelligence (AI) to promote sustainable creativity within copyright industries. However, the discourse didn't shy away from addressing the potential challenges posed by copyright enforcement, particularly in developing countries, on access to knowledge and information, stressing the need for balanced approaches to ensure equitable access to creativity and innovation.



Dr. G. R. Raghavender, provided a comprehensive overview of how the WIPO development agenda and India's intellectual property rights laws serve the United Nations' sustainable development goals (SDGs). He emphasized WIPO's role in promoting IP creation, innovation, and protection, particularly

in developing countries like India. Dr. Raghavender highlighted the importance of education (SDG 4) and decent work and economic growth (SDG 8) in relation to copyright law, citing examples such as Section 52(1)(zb) for visually impaired individuals and the Marrakesh Treaty. He also discussed the impact of copyright on creative industries and industry innovations, linking it to SDG 9.

Additionally, Dr. Raghavender addressed the challenges posed by AI technologies and underscored the importance of protecting human ingenuity in copyright law. His speech emphasized the integral role of copyright in fostering creativity, innovation, and economic growth while aligning with the broader agenda of sustainable development. He also discussed the evolution of statutory licenses in copyright law, their implications, and concerns about potential negative impacts on content creators. He provided insights into the necessity of reviewing the National Intellectual Property Rights Policy, focusing on its alignment with SDGs, particularly SDG 16, and outlined initiatives taken under the existing policy, addressing emerging issues like AI innovation and stressing the importance of international cooperation in promoting and protecting intellectual property rights. Overall, he emphasized ongoing efforts to enhance the IPR policy to address new challenges and promote the rights of creators and institutions effectively.



Mr. Rakesh Nigam, shared insights into how the Indian Performing Right Society Limited (IPRS) manages creators' rights in the music industry. He stressed the importance of nurturing creativity and ensuring financial support for lyricists, composers, and publishers. Mr. Nigam highlighted IPRS's role in collecting and fairly distributing royalties among creators, enabling them to focus on their artistic pursuits without financial worries. He noted the significant rise in copyright appreciation and economic value in India, with IPRS disbursing over 1,300 crores to industry stakeholders in the past five years. Mr. Nigam also emphasized the enduring nature of music copyrights, extending for 60 years after the author's demise, ensuring sustained benefits for creators and their heirs. With a membership exceeding 13,000, including 11,000 authors and composers, IPRS supports creators in monetizing their music, especially in the digital age. During the discussion, Mr. Nigam highlighted proactive measures taken by his company amidst the COVID-19 pandemic to support authors and composers financially. They provided royalties and initiated programs for medical assistance. Additionally, they collaborated with institutions and companies to educate creators about their rights, royalties, and digital music monetization. Mr. Nigam also discussed extending support to neighbouring countries like Nepal, Bangladesh, and Sri Lanka in establishing copyright regimes and infrastructure for music licensing and distribution. Overall, his speech underscored IPRS's commitment to supporting creators, promoting education about rights, and fostering regional cooperation in the music industry.



Mr. Anil Lale, delved into the intricate relationship between artificial intelligence (AI), sustainability, and copyright law in nurturing creativity. He acknowledged the increasing use of AI in creative endeavors but raised concerns about issues like plagiarism and copyright infringement. Mr. Lale questioned the eligibility of AI-generated content for copyright protection and discussed the necessity of licensing for AI training models using online data. He emphasized the importance of maintaining equilibrium in the creative industry to support both creators and producers amidst the evolving landscape of AI-generated content. He suggested adapting legal frameworks to distinguish between derivative and transformative works produced by AI and proposed implementing licensing and distribution models to ensure equitable compensation for creators while fostering innovation. He highlighted the critical role of intellectual property enforcement in fostering sustainable development, emphasizing how copyright laws incentivize innovation and economic growth.

However, Mr. Lale addressed the challenge of piracy, citing staggering financial losses of over 309 billion INR annually in India alone. This rampant piracy not only undermines the creative industry but also results in substantial revenue loss for the government in the form of taxes. He also addressed the challenge of piracy particularly in the digital realm and advocated for global partnerships and collaborative efforts to combat piracy and uphold creators' rights. Overall, his insights shed light on the intersection of intellectual property enforcement and sustainable development, emphasizing the urgency for robust measures to protect creators' rights and foster innovation.



Mr. Blaise Fernandes, provided an insightful overview of how the Sustainable Development Goals (SDGs) align with the music industry. He highlighted the significant employment generated in the informal sector by individuals involved in music-related activities, such as DJs, brass bands, and street musicians, emphasizing its contribution to poverty eradication (SDG 1). Mr. Blaise discussed the positive impact of music on mental health and well-being (SDG 3) particularly evident during the COVID-19 pandemic and touched upon gender equality (SDG 5) by citing examples of prominent female artists (Taylor Swift and Alka Yagnik). He emphasized the industry's transition to digital formats, contributing to sustainable and inclusive infrastructure (SDG 9) by reducing carbon emissions associated with physical music distribution. Additionally, he highlighted the music industry's role in driving innovation and its intersection with various SDGs, from poverty alleviation to environmental sustainability and social equality. Mr. Blaise underscored the need to protect copyright in the digital age, urging state intervention to tackle rampant file sharing. He highlighted revenue losses in the B2B and B2C sectors due to enforcement challenges and calling for a reassessment of statutory licensing in the radio industry to align with its growth and revenue generation.

Mr. Blaise echoed Mr. Anil Lale's concerns about detrimental impact of piracy on SDGs. He emphasized that piracy undermines SDGs by allowing individuals to profit from content without considering societal goals like poverty alleviation and gender equality. Mr. Blaise stressed the need for public-private partnerships, citing the UK as an example, and suggested replicating similar models in other regions to combat piracy effectively. He emphasized the urgent need to address piracy and advocated for collaborative efforts to curb this practice. Additionally, he highlighted the importance of supporting emerging collective management societies in neighbouring countries like Nepal and Bangladesh, which lack financial resources. He reiterated significance of reciprocal agreements to foster cooperation and strengthen collective management societies in neighbouring countries, ultimately benefiting the wider creative industry ecosystem.



Ms. Pragya Chaturvedi, discussed the British High Commission's perspective on fostering an environment for copyright industries to flourish while balancing innovation and copyright rights. She highlighted the UK government's commitment to supporting creative industries through financial investments, research and development, and IP protection measures. Ms. Chaturvedi talked about the importance of intellectual property in driving the growth of creative industries and mentioned ongoing efforts to address the interplay between AI and copyright including consultations and policy considerations to ensure fair use and protection of creators' rights in AI-generated content. She underscored the UK government's commitment to supporting creative industries domestically and internationally, emphasizing partnerships, trade agreements, and market access programs. Ms. Chaturvedi, emphasized on the significance of SDG 17 and stressed on the need for effective public-private partnerships and highlighted collaborative efforts to ensure fair remuneration for creators, particularly in the music industry.

FICCI's Concluding Remarks - Mr. Blaise Fernandes (IPR Committee Member)

In the concluding remarks representing FICCI, Mr. Blaise Fernandes noted India's strides in patent filings but stressed the necessity for continued progress. He emphasized the role of robust intellectual property (IP) frameworks, citing examples such as Japan, the United States, and South Korea, where flourishing systems are fuelled by free market principles. Mr. Blaise advocated for incentivizing IP investment, likening its growth to a snowball effect. Additionally, he highlighted the importance of copyrights and geographical indications alongside patents, recognizing their substantial economic impact worldwide. He concluded by expressing appreciation for the opportunity to participate and commending the organizing team for their efforts.