

Mahajana Education Society (R)

SBRR Mahajana First Grade College (Autonomous)

Affiliated to University of Mysore

Re-Accredited by NAAC with 'A' Grade, College with Potential for Excellence

Post Graduate Wing

PoojaBhagavat Memorial Mahajana Education Centre

K R S Road, Metagalli, Mysuru – 570 016

Department Activity Report 5

- Title of the Event: **One Day Invited Lecture on “Exploring emerging trends in Life Sciences Industry & Intellectual property rights” dated on 6-2-2024**
- Name of the venue: **MTA Auditorium**
- Details of the department organizing the event in collaboration with institution: **Department of Studies in Microbiology, Pooja Bhagavat Memorial Mahajana Education Centre K R S Road, Metagalli, Mysuru.**
- Purpose and scope of the event: **One day Invited Lecture was organized by Department of studies in Microbiology.** The theme of the seminar imparts the life science industry advancements in technology, research, and innovation. Two distinguished speakers, **Dr Dharma Prasad** and **Dr.Arun Chand Rayaroth**, shared valuable insights into key aspects of the industry at our recent event. This report highlights their presentations on Intellectual Property Rights (IPR) by Dr. Dharma Prasad. Innovation and challenges in the Life science Industry: focus on Poultry farm management and their feed quality and biosafety by **Dr.Arunchand**.
- Details of the talk/event/activity:
- The Resource person on the respective scientific session was **Dr Dharma Prasad, CEO and chief scientist ,Prosetta Bioconformatics pvt ltd, Mysuru** and **Dr.Arun Chand Rayaroth, Head, Quality and Research , Zeus Biotech pvt ltd, Mysuru.** The Programme was started at 11:0 am with the opening remarks and introduction of the scientific session narrated by II year M.Sc student Ms. Niharika Gowda H K.

- Welcome address of the invited speaker, Professors and Students of the gathering was given by II year M.Sc student Mr. Hruthik and Mr. Karthik G Shet
- Dr. Dharma Prasad began his presentation by emphasizing the critical role of intellectual property in the life science industry. He discussed the significance of patents, trademarks, copyrights, and trade secrets in protecting innovations and fostering a competitive environment.
- Dr. Dharma Prasad highlighted on **Patents and Innovation:** Prasad highlighted the increasing number of patent applications in the life science sector. He discussed how patents not only protect inventions but also encourage researchers and companies to invest in groundbreaking discoveries.
- **Challenges in IPR:** The speaker addressed the challenges faced by the life science industry in terms of intellectual property, including the balance between encouraging innovation and ensuring accessibility to essential medicines.
- **Global Harmonization:** Prasad stressed the importance of global harmonization of intellectual property laws to streamline processes and facilitate international collaboration in the life science field.
- **Emerging Technologies:** The speaker touched upon the impact of emerging technologies, such as artificial intelligence and gene editing, on intellectual property laws and the challenges they pose.
- Dr. ArunchandRayrothdelved into the specific trends shaping the life science industry, focusing on advancements in poultry feed technologies.
- Dr. ArunchandRayrothemphasized on **Precision Nutrition:** The speaker discussed how precision nutrition is transforming the poultry feed sector, allowing for more targeted and efficient feeding strategies. This involves tailoring diets to individual bird requirements based on factors like genetics, age, and health status.
- **Functional Ingredients:** Emphasis was placed on the use of functional ingredients in poultry feeds, including probiotics, prebiotics, and enzymes. These ingredients contribute to improved gut health, disease resistance, and overall performance of poultry.
- **Sustainable Practices:** The speaker highlighted the growing importance of sustainability in the poultry feed industry. This includes the use of alternative protein sources, environmentally friendly production processes, and waste reduction initiatives.

- **Digitalization and Data Analytics:** The integration of digital technologies and data analytics in poultry farming was discussed as a key trend. These tools enable farmers to monitor and optimize feed formulations, track bird health, and improve overall production efficiency
- The scientific session was opened for interaction/discussion with the invited speakers
- II M.Sc student Neha M.C has proposed the vote of thanks.
- **A brief profile of the Resource persons:**
 1. **Dr. Dharma Prasad**-Dr Dharma Prasad, a visionary leader making waves in the worlds of biotechnology and education. As the CEO and Chief Scientist of ProsettaBioconformatics Pvt. Ltd., a pioneering US-based Biotech and Pharma company, he is on a mission to discover groundbreaking drugs for Infectious Diseases, Brain Disorders, and Cancer. Dr Prasad is also Director of Funpluslearn Solutions, a company focused on creating education solutions. Not being content with his scientific achievements, Dr Prasad cofounded three successful companies across the domains of Diagnostics, Contract Research, and Education. His expertise and influence extend beyond the corporate world, as he serves on Academic Councils, Advisory Panels, Boards, and many more. He has earned multiple accolades, with the most recent one being 'Distinguished Alumni Award' from the University of Mysore. Dr Prasad is not just a scientist but also a prolific author, with 9 books and over 11 research articles in high-impact journals. His impact goes beyond the written word, as he has delivered captivating scientific and motivational talks to over 11,950 people in various national and international settings. His impressive academic journey started from being a poor student in school to achieving multiple ranks and national merit awards in college. He obtained his M.Sc. from University of Mysore and Ph.D. from Centre for DNA Fingerprinting and Diagnostics, University of Hyderabad. As Chairman of the Samvidya Trust and Convenor of the Confederation of Indian Industry's Industry Institute Interaction & Higher Education panel, he is dedicated to saving lives, creating jobs, and enhancing learning, making a profound impact on society
 2. **Dr. ArunchandRayaroth**-Dr.Arun Chand Rayaroth, a dynamic researcher and quality system professional with more than 15 years of experience in quality systems and product and process. He currently holds the position of Head-Quality & Research at Zeus

Biotech Pvt Ltd, which is a three-decade old and one of the leading animal feed supplement manufacturers in India and with business spanning across three continents. Dr.Arun Chand Rayaroth who started his career as a Laboratory Technologist in a WHO recognised Clinical Laboratory in Maldives, began his research career at Zeus Biotech and has played pivotal role in new product development, bio-processor designing, fermentation optimization, scale up and quality system accreditations. He has also been involved in process and product development for some of the major animal feed and feed supplement manufacturers for improving their feed quality and nutrient value. He is currently involved in trailblazing research works including microbial challenge fermentation, feed specific solid state enzymes for dynamic feed formulations, natural bioenhancers, natural performance modulators and feed bioprocessing. His obsession for fermentation is evident from some his noteworthy scientific and patent publications on solid state fermentations. Some of his notable achievements includes development of a self-sustainable solid-state fermenter and mixed bed bioreactor for bacterial fermentation and agro ingredient bioprocessing. A passionate researcher with keen interests in fermentation and bioactive herbal molecules, Dr.Arun Chand holds a master's in medical Biochemistry from University of Kannur and of PhD in Biotechnology for Optimization of Omega fatty acid production under SSF from Amity University.

- No. of Participants/beneficiaries: **200**

Signature of the Event Coordinator

Signature of the Principal

Gallery Section



Presentation by Dr Dharma Prasad



Presentation by Dr Arunchand Rayaroth



Participation of Life science students and Faculties on Scientific session