



# ಮ Na ನ

Insights...Influence...Impact...

Mahajana Education Society (R)  
SBRR Mahajana First Grade College (Autonomous)  
Pooja Bhagavat Memorial Mahajana Education Centre  
Department of Studies in Business Administration

APR  
2024  
Volume 3



## FROM THE EDITOR'S DESK

In this edition of our newsletter, we delve into the captivating realm of Intellectual Property Rights (IPRs), an often overlooked yet crucial aspect of the business landscape. As future leaders in the business world, understanding the significance of IPRs can be transformative in safeguarding innovation and fostering growth in today's dynamic market. IPRs encompass a spectrum of intangible assets, including patents, trademarks, copyrights, and trade secrets, which are instrumental in protecting the fruits of creativity and innovation. From ground-breaking technological advancements to artistic expressions, IPRs serve as the cornerstone for fostering innovation and ensuring fair competition.

As MBA students, it is imperative to recognize the pivotal role that IPRs play in driving economic progress and shaping business strategies. Whether you aspire to launch your own start-ups, join a Multinational Corporation, or venture into entrepreneurship, a profound understanding of IPRs can be a game-changer in navigating the complex terrain of modern business. Throughout this newsletter, we aim to provide insightful perspectives and practical insights into the world of Intellectual Property Rights. We endeavour to equip you with the knowledge and tools necessary to thrive in an innovation-driven economy.

Join us as we embark on a journey to unravel the mysteries of Intellectual Property Rights and discover how they shape the future of business. Let's delve deeper into this captivating realm and unlock the immense potential it holds for aspiring business leaders like you.

Happy Learning!!!

Dr. Rajeshwari GM  
Managing Editor

## THEME OF THE MONTH

### INTELLECTUAL PROPERTY RIGHTS

Intellectual Property Rights play a crucial role in protecting and promoting innovation, creativity, and economic growth. Intellectual Property Rights also plays a crucial role in shaping and encouraging innovation as it protects the rights of creators, inventors, and businesses, providing them with exclusive ownership and control over their intangible assets. This ownership allows them to monetize their creations through licensing, franchising, or selling. These economic benefits stimulate investment, job creation, and economic growth. Moreover, the enforcement of IPR laws and the protection of Intellectual Property Rights create a conducive environment for business growth and advancement in various sectors, such as technology, pharmaceuticals, entertainment, and manufacturing.

Governments around the world, including India, have recognized the importance of Intellectual Property Rights and have implemented various policies and laws to safeguard them. In a democratic society, the protection of copyright is considered a core value that guarantees cultural heritage, scientific advancements, and technological achievements. In India, the need for robust Intellectual Property protection has been acknowledged, but it is also understood that this needs to be done in a phased manner to the country's ground reality. India, being a developing country, has faced challenges in enforcing Intellectual Property Rights effectively. However, in recent years, the Indian Government has taken proactive measures to strengthen the enforcement of IP laws and modernize the Intellectual Property administration.

Intellectual Property Rights (IPR) in India are governed by several key acts:

- The Copyright Act, 1957
- The Patents Act, 1970
- The Trade Marks Act, 1999
- The Geographical Indications of Goods (Registration and Protection) Act, 1999

India has embraced the National Intellectual Property Rights (IPR) Policy as a guiding document for the country's future IPR development. The Department of Industrial Policy & Promotion (DIPP) under the Ministry of Commerce is the nodal department overseeing IPR implementation. The 'Cell for IPR Promotion & Management (CIPAM)' serves as the central point for realizing the National IPR Policy objectives.

The 'KAPILA' campaign, launched on October 15, 2020, honours former President Dr. APJ Abdul Kalam's 89th birth anniversary, aiming to enhance Intellectual Property literacy and awareness.

India is a member of the World Trade Organization's Trade-Related Aspects of Intellectual Property (TRIPS) Agreement. Additionally, the country is a participant in various WIPO-administered international treaties and conventions related to IPRs, including the Budapest Treaty, Paris Convention, Berne Convention, Patent Cooperation Treaty, Madrid Protocol, and Marrakesh Treaty, among others.

The formation of the World Trade Organization and the introduction of the Agreement on Trade-Related Aspects of Intellectual Property Rights have also played a significant role in shaping India's Intellectual Property regime. The Government has realized the importance of providing strong patent regimes to promote Research and Development activities leading to innovation. This has led to the strengthening of technological capabilities and performance of Indian industries, particularly in the pharmaceutical sector.

With the reintroduction of product patent protection in 2005, Indian pharmaceutical firms could no longer rely on reverse engineering and copying technologies, forcing them to invest in Research and Development to create innovative products. This transition has not only benefited Indian industries but has also contributed to global discussions on Intellectual Property Rights and public health concerns. India's experience with the new patent regime provides valuable insights into the balance between promoting innovation and ensuring access to affordable healthcare. It highlights the need for careful consideration of the potential adverse effects on local industries and access to essential medicines, particularly in developing countries.

## AMAZING FACTS ABOUT IPR

- **You can trademark a scent!**

It was always thought of scents as intangible and hard to distinguish. Therefore, it was hard to conceptualize how you could trademark a scent.

In reality, if consumers associate a scent with a certain product/brand, that scent can be a trademark. A trademark is anything associated with a good (or service) that serves to identify it. Not every scent is associated with a company. But, when it is, it has secondary meaning. This means that it operates as a trademark. Playdoh has a trademark in the scent of the product. It is the distinctive smell of Playdoh that people naturally associate with the brand which allowed for the scent to be trademarked.

- **You can obtain trade dress protection over a color!**

Trade dress is a type of trademark which focuses on the feel or look of a good or service. This often applies to the package of a product.

Another fact about IP is the opportunity to obtain trade dress protection of a color.

The luxury jewelry company Tiffany has a trademark in the Tiffany blue color. No other jeweler can use that same shade of blue for their box packaging without facing a potential infringement suit by Tiffany. Another protected color is Louboutin Red soles for high heeled shoes.

- **You cannot copyright an idea!**

The requirements to obtain a copyright are having an original work of authorship (original to a person in that it is not copied) which has minimum creativity (more than alphabetizing names in White Pages) and is fixed (permanent enough to be perceived). There are multiple categories of works that can be copyrighted, such as literary works (i.e., books) and audiovisual works (i.e., movies).

But, ideas, facts, and methods/processes are not protectable by copyrights. That's explicitly barred by law. It makes sense because ideas would not seem to have minimum creativity. Also, if ideas were protected, that would make it hard for others to use them or develop new creations. Also, barring facts from copyright makes sense since they are not "original" to one person.

- **Most patented person ever**

The accolade for the most patented inventor goes to Thomas Alva Edison, an American inventor and businessman renowned for his contributions to modern industrialization. Edison held 1,093 US patents in his name, along with many others in the United Kingdom, France, and Germany. His plethora of inventions spanned a wide range of areas including electric power generation, mass communication, sound recording, and motion pictures. Some of Edison's most significant inventions include the phonograph, the motion picture camera, and perhaps his most famous – the practical electric light bulb.

- **IPR in outer space**

The realm of Intellectual Property extends even beyond Earth's atmosphere – into outer space! The question of IP rights in space is a truly fascinating one. For instance, if an astronaut on the International Space Station (ISS) writes a song, who holds the copyright? According to a NASA agreement, the copyright would belong to the nation of the astronaut who created it, highlighting how IP law is being adapted to fit even the most extraordinary circumstances.

- **Curious case of Coca-Cola**

Coca-Cola never patented their secret recipe, which has remained one of the most guarded secrets in the world for over a century. The Coca-Cola Corp owns the trademark to the name Coca-Cola, as well as the trademark on the bottle shape, and Coca-Cola also owns the copyright on their ads and jingles, and the creative copy on their bottles.

- **Virtuous Volvo**

The modern three-point safety belt was perfected by Volvo engineer Nils Bohlin in 1959 – and its patent given for free to the world. The invention has been credited with saving at least a million lives worldwide.

- **Harley's Potato**

Harley-Davidson Inc. contends the sound uttered by its legendary V-twin motorcycle engine is so distinctive "potato-potato-potato", it deserves a trademark. It was rejected as All V-twins, by their nature, have two pistons. The pistons go up and down and they all sound the same."

- The first **telephone** was invented by Antonio Meucci in 1871. However, the inventor's greed played a cruel joke with him: Meucci refused to pay a ten-dollar patent fee. And 5 years later, Alexander Bell patented the telephone, thanks to which he earned a lot of money.
- **Samsung Company** had to pay 1.5 billion US dollars for the design stolen incidentally: the rounded corners of a tablet. All this was due to the fact that it had not occurred to the marketing department of the Corporation to carry out a preliminary check and to find out that such design was legally owned by Apple Company. They paid an impressive penalty for this.

## "THE ARTISTIC CODE: PROTECTING INTELLECTUAL PROPERTY RIGHTS,"

-MAYRAJ FATHIMA  
P01BH22M015085 [MBA 'HR']

In the vibrant city of Creativia, there lived a talented young artist named Gagana[friend]. Gagana had a unique gift for creating breathtaking paintings that captured the essence of the world around her. Her art was admired by many, but little did she know that her work would soon become the centre of attraction for many.

One day, Gagana decided to showcase her artwork at an exhibition. Excited but unaware of the challenges that lay ahead. As her paintings in exhibition gained popularity. An art collector and also a small business owner named Mr. Ahmed took a keen interest in her paintings.

Mr. Ahmed, known for his vast collection of artwork, saw an opportunity to profit from Gagana's talent. He devised a plan to replicate her paintings and sell them as his own, without giving credit or compensation to Gagana. Unbeknownst to him, Gagana had taken steps to protect her intellectual property rights.

Prior to the exhibition, Gagana had registered her artwork with the copyright office, ensuring that her creations were legally protected. Armed with this knowledge, Gagana sought the advice of a knowledgeable intellectual property lawyer.

The lawyer recognized the significance of Gagana's copyright registration and quickly took action. She filed a lawsuit against Mr. Ahmed for copyright infringement, aiming to safeguard Gagana's artistic creations.

In the end, justice prevailed. The judge ruled in favor of Gagana, acknowledging her intellectual property rights and condemning Mr. Ahmed unethical actions. Gagana's paintings were recognized as her original works, and Mr. Ahmed was held accountable for his infringement.

This story, titled "THE ARTISTIC CODE: PROTECTING INTELLECTUAL PROPERTY RIGHTS," illustrates the importance of copyright protection for artists and creators. It emphasizes the role of legal measures in preserving the rights of individuals to their creative works. Gagana's journey serves as a reminder that intellectual property rights are crucial in fostering a fair and supportive environment for artists and encouraging the flourishing of creativity.



# FACTS AND FIGURES BUILDING ON INFO BRICKS

## What is a Patent?

**A Title or Deed on an Invention!**

**What Can a person get a Patent For?**

- A Process,
- A Machine,
- A Plant,
- A Design

**What Can You NOT get a Patent On?**

- Abstract Ideas,
- Laws of Nature,
- Artistic Works,
- Things Already Invented

**A Patent is an Ownership Right**  
A patent owner or holder has the sole right to use, make, sell and recreate an invention. The government must issue the patent.

**How To Patent An Invention**

1. Search for related inventions
2. Write detailed description of invention
3. Make drawings of the invention
4. File online at USPTO.gov
5. If the process is too hard, hire a patent attorney

**Patent Examples**

<http://www.uspto.gov> will tell you virtually everything you need to know about patents in the U.S

**You See...**  
A patent is simply a word for ownership on an invention. If you own a patent, you own all rights associated with your invention, and you can prevent copycats.

- In 1876, Alexander Graham Bell was issued a patent for the telephone. He owned the exclusive right to have the telephone remade, sold and/or owned.
- In 1904 King C. Gillette received patent for the safety razor. Before this invention, men shaved with bare blades!
- In 1885, Augusta Bartholdi got a design patent for the famous Statue of Liberty.

## THE COPYWRITING INFOGRAPHIC

**Copywriting defined**

**WHY?**  
Copywriting is writing with a practical purpose. The copywriter aims to inform the reader, persuade them to change their view or encourage them to take action.  
Most copywriters write for commercial purposes – to encourage readers to make a purchase or try a product.

**WHAT?**  
Copywriters provide the content for advertisements (broadcast and print), slogans and taglines, websites, brochures, leaflets, direct mail, marketing emails, articles, user guides, video scripts and more.  
Some people use the word 'copywriter' to refer specifically to those who create concepts and content for advertisements.

**WHEN?**  
Because copywriters deal in ideas, they are best involved early on. They can identify the concepts, themes, topics, phrases that form the foundation of a project. However, a copywriter can also add a lot of value by taking a fresh look at content that has already been created.

**HOW?**  
The tools of the copywriter's trade are simple: computer and word-processing software for longer pieces, and perhaps pencil and paper for slogans and ideas.  
Most copywriters work iteratively, revising their work several times – in response to client comments, and also on their own initiative as they aim to refine and improve their work.

**WHO?**  
There is no 'official' qualification to be a copywriter. Anyone who can write, and meet the needs of their employer or client, can be a copywriter.  
Every copywriter is different. But many good copywriters are literate, creative, reflective and disciplined. They are curious – like detectives, their job is to 'know a little about a lot'.  
Some copywriters have a specialisation, based on their experience. Others are happy to write anything.

**WHERE?**  
In corporate and agency settings, copywriters work in partnership with graphic and web designers, web developers, account executives, marketing managers and others. As freelancers, they work directly with clients and also through agencies.  
Copywriters naturally congregate in areas with strong creative industries. But, in theory, a copywriter can work from anywhere.

**IF 2 people invent something at the same exact time, then who gets the patent on it? The FIRST guy to file the patent wins.**

**Yes, patents must be filed and must always be in writing to work. Verbally claiming the invention will not protect you.**

**Most Patents are created and filed by patent lawyers on behalf of the inventor because the process is tricky.**

**A Patent in the US will only protect your invention in the US. You may need to file a patent in other countries.**

### How to Prevent Intellectual Property Theft

- IDENTIFY THE CRITICAL INTELLECTUAL PROPERTY WITHIN YOUR COMPANY**
- HAVE A PROPERLY DRAFTED CONFIDENTIALITY PROVISION IN EMPLOYMENT AND SEVERANCE AGREEMENTS**
- USE ANTI-VIRUS AND ANTI-SPYWARE SOFTWARE**
- CONSIDER TAKING ADVANTAGE OF CHINA'S "FIRST TO FILE" RULE BY FILING PATENTS IN CHINA BEFORE ENTERING THE MARKET**

## INTELLECTUAL PROPERTY THEFT

Intellectual Property is defined as "the legal rights that result from intellectual activity in the industrial, scientific, literary and artistic fields." This includes works of art, inventions, designs, trade secrets, words, phrases, and symbols.

**\$300 billion**  
Estimated losses in the United States due to intellectual property theft.

**\$1.7 trillion**  
Estimated global value of counterfeit and pirated products by 2015.

**\$5,000,000,000,000,000**  
Is the total estimated worth of intellectual property in the United States\*


\*According to the 2013 IP Commission Report


# FACTS AND FIGURES BUILDING ON INFO BRICKS


## Royalty Calculation\*


\*Based on ASCAP Payment System


Generally, royalties for a single musical work, in any surveyed medium, are the product of this calculation:

  
**Use Weight**


  
**Licensee Weight**

  
**"Follow the Dollar" Factor**


  
**Time of Day Weight**

  
**General Licensing Allocation**

+

  
**Radio Feature Premium Credits**  
(for radio performances where applicable)

+

  
**TV Premium Credits**  
(for performances in highly rated series, where applicable)

**= CREDITS**

---

**▲ Use Weight**  
The factor, or value, attached to each type of performance (theme, background, promotional, etc...)

**★ Licensee Weight**  
This factor reflects the license fee paid by a station (or group of stations) and the number of hours included in the appropriate survey. The licensee weight is also referred to as the "hook-up" weight with respect to network television, reflecting the number of stations carrying a broadcast. Other surveyed media – such as the 300 highest-grossing live concerts, symphonic and chamber concerts, websites, background music services, airlines, circuses and ice shows – are also assigned "weights" based on license fees paid to ASCAP.

**\$ "Follow The Dollar" Factor**  
This factor ensures that the license fees that ASCAP receives from any medium are paid to writers and publishers for performances on that medium. The money we receive from radio stations is paid out for radio performances, the money we receive from TV networks is paid out for TV performances, etc...

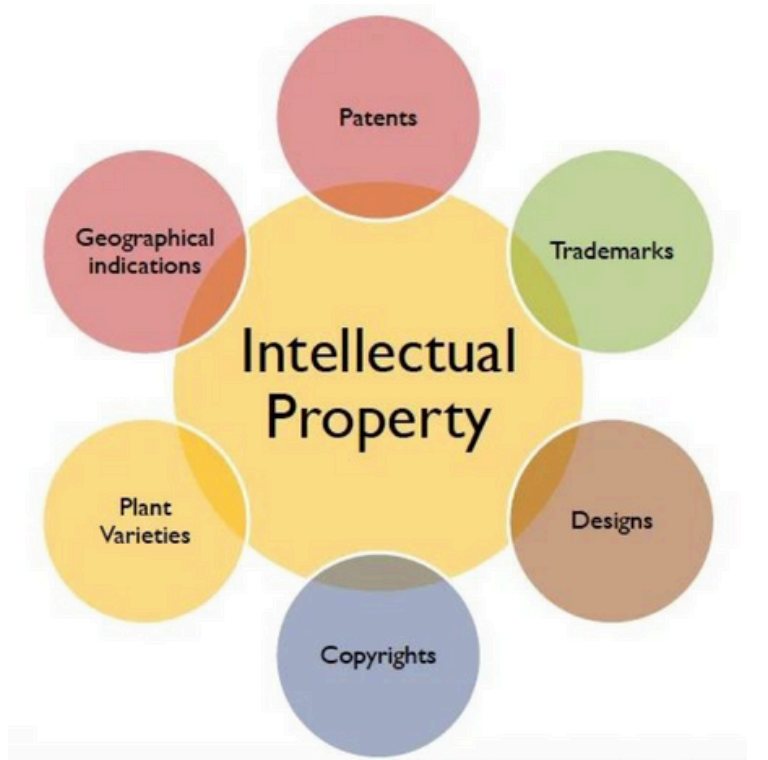
**🕒 Time of Day Weight**  
On television, the value of a performance can vary depending on the time of day; for example, whether it takes place in prime time or in the middle of the night.

**📺 General Licensing Allocation**  
Fees collected from non-broadcast, non-surveyed licensees (bars, hotels, restaurants and the like) are applied to broadcast feature performances on radio and all performances on television, which serve as a proxy for distribution purposes.

**📶 Radio Feature Premium Credits**  
Songs that earn certain threshold numbers of radio feature credits in a quarter receive additional credits in that quarter.

**📺 TV Premium Credits**  
Theme, underscore and feature performances in highly rated network and local TV series earn additional credits as TV Premium payments.

**CREDITS × SHARE × CREDIT VALUE = \$ ROYALTY**



## INTERNATIONAL INTELLECTUAL PROPERTY INDEX 2023

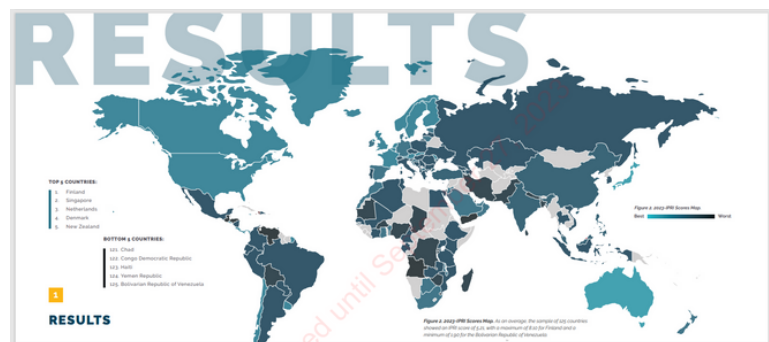
#UPSC #CSE

### Why in news?

Recently, India ranks 42nd among 55 leading global economies on the International Intellectual Property (IP) Index 2023 released by the U.S. Chambers of Commerce, according to which India is ripe to become a leader for emerging markets seeking to transform their economy through IP-driven innovation. US topped the International IP Index followed by United Kingdom and France.



Visit [studyiq.com](https://www.studyiq.com) or Download The APP 



# DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

## Greening Our Campus: Me for ME (Mother Earth)



In Celebrating of our World Earth Day, our faculty and students came together to usher in a greener tomorrow by planting saplings across our campus. With a shared commitment to environmental stewardship, our community took action to nurture the planet we call home. The event was inaugurated by Dr. Ramesh S.R, CEO and Prof. Harish Machia, HoD by planting saplings. Before planting, everyone gathered and pledged to protect our Mother nature and practice eco-friendly habits. With the oath in mind, students and faculty planted native saplings across the campus. The oath-taking ceremony instilled a sense of purpose and passion amongst the participants.

The sapling planting event garnered widespread participation from students and faculty highlighting environmental concerns. Under the bright sun and amidst a spirit of camaraderie, hands eagerly dug into the earth, gently cradling saplings as they were placed into their new homes. Each tree symbolized hope and renewal, a testament to our dedication to sustainability.



## A Tribute to the Literary World - World Book Day Celebration

World Book Day was celebrated on April 23rd, 2024, a global ode to the power of literature. It's a day that transcends borders, cultures, and languages, uniting book lovers worldwide in celebration of the written word. This year's World Book Day saw a celebration from the Department of Studies in Business Administration, PBMMEC, instead of the traditional solemnity; we embraced the joyous spirit of reading by gathering in the library for a special celebration. Amidst shelves laden with knowledge, we indulged in a unique blend of literary appreciation and spreading the joy of reading and sharing.



Students and faculty alike gathered around a table adorned with books and a Commemorative cake. Each slice of cake served as a reminder of the sweetness that knowledge brings to our lives. With eager anticipation, we cut into the cake, symbolizing our commitment to the world of books and learning. More than just a celebration, World Book Day is a call to action. It's a reminder of the importance of literacy in shaping minds, fostering empathy, and igniting imaginations. In a world inundated with digital distractions, the simple act of picking up a book becomes a revolutionary act of resistance against the noise. In the words of Jorge Luis Borges, "I have always imagined that Paradise will be a kind of library." Let us embrace the diversity of voices and perspectives found in literature, and let us continue to champion literacy as a fundamental human right.



# DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

## Book Release Event – “Next Gen HR”

HR book titled “Next Generation HR” authored by Mrs. Meghana BN, the Head of Training at Next Gen HR was released in association with the Department of Studies in Business Administration, PBMMEC, Mysuru on 18th April 2024 at MTA Auditorium. On this occasion, she gave an overview of the newly released book and conducted a business quiz on HR Payroll concepts. Twenty-nine HR students were present on this occasion and gained insights about the career opportunities in their discipline.



## Business Quiz Competition – “Quizfinity 2K24”



The Business Quiz Competition, “Quizfinity 2K24”, organized by the Department of Studies in Business Administration in association with sponsors Guru Fintaac Institute India Pvt. Ltd, Bengaluru and Patil Borewells and Constructions, Mysuru, on 30th April 2024, served as a platform for enthusiasts to showcase their knowledge and passion for the business world. The competition was designed to be carried out in three rounds to test participants' understanding of various business concepts including entrepreneurship, sustainability, social, governance and current affairs. With an emphasis on critical thinking and quick decision-making, the quiz aimed to foster intellectual engagement and promote learning in the business domain. A total of 36 teams, comprising 72 participants, registered for the competition. The participants represented a diverse mix of backgrounds, including undergraduate and Post Graduate students from different universities and colleges in and around Mysuru. The results of the competition are as follows:

1. Harsha Kumar and Syed Mohammad - Winners (Manasa Gangothri, University of Mysore, Mysuru)
2. Nayana and Akshata M.K - Runners (JSS CMS, Mysuru)
3. Yashwant K and Lakshmi Mahanto - Conciliatory (JSS AHER DHSMS, Mysuru)



# GLOSSARY

- **Intellectual Property (IP):** Creations of the mind, such as inventions, literary and artistic works, designs, symbols, names, and images used in Commerce.
- **Patent:** A Government grant that gives an inventor the exclusive right to make, use, and sell an invention for a limited period, usually 20 years.
- **Trademark:** A recognizable sign, design, or expression that distinguishes products or services of a particular source from those of others.
- **Copyright:** The exclusive legal right granted to an author, composer, artist, or publisher to publish, produce, sell, or distribute their original work.
- **Trade Secret:** Confidential information that provides a competitive advantage to a business and is kept secret to maintain that advantage.
- **Industrial Design Rights:** Protection for the visual design of objects that are not purely utilitarian, granting exclusive rights for a certain period.
- **Utility Model:** Similar to a patent, but typically offers less rigorous requirements for registration and protection, focusing on incremental improvements to existing products or processes.
- **Geographical Indication (GI):** A sign used on products that have a specific geographical origin and possess qualities or a reputation attributable to that place of origin.
- **Domain Name:** A unique name that identifies an internet resource such as a website.
- **Infringement:** The unauthorized use, reproduction, or distribution of Intellectual Property Rights protected by law.
- **Fair Use:** A doctrine in copyright law that allows limited use of copyrighted material without acquiring permission from the rights holder.
- **Public Domain:** Works that are not protected by copyright law and are available for use by anyone.
- **Licensing:** The process of granting permission to another party to use a protected Intellectual Property right in exchange for compensation.
- **Assignment:** The transfer of ownership of Intellectual Property Rights from one party to another.
- **Enforcement:** Actions taken to protect Intellectual Property Rights, such as legal proceedings against infringement.
- **Royalties:** Payments made to rights holders for the use or sale of their intellectual property.
- **Cease and Desist Letter:** A legal notice sent to individuals or entities believed to be infringing on Intellectual Property Rights, demanding that they stop the infringing activity.
- **Cease and Desist Letter:** A legal notice sent to individuals or entities believed to be infringing on Intellectual Property Rights, demanding that they stop the infringing activity.
- **Invention Disclosure:** Formal documentation of an invention submitted to an employer or a patent office to establish priority and initiate the patenting process.
- **Counterfeiting:** The production and sale of goods that imitate or replicate genuine products without authorization, often violating trademarks or copyrights.
- **Trade Dress:** The visual appearance of a product or its packaging that signifies its source to consumers, protected under trademark law.
- **Intellectual Property Rights (IPR):** the legally enforceable rights to intellectual property. They confer a right to exclude others from their use. This includes patents and utility models, industrial designs (or design registrations), trade secrets, trademarks, geographical indications and copyrights.
- **The International Property Rights Index (IPRI):** The Index was created to present a comprehensive insight into the status of property rights in the world's nations.
- **Novelty (patents):** one of the basic patentability requirements according to which, before the filing date, no identical invention or utility model shall be publicly disclosed in the country or abroad or be publicly used or made known to the public by any other means.
- **Phishing:** the act of attempting to acquire credit card information, user names, and passwords via electronic communication (fraudulent e-mails containing fake links). The term 'phishing' is a mix of 'password' and 'fishing'.
- **Piracy:** the reproduction and distribution of copies of copyright-protected material, or its communication to the public by making such material available on online communication networks without the authorisation of the owner(s), which is required by the law.





## Accreditation and Affiliations



ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
UNIVERSITY OF MYSORE



अखिल भारतीय तकनीकी शिक्षा परिषद्  
All India Council for Technical Education



विश्वविद्यालय अनुदान आयोग  
University Grants Commission  
Quality higher education for all



## Members of



Confederation of Indian Industry



ICTACADEMY®



**NIPM**

## Knowledge Partners



CMIE

ProwessIQ