



***Report of the One-Day National Conference
on
Innovation, Intellectual Property Rights and Entrepreneurship***

11th May 2019



***Organized by
Thane Sub-Campus, University of Mumbai***

***Editor
Dr. Sunita Magre
I/C Director
Thane Sub-Campus, University of Mumbai.***

Acknowledgement:

The Convenor and the Organising Committee of the Conference take pride and honour to thank the Chief Guest Advait Thakur CEO of Apex Infosys India, Key note speaker Dr. Mhadeva Iyer, Guest of Honour and other dignitaries for their gracious presence.

We would also like to extend their gratitude to Prof. Suhas Pednekar – Vice Chancellor, University of Mumbai, Prof. Ravindra Kulkarni – Pro Vice Chancellor, University of Mumbai, Dr. Ajay Deshmukh Registrar, University of Mumbai, Dr. Ajay Bhamare Dean, Faculty of Commerce, University of Mumbai, for his best wishes.

We would also like to express our gratitude to the Advisory Committee for their support and timely guidance.

At this moment we would like to place on record the overwhelming response received for this conference with participation from 06 States of India. The Convenor and the Organising Committee is proud to release the publication and host this event to a grand success. The Convenor and the Organising Committee wishes to thank the teaching and non-teaching faculty, all the well-wishers, participants for their undaunted support and co-operation.

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Introduction

University of Mumbai

University of Mumbai is one of the oldest and premier universities in India. It was established on 18th July 1857. It is one among the first three universities in India, including Kolkata and Chennai. It has been possessed the status of University with Potential for Excellence. Potential for Excellence Scheme awarded by UGC University of Mumbai has two campuses having area of 243 acres at Kalina, Santacruz (East) and 14 acres at Fort. It also has a Sub-Campus at Thane which is spread across 6 acres of land. Around 749 affiliated colleges and 55 departments with the enrolment of 8, 50,000 students are engaged in teaching-learning process. It has established its name in industrial collaboration and runs professional courses. The university is leading at national and international levels in the different activities.

University of Mumbai Thane Sub-Campus

University of Mumbai, Thane Sub Campus, is the centre that stands on the foundation of students distinct from the crowd, learning to groom their skills and being trained to their highest potential to meet the requirements of the dynamic corporate world. University of Mumbai, Thane Sub Campus (MUTC) is sub campus of University of Mumbai which undertakes School of Law, University of Mumbai which offers five years integrated programme in Legal Education BBA-LLB (Hons.) and School of Management Studies which offers five years Integrated Management Programme BMS-MBA. The Campus also houses Institute of Distance & Open Learning at its 2nd floor for various undergraduate and post graduate courses as well as diploma courses.

About the Conference

In today's globally competitive environment, intellectual property has placed itself on a pedestal in the context of economic growth and is becoming increasingly important. Intellectual Property (IP) is the fuel that powers the engine of prosperity, fostering invention and innovation. The increasing significance of intangible assets in the global economy is forcing business organizations to actively manage their IP as a key driver for building and sustaining their competitive advantage and achieving superior performance. On the above backdrop, Dr. Sunita Magre, I/C Director of Thane Sub-Campus, University of Mumbai organised a 1 Day National Conference on "Innovation, Intellectual Property Rights and Entrepreneurship" on 11th May 2019 at Thane Sub-Campus, University of Mumbai. The focus of the conference was to promote the creation, protection & enforcement of the Intellectual Property Rights amongst various stakeholders. IP has gained centre stage and has attained more focus, more attention and is a subject matter of discussion between government, institutions, industries under various regimes and protocol that are put in place to ensure that the world in which we live, where knowledge and innovation are the engines of development and growth. In that world, those who have the creative minds and ability should feel assured that not only their efforts have been duly recognized but it is secured in a specified manner. It is also important to promote intellectual property licensing practices,

particularly, with a view to foster creativity, innovation and the transfer and dissemination of technology to developing countries and least developed countries. India should share its IP for the betterment of other nations as done in the past. There has to be both free transfer of technology which will address the challenge of climate change and also transfer of recourses to poor countries. Enforcement of IP rights is another major area which deserves serious mention in the policy. There should be effective enforcement of the IP laws so that the issues of piracy and counterfeits which results in huge losses to various industries can be mitigated. The only EOW that we have in Delhi is not sufficient enough to deal with IP crimes happening in across the country. Hence capacity building activities must be carried out with vigor to enhance the IP enforcement in the country.

The effective use and management of Intellectual Property and IPR is the need of the hour for entrepreneurs and to minimize the risk involved in the new venture. The objective of the conference is to provide a platform to academicians and researchers along with the industry people to discuss the changing role of IP in economic, social, cultural and entrepreneurship development.

The conference will focus on the central theme of “INNOVATION, INTELLECTUAL PROPERTY RIGHTS & ENTREPRENEURSHIP”, with the following sub-themes:

1. IPR- Changing Concerns
2. IPR Issues in Research and Creative works
3. IP for Economic Development
4. Gender and Entrepreneurship
5. Innovation and Technological Entrepreneurship
6. Social Entrepreneurship
7. The Role of formal Education System in fostering Entrepreneurship

IPR- Changing Concerns

In the twenty first century, the functionality and operations of the various industries around the world are changing rapidly. This process of change began right in the mid twentieth century when the industries began to evolve mainly on the innovation and design processes. With the advent of computers, new ways of information flow began to be adopted. Computers and information technology helped rapid advancement in different fields. Increasing scope of making better designs, adopting newer business methods and invention of modern technologies increased the bulk of intellectual properties immensely. Threat of piracy, plagiarism and theft of intellectual material in different forms also increased. Therefore, the international community is trying to find out and synchronise effective ways of protecting intellectual property rights worldwide. Since 1995, the World Trade Organisation (WTO) has obtained jurisdiction over intellectual property rights on a global scale (Matthews, 2002). This has expanded the role of intellectual property rights in the innovation and design processes manifold. These rights are supposed to facilitate the protection of

intellectual material like blueprints, films, designs and processes involving business, technology, literature, science, etc. In the twenty first century, the realm of intellectual property rights emerges as a relatively new and rapidly developing area of practice (Heath & Sanders, 2009). The global framework of intellectual property rights is quite controversial although, it is still immensely helpful in deciding the course of innovation and design processes. Intellectual property rights mechanisms are being rapidly deployed and consistently monitored to ensure the integrity and security of the intellectual properties.

IP for Economic Development

Protection of intellectual property rights (IPRs) serves a dual role in economic development. While it promotes innovation by providing legal protection of inventions, it may retard catch-up and learning by restricting the diffusion of innovations. Does stronger IPR protection in a developing country encourage technology development in or technology transfer to that country? This book aims to address the issue, covering diverse forms of IPRs, varied actors in innovation, and multiple case studies from Asia and Latin America. IPRs and their interaction with other factors such as the quality of knowledge institutions (e.g. academia, public research institutes or industrial research centres such as science parks), availability of trained human capital, and networks for research collaboration or interaction (e.g. university-industry research collaboration or international collaboration) in a development context, is the subject of this book .

Intellectual Property for Economic Development:

- Considers the diverse forms of IPRs and technology transfer and their implications for economic development.
- Analyses the role of inventors in different contexts including those in universities and in domestic and international mobility and collaborations.
- Presents in-depth analyses of specific issues involving IPRs in the context of countries at different levels of development.

Gender and Entrepreneurship

The degree at which entrepreneurship affects the economy depends on numerous factors, including the quality, gender composition, and type of entrepreneurial activity. Gender equality and female entrepreneurship are key factors in economic development.

As much as we work towards alleviating it, today's gender gap -- especially when it comes to entrepreneurship -- is continuing to grow. Economic development cannot be achieved without active participation of women in all aspects of life. There is consensus among scholars that women can play key role in the entrepreneurial phenomenon. The share of women's

contribution to the economic and social development depends on the promotion of gender equality and gender-blind support from the institutions.

Innovation and Technological Entrepreneurship

Innovation is fundamental to the competitiveness of modern firms. The importance of innovative capabilities is especially pronounced in sectors where significant and pervasive digitisation is creating new opportunities for product differentiation and enhancement, transforming business models, and ushering in a new wave of competition from digital entrepreneurs and technology giants. Firms cannot ignore the imperative to innovate in this new disruptive business environment. However, that you cannot improve what you cannot measure also renders it imperative to continually measure innovation performance and capabilities of the firm.

Social Entrepreneurship

Social entrepreneurship is all about recognizing the social problems and achieving a social change by employing entrepreneurial principles, processes and operations.

While a general and common business entrepreneurship means taking a lead to open up a new business or diversifying the existing business, social entrepreneurship mainly focuses on creating social capital without measuring the performance in profit or return in monetary terms. The entrepreneurs in this field are associated with non-profit sectors and organizations. But this does not eliminate the need of making profit. After all entrepreneurs need capital to carry on with the process and bring a positive change in the society.

Social entrepreneurship is the use of start-up companies and other entrepreneurs to develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs. For-profit entrepreneurs typically measure performance using business metrics like profit, revenues and increases in stock prices, but social entrepreneurs are either non-profits or blend for-profit goals with generating a positive "return to society" and therefore must use different metrics. Social entrepreneurship typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development. At times, profit-making social enterprises may be established to support the social or cultural goals of the organization but not as an end in itself.

The Role of formal Education System in fostering Entrepreneurship

Entrepreneurs are creative, innovative, risk taking, dynamic, flexible, and brave, opportunity recognizer, and leadership potentiality, and network builder, independent and self-reliant people. Entrepreneurship is a key factor on (1) Economic Growth and Development of countries (2) Providing employment and job opportunity (3) Enhancing productivity and production capabilities (4) Contributing to the high levels of creativity and innovation and (5)

Creating wealth and providing educate welfare. All new ideas and knowledge should be converted to profitable and useful products and services. And education for creativity, innovation and entrepreneurship should start from very early stages of childhood.

Since the job marketing is reaching a saturation point, the availability of jobs may be exhausted in near future. Creating entrepreneurs will help our nation's economic development as well as creation of new job opportunities. The education industry/sector, by promoting entrepreneurial spirit could itself become a sustained growth industry. Education provides a prospective fertile ground to develop entrepreneurial skills and abilities like thinking independently, identification of opportunities, risk taking abilities etc. Today every country needs entrepreneurs for 360degree development of that particular nation. Higher education could provide a hunting ground to identify the hidden entrepreneurs from the talented crop of the students. Entrepreneurs are the persons who take risks and invest resources for innovation and create new markets for existing as well as new products.

To sum up.....

In contemporary time it would not be exaggerated to say that the creativity and innovation is the key to successful business. According to WIPO, Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce. Intellectual property rights (IPR) can be utilized to ensure the innovation, mark name, plan and inventiveness behind the idea. It gives the maker sole responsibility for idea, also to owning physical property like a house. Proprietors can control the utilization of their licensed innovation to increase money related reward.

Intellectual Property (IP) systems can be critical in helping new ventures transform their innovation potential and creativity into market value and competitiveness. Intellectual Property rights (IPR) allow innovative entrepreneurs to protect their inventions. They may also have multiple other functions, such as signalling current and prospective value to investors, competitors and partners, accessing knowledge markets and networks, and preventing rivals from patenting related inventions. However, IP systems can also create obstacles to the development of entrepreneurial ideas and hamper knowledge diffusion and innovation. Evidence at the firm level indicates a positive correlation between patenting and new ventures' growth, access to venture capital and survival. Data shows a huge upsurge in patent applications in the last decade, with a strong variation in the share of young patenting firms across countries. Effective IP systems can facilitate access to finance and the development of markets for technology, both of which help innovative entrepreneurship. Such systems also provide incentives to invest in R&D and innovation, and can encourage technology co-operation with firms, universities and PRIs. IP systems need to fully take into account the new roles played in the economy by patents and other types of IP, and in particular how they relate to innovation (e.g. the increasing use of patents in opportunistic litigation). IP systems also need to adapt and modify IPR in order to better match it with the characteristics of today's innovative world.

Role of intellectual property rights is multifaceted. Modern industries cannot exist without continuous innovation and development of various design processes. Provisions of

intellectual property rights framework are intended to provide an international platform for the management and regulation of the intellectual properties. Such framework would promote free and fair competition and protection of the emerging technologies, methods, processes and designs internationally.

Analysis of the Role of Intellectual Property Rights

It has been mentioned earlier that the evolution of intellectual property rights was different in different countries. In absence of a unified and well-defined intellectual property rights mechanism, it would be difficult to avoid corporate warfare and adoption of unfair means in business rivalry. Prevention of bitter corporate struggle has been a key issue as far as the role of intellectual property rights. Besides promoting fair competition, these rights would be pivotal to solve conflicts of patents between countries and corporations. These rights also play a key role in preventing imitation, plagiarism, piracy, etc.

1. Intellectual property rights and competitive advantage: Business firms try to protect their business secrets to the best. Preserving business secrets is a key issue in corporate rivalry. Protection of the intellectual properties would provide a roadmap to the companies to sustain their respective and unique business innovation and design processes. In the presence of a global regulation, the multinational companies and similar other parties would be helped to preserve their business secrets and protect their achievements in the innovation and design processes. If theft of technological know-how is prevented, the urge to find out alternative and newer technologies would be developed.

Intellectual property rights are particularly important in the context of software, computer chips, optoelectronics and biotechnology. Patents, copyrights and trade secrets have been instrumental to obtain competitive advantage throughout the industrial history and this is supported by the economic theory as well (Wallerstein et al, 1993). Business method patents also provide an important way to obtain competitive advantage (Vaver, 2006). The role of inter-firm rivalry in fostering innovation and technological diffusion is rather decisive. Intellectual property rights furnish a framework to exploit such rivalry and achieve a fair competitive advantage. Thus, the economics of intellectual property decides the dynamics of competition interface (Anderson & Gallini, 1998).

2. Cost involved in the intellectual property rights mechanism: Although intellectual property rights have been recognised in natural law, historically, governments have granted such rights to achieve a variety of policy goals. Thus, the cost of intellectual property rights enforcement has involved a wide variety of economic parameters in both the government and private sectors (National Technical Information Service, 1986).

The value of intellectual property rights is directly related to the cost of intellectual property litigation. Infringers recognise that the enforcement of intellectual property rights carries a cost to the owner of the rights (Ross, 2000). Hence the cost of the intellectual property depends on the market value and the potential benefits of the innovation. Also, the firms may have to bear the additional costs of obtaining intellectual property rights consultation and allied legal assistance. Determination of the issue of cost is to be done on global parameters as well. Steps like unifying the international law of business method and software patents thus become important in deciding the cost of protecting the intellectual property rights (Bird & Jain, 2008).

3. Risk involved in intellectual property rights mechanism: Conservation of intellectual property rights may lead to monopoly. The technologically advanced countries have developed a huge pool of technical know-how. Protection of intellectual property rights may lead to complete monopoly of these countries over the modern technologies. Unavailability of modern and emerging techniques may lead to developmental imbalance. Firms with inadequate resources to take advantage from technology transfers would face serious setback in business. Huge sums of money would be paid as royalties to the parties those have obtained the patents of futuristic innovations and designs.

Moreover, vulnerability of middle developed countries to changes in foreign direct investment arising from intellectual property appropriation may lead to serious concerns (Bird & Jain, 2008). Too much protection of intellectual property rights may create hindrance in the development of ample amount of available knowledge in the future (Pugatch, 2004). The risk of monopoly over innovation and design processes by rich countries and powerful corporations pose a threat to humanity as a whole.

4. Benefits and limitations: A pure economic approach does not provide a sufficient and satisfactory explanation for the creation of intellectual property rights. For example, economists cannot conclude whether patents confer a net benefit or entail a net loss to society. This controversy is a major limitation of intellectual property rights (Pugatch, 2004). In such circumstances, it appears as if the system is repressing widespread and free utilisation of available knowledge.

However, intellectual property rights help the companies and other entities to protect their respective brands, marks, copyrights, patents, designs, and related rights all over the world. Synchronisation of the various parameters in regards of these rights at the international level helps the different organisations to maintain their uniqueness, protect their respective achievements and prevent the crimes like piracy (Shippey, 2002). So, there are both benefits and limitations with regards to the intellectual property rights system.

5. Comparison with alternative methods: Worldwide intellectual property rights protection took a concrete form only in the 1990s. Much before, there have been other methods to provide similar protections. For example, the method of copyrights evolved through the five hundred years old history of printing technology (Steinberg & Trevitt, 1996). Patents, copyrights and trademarks were the first intellectual property rights to be recognised in law. These rights thus have a longer tradition (Shippey, 2002). If the modern mechanism of the intellectual property rights is compared to the pre-existing system of patents, copyrights, trademarks, etc., then it can be said that that the modern mechanism provides more legal, technical and international level synchronisation. The pre-existing framework of rights was decentralised, complicated and varying from country to country. However, the modern uniform intellectual property system makes sense for the world because it aims at providing a uniform code of legal conduct (Bird & Jain, 2008). The framework is less costly and complicated since it brings varieties of intellectual property under one system. Unification of the various aspects of intellectual property protection is a major benefit of the present system as compared to the pre-existing ones.

Thus, Intellectual property rights can be used effectively to facilitate successful innovation and entrepreneurship. Innovative technologies stand a better chance of successfully reaching the marketplace if IP is used strategically.

Convener:

Dr. Sunita Magre
I/C Director, Thane Sub-Campus
University of Mumbai.



Inaugural Session

- ❖ Lighting of the Lamp
- ❖ Welcome Address by Dr. Sunita Magre
- ❖ Chief Guest Address by Advait Thakur
- ❖ Keynote Address by Dr. Mahadevan Iyer

Welcome address by Dr. Sunita Magre

Dr. Sunita Magre welcomed the guests, dignitaries and all the participants for one day National Conference on the theme Innovation, Intellectual Property Rights and Entrepreneurship. She stated the vital objectives of the One Day National Conference and laid down its emphasis as the need of the hour. Then she shared from her point that how IPR can be used effectively to facilitate successful innovation and entrepreneurship.

She also thanked Vice-Chancellor, Dr. Suhas Pednekar, University of Mumbai, Pro Vice-Chancellor Dr. Ravindra Kulkarni, University of Mumbai and Dr. Ajay Bhamare Dean and Member of Management Council for their support. She also thanked our Chief Guest Advait Thakur, CEO of Apex Infosys India and Keynote speaker Dr Mahadevan Iyer for his valuable and timely presence.



Chief Guest Address by Advait Thakur

Advait Thakur, CEO, Apex Infosys India, thanked Thane Sub- Campus, University of Mumbai for inviting him as a Chief Guest to One -Day National Seminar on the theme: 'Innovation, Intellectual Property Right and Entrepreneurship.'

He shared about his success stories. He said, while his peers were Staking Legos and playing make-believe, at the age of 7 he was learning how to **Code**. While at the tender age, when most of the kids were busy launching paper planes, he launched his first **website** at the age of 9 in 2012.

He also added that at the age of 12.... he started a tech company which provides digital solution and also is involved in artificial intelligence and named the company as '**Apex Infosys India**' and he is currently its Chief Executive Officer.

He also shared about the app which he had developed for kids to learn science and technology in an easy way. He worked for the NGO'S for free and helped them getting more audience through online platform by providing them digital marketing services.

He also added his views for the meaning of entrepreneurship. He said there is no distinct definition for entrepreneurship. He also asked a question to all of us, "Whether Education is fostering Entrepreneurship?" So, he tried to explain that it is not just **marks** but **march** towards skill development to create a true entrepreneurship.



Keynote Address by Dr. Mahadevan Iyer

Dr. Mahadevan Iyer, an advocate, a psychotherapist, a corporate Trainer and HRD Consultant shared his views about the meaning of Intellectual Property Rights.

He said, Intellectual Property Rights are legal rights, which result from intellectual activity in industrial, scientific, literary & artistic fields. These rights Safeguard creators and other producers of intellectual goods & services by granting them certain time-limited rights to control their use. Protected IP rights like other property can be a matter of trade, which can be owned, sold or bought. These are intangible and non-exhausted consumption. He also shared with us ***types of IPR'S*** and their importance....

TYPES/TOOLS OF IPRs: a. Patents. b. Trademarks. c. Copyrights and related rights. d. Geographical Indications. e. Industrial Designs. f. Trade Secrets. g. Layout Design for Integrated Circuits. h. Protection of New Plant Variety.

What are intellectual property rights?

Intellectual property rights are like any other property right. They allow creators, or owners, of patents, trademarks or copyrighted works to benefit from their own work or investment in a creation. These rights are outlined in Article 27 of the Universal Declaration of Human Rights, which provides for the right to benefit from the protection of moral and material interests resulting from authorship of scientific, literary or artistic productions. The importance of intellectual property was first recognized in the Paris Convention for the Protection of Industrial Property (1883) and the Berne Convention for the Protection of Literary and Artistic Works (1886). Both treaties are administered by the World Intellectual Property Organization (WIPO).

Why promote and protect intellectual property?

There are several compelling reasons. First, the progress and well-being of humanity rest on its capacity to create and invent new works in the areas of technology and culture. Second, the legal protection of new creations encourages the commitment of additional resources for further innovation. Third, the promotion and protection of intellectual property spurs economic growth, creates new jobs and industries, and enhances the quality and enjoyment of life. An efficient and equitable intellectual property system can help all countries to realize intellectual property's potential as a catalyst for economic development and social and cultural well-being. The intellectual property system helps strike a balance between the interests of innovators and the public interest, providing an environment



in which creativity and invention can flourish, for the benefit of all.

Resume of the discussion

Chairpersons:

Technical Session -1

Dr. Megha Gokhe, Asst. Professor, Thakur Shyamnarayan B. Ed College.

Technical Session-2

Dr. Shrima Banerjee, Asst. Professor, Hansraj Jivandas College of Education.

In technical session-1, there were 04 paper presentations:

List of paper presenters in session-1 and their respective theme:

1. Dr. Shrima Banerjee, Asst. Professor, Hansraj Jivandas College of Education.
Theme: "Social Entrepreneurship in the field of Education in India"
2. Dr. Renuka, Asst. Professor, Seva Sadan's College of Education
Theme: "Teacher as Counsellor"
3. Prof. Joseph John Fernandes, Research Scholar, D.A.V College
Theme: "Empowerment in Divyangan- Through Sanjeevni Foundation (NGO) , Focusing on Social Entrepreneurship by Formal Education"
4. Dr. Anjali Kirkinde Asst. Professor, Gurukrupa College of education & Dr. Vidyullata Kohle, Principal Gurukrupa College of education.
Theme: "Indian Women and Social Entrepreneurship"

After the technical session-1, there was a break for lunch.....

In technical session-2, there were 9 paper presentations.

List of paper presenters in session-2 and their respective theme:

- 1.

Valedictory Session

Address by Dr. Sunita Magre

Dr. Sunita Magre took review of the sessions. She stated that faculty and the researchers from all over Maharashtra and various states of India have participated in this National Conference. Total 30 delegates participated in this conference. Participants were from Arts, Education, Law, Management, Commerce field.

She said that Innovation is the soul of Entrepreneurship. She said IPR will be the outcome of this conference. Teachers, researchers and entrepreneurs should protect their innovation and creation.

Mrs. Renu Jogdand the Organizing Secretary gave a vote of thanks to all the guests, dignitaries, participants, organizing committee members, students, teaching and non-teaching and office staff members for their great assistance in organizing the conference.

Release of National Conference Proceedings 'Innovation, IPR and Entrepreneurship'



***Release of book
Mental Health and Development Programme
Authors: Dr Dnyaneshwar Magar & Dr. jayantraoGaikwa***



Appendix-1 Programme Schedule

University of Mumbai	
Thane Sub Campus	
National Conference On 11 th May, 2019, on	
INNOVATION, INTELLECTUAL PROPERTY RIGHTS & ENTREPRENEURSHIP	
Program Schedule	
Timing	Event
9:00- 10:00 AM	Registration & Breakfast
10:00-11:00 AM	Inauguration, Lamp Lighting & Address by by Hon. Dr. SuhasPednekar Vice Chancellor & Advait Thakur (CEO& Founder APEX INFOSYS INDIA)
11:00-11:30 PM	Key Address by Dr. Mahadevan Shankar Iyer

Technical Round 1
Timings: 11:30- 1:00PM

Lunch Break: 1:00-2:00 PM

Technical Round 2
Timings: 2:00- 3:30 PM

Tea Break: 3:30- 4:00 PM

Timing	Event
4:00-4:30 PM	Valedictory

Glimpses of the Conference





