



# Institute Lecture

## Pole-vaulting innovations across Academic Walls

By Prabuddha Ganguli, CEO, VISION-IPR, Mumbai

Date: 31<sup>st</sup> October 2011

Time: 5.15 PM

Venue: L1, Lecture Hall Complex

### Abstract

For the sustenance of an innovative culture, academic institutions on one hand have to be involved in the continual creation, enrichment and maintenance of contextual educational programmes and on the other hand participate in maximizing speedy transformation of knowledge into tangibles for commercial exploitation. The process of 'knowledge generation' and transfer demands innovative frameworks to justify 'ownership of the developed knowledge' and 'benefit sharing' between contributing partners thereby providing pathways to incubation of minds to markets.

Most often academic institutions coalesce into "Black Holes of Knowledge" with the inadvertent creation of virtual walls inhibiting meaningful knowledge transaction across academic boundaries into the demanding operational space. Institutions of higher learning have to constantly tune and retune their innovation processes develop human resource with core competencies integrated with the ability to manage relevant IPR portfolios as feed stocks into the technology transfer conduits. Effective and productive intra and inter-organisational teamwork to craft and capitalize on opportunities without "reinventing the wheel", but ensuring freedom to operate enable pole-vaulting of innovations across academic walls.

A model "IPRinternalise<sup>®</sup>" developed by the author integrates seamlessly ethical practices and IPR in an institutional innovation process by way of a well-structured framework providing an experience-lead platform with value added learning during the process of innovation. "IPRinternalise<sup>®</sup>" starts at the 'problem-definition' phase wherein a knowledge seeker is induced to explore and ethically exploit with acknowledgement of the existing knowledge (prior art), contextually build on it, provide technical solutions to the identified problem, and in the process inculcates the necessary ethics and skills to assess the existing "prior art" in all forms of literature including patents, and subsequently proceeds to create his solutions and obtains protection for his creations.

"IPRinternalise<sup>®</sup>" can be seamlessly introduced in the academic programmes even at the undergraduate level in an institution of academic excellence such as IIT Kanpur for the creation of a new breed of human resource equipped with 21<sup>st</sup> century techniques of Knowledge Engineering for innovation management and commercialization for societal progress.

### About the speaker

Prabuddha Ganguli, an alumnus of IITK, is the CEO of "VISION-IPR" offering services in management of Intellectual Property Rights, information security and knowledge management. He is a leading international expert on IPR and a Consultant to the World Intellectual Property Organization for IPR capacity building.

After several years in academic research (TIFR, BARC), he worked in industry (Hindustan Lever) for 2 decades in diverse managerial roles including R&D, Technology Assessment, and Knowledge Management. He is Honorary. Scientific Consultant for Innovation and IPR matters to the Office of the Principal Scientific Adviser, Government of India, a member of the Advisory Board of the IIPI, Washington and a member of the International Editorial Board of "World Patent Information".

He has over 50 publications in technical fields, over 60 publications in IPR and 5 books namely "Gearing up for Patents--The Indian Scenario" Universities Press (1998), "Intellectual Property Rights--Unleashing the Knowledge Economy", Tata McGrawHill (2001), "Shaping the Future", UNIDO-WIPO-IMTMA(2005), "Technology Transfer issues in Biotechnology-- A Global Perspective" co-edited with Dr Ben Prickril and Dr Rita Khanna published by Wiley-VCH (Germany) (2009) and "Geographical Indications--its evolving contours" released in 2009. In February 2011 he was awarded "The Chemtech Pharma-Bio World Award 2011 for outstanding contribution in the field of Intellectual Property".

Tea at 5.00 PM

All interested are welcome.

A. K. Chaturvedi  
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