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'Intellectual Property Rights critical in fostering innovation'

PALLAVI GUPTA

In order to orient the BJMC students with Intellectual Property Rights, a workshop was organised on October 9 (Wednesday) in the auditorium.

Intellectual property rights refer to the general term for the assignment of property rights through patents, copyrights and trademarks. These property rights allow the holder to exercise a monopoly on the use of the item for a specified period. It is a blanket term for multiple areas of law that govern the ownership and rights to 'products of the mind.' They typically do so by granting a bundle of rights to the originator of the work or creation. Divya Srinivasan, assistant manager with Cell for IPR Promotion & Management (CIPAM, under the aegis of Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce and Industry, Government of India, presented an introductory description on the importance of IPR and how to get oneself lawful

ownership of their creations and how has the government of India made it easier for all its citizens to access these rights.

She talked about the four main types of IP protection: Patents, Trademarks, Trade Secrets and Copyrights. "A patent grants property rights on an invention, allowing the patent holder to exclude others from making, selling, or using the invention," she explained.

The first type of intellectual property right is a trade secret. All inventions generally start out as a trade secret of the inventor. "To market your invention, you should protect your idea with one or more of the other types of intellectual property rights: patents, trademarks, and copyrights.

Intellectual property protection is critical to fostering innovation. Without protection of ideas, businesses and individuals would not reap the full benefits of their inventions and would focus less on research and development," she explained.

Speaking on the occasion, Matthews



Verghese, Managing Associate, Intl Advocate, talked about the various aspects of IPR and its application in the media industry.

He explained how trademark is a protection to a brand to help them expand market and provide choice of selection to the customers. "You're preventing others from copying your work, so that one shouldn't feel apprehensive and stop creating at all

in a fear of being copied or getting the credits stolen from." he stated advocating the benefits and necessity of copyrights. It forces the public to take permissions from you for the same." he added. The session was extremely enriching and provided an in depth insight about copyright infringement and Intellectual property rights. It was attended by over 200 students apart from various faculty members.

VSBS sets tone for college fest with Initio'19

Pratham K Sharma

The fest season of VIPS started on the 10th and 11th of October as Vivekananda School of Business Studies held its annual fest, Initio. From facilitating and enhancing networking skills to helping students get better at man-management and speaking skills, this season of college fests provide students, a great learning curve, amassing things they'd label as 'wonderful memories' after they graduate.

There was a continuous buzz in the campus with students from different colleges coming over to participate in the various competitive events. The Fashion extravaganza which was held on the first day was a spectacle as students took control of the ramp and their confidence was the hallmark of this event. Business Charades saw the students display various emotions to enact and guess the names of brands. Eventually, the VIPS emerged victorious. The Mock Stock



event was a wonderful opportunity for future stock market players as they entered a virtual market and took certain crucial decisions. The Nukkad Naatak was a powerful event wherein social issues were highlighted. The other events held were Rap Battle, Face Painting, Photography, et cetera.

The much awaited EDM and Star Night was a huge hit as students danced to various tunes and made memories which they will cherish for

the rest of their lives.

All in all, Initio was an epitome of fun and frolic and gave the students a much needed break from their hectic and busy lives. With the culmination of Initio, the focus has now shifted to Spandan, the Media Fest of VSJMC and everyone at VIPS is eagerly looking forward to the spectacle.

A management decision has been taken that next year onwards there will be one centralised event for all departments.

PTM to boost child's progress

October 12 (Saturday) being marked for parents teacher interaction is aimed to boost child's performance in the class as well as outside. PTM



plays a crucial role in enhancing a child's education. Often dreaded by children, parent teacher meeting is an effective way for parents and teachers to interact and discuss about their child's progress. Parents on the other hand can play an active role in their child's education and can further encourage and influence their child to do well. The purpose is to work out as a bridge between parents-teachers where through mutual cooperation both can decide what further steps should be taken so that a child can get the best of their potential.

Multidisciplinary character: A requisite in law profession

The sixth International Law Moot Court Competition by VSLLS witnessed huge participation by law students across Delhi-NCR

Yatish

An international law moot court competition was held in VIPS, the event took place in the moot court room 7th floor, B block. Vivekananda School of Law and Legal Studies and the Moot Court Society conducted the competitions, the inauguration took place on September 27, which observed speeches from the chairperson of our college, Professor R Venkata Rao and the chief guest, Mr Rakesh Munjal; senior advocate and president of SAARC law. VIPS being the conducting college, did not partake in the competition. The proceedings of the moot court began from September 28, and on September 29, saw four finalist teams battling for the title. After

fierce and relentless arguments by all the competing teams, numerous advocates and judges from the High Court were called upon to be the panellists to judge the competition. The results were declared on the final day of the event on September 29. Amity Law school, Delhi won the title and Christ Bangalore was the first runner up, Dr. Ram Manohar Lohiya National Law University received the award for best speaker. Valedictory Ceremony was graced by the presence of honorary dignitaries, Professor M Koteswar Rao, Secretary General, Indian Society of International Law, Justice Rekha Palli and Justice Pratibha M Singh. They spoke on the importance of multidisciplinary character and role of women in the noble profession.



At the end of the event, every judge was presented with a memento as a token of appreciation by the faculty and students of VIPS. First year students were volunteers while the seniors from the Law department organised and conducted the event, the audience comprised of law students and teachers from VSLLS.

Pictures speak louder than words

Radhika Maheshwari

The Photography society of BJMC Department has given out its final result. To enter this society we had to go through three rounds. For the first round we submitted/mailed three of our best clicks without the fear of being eliminated.

Then for the second round, we were given a date and 3 themes: primary colours, reflection and upside down. We had to think and click pictures depicting these themes within our college and submit them to the already existing members of the society in room 306 by 4:30 pm. Results for the second round came out on September 23 and 19 students got

selected for the final round i.e. the interview round, which was held on September 30. The faculty coordinators, Mr.Sahil Kaul and Dr Sunil Mishra, and some senior members of the society took the interview. Questions were asked from the students about the idea behind the photographs they submitted and why they submitted that particular photograph. Besides these basic and common questions some were asked about the technical terms as well. On October 2, the wait was finally over and 16 out of the 19 students finally made it into the society. They were welcomed into the group with open hearts and hopes of many new opportunities making way for them and helping them



Vishwank organises discussion on NRC

Shantanu Ghosh

The third discussion by the discussion forum-Vishwank was organised on the issue of National Register of Citizen (NRC). Vishwank is a discussion forum of Vivekananda School of Journalism and Mass Communication (VSJMC). The discussion was organised on September 9, 2019 in the room number 302 of the department. Students from across the departments

participated in the discussion. Mandvi Mishra of Semester III coordinated the session. The history of NRC and its relation with Assam was the first point of discussion. Questions were raised about the importance of NRC, the reasons for such high illegal immigration in the State, the consequences of the final list and the future of the people who are not part of the final list of NRC. Students put forth their understanding

of the issues supported by facts and Supreme Court's judgements delivered in regard to constitutional amendments. Students opined that the process of NRC had many loopholes caused by human or technical errors and that NRC is a curative measure whereas the preventive measures against illegal immigration are still not in place. Discussion also saw view points on the political agenda behind NRC including vote bank politics and the kind of relationship the state and centre share on the issue. It was unanimously felt that the planning and implementation of the whole process was immensely inadequate. However, it was also pointed out that as such there is no clear idea what is to be done with those declared as illegal immigrants and how it may adversely affect the Indian economy. One of the law students pointed out how, constitutionally the people left out of the list would still enjoy

fundamental rights and have access to Courts, Tribunals to make their complaints and until then the government cannot take any action against these people. Arguments were made in support and against the issue of illegal immigration. A student of VSJMC pointed out how the central government is just a mere facilitator of NRC, how deportation is out of question as it is an International matter and how NRC became a sensitive issue after 2014. It was unanimously concluded that permanent detention is impractical and how the fundamental and human rights of people are being openly violated. The forum saw a positive response from the students and the forum is functioning under the Committee on Print Appreciation and Promotion. The discussion that started at 3.15 pm ended at 4.40pm. Among the faculty members Dr. Baninder Rahi remained present throughout the discussion.



The Sacred Sojourn

The Ganga aarti of Varanasi is a pure beacon of devotion and bliss that makes humans experience the divinity in and around them. Since ages, no day has gone by when the holy Ganga River has not been adored. People from all walks of life visit the city with the desire of beholding the Ganga aarti. It is an organised activity that begins by lighting up the multi-tiered ceremonial brass lamps and a well-synchronised and rhythmic chanting of the holy mantras. While, some of the priests blow the conch shells to sanctify the atmosphere, other priests begin waving the incense sticks to worship Mother Ganga. Once the preliminary mantras are over, the priests perform aarti with the brass lamps with camphor. Once the goose bump-inducing aarti is over, there is more of Sattva or purity in the air. Dr SC Vats, Chairman, VIPS was recently on a spiritual trip to Varanasi. With this photo feature, we attempt to illustrate his spiritual sojourn and inspiration for others.



Life beyond books

Vidhi Narula

People ask me what makes life so fulfilling? And I tell them whatever fills their soul with utmost joy, that is what makes life whole.

For me, that "whatever" is travelling. It

just breathe in the new air. People who don't travel lead a monotonous life. As everyone says, the world is like a book and if you don't travel, you only read a page. These are the words to live by.

My last trip was to Rishikesh. It was a 5 hour drive from Delhi. It was an



is the only way to escape life, to find peace, to meet new people and most importantly, to discover yourself. And trust me, it works like a charm. You forget your worries and tensions, and

adventure, I decided to embark upon with my family. The trip that brought all of us closer together. We did river rafting there, and as the cold river water splashed across my face, I could

already feel myself changing, like a new me was born. When I stepped into the river for a dip, it felt like everything around me was coming to life, as if my life was renewing itself, giving me a fresh start. I can say with a hundred percent assurance, that after that trip, I wasn't the person I was before.

The same year, I went to Nainital, where I did paragliding. It was another experience that transformed me for good. As I ran towards the edge of the cliff, I felt a cold breeze on my face, the breeze that made me realise how alive I am.

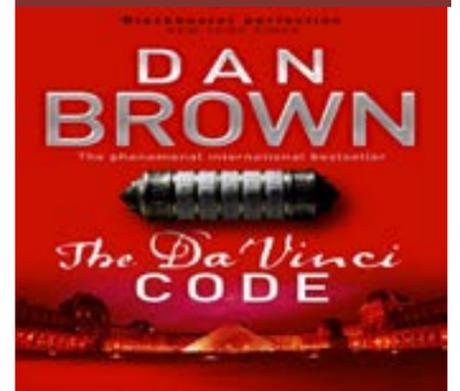
The one that flew me into the sky and made me want to just float there forever. Everything seemed so small and insignificant from up there.

That made me realize, no matter how much we earn or how hard we work, our lives will always be insignificant without such experiences. These are the things that fill our hearts with such satisfaction, that'll last till the end of time.

The purpose of life is to live it, to taste experience to the utmost.

BOOK REVIEW

The Da Vinci Code



Vidhi Narula

If you are looking for a book that combines both fiction and non-fiction, then stop looking because your quest is finally over. After I put my hands on the book, it was impossible for me to stop reading and believe me, I completed the book, all 590 pages in under a week! I could see it as an achievement, but in this case, all the credit goes to Dan Brown, the author of the book, as he wrote it with such precision and fascination. After a long time, I came across such a gripping and exciting read. It has everything from suspense, mystery, and thrill to action, wit and a side of love.

It is about a quest, almost as old as time itself, to find the object, which was thought to be lost forever and a deadly race to possess it. Brown takes us through the course of events so charmingly, that it feels as if you are there with Langdon and Neveu to crack the codes. It has an enriching background of the priory of Sion that was a secret society founded in 1099 and Da Vinci paintings. All descriptions of art work, architecture, documents and secret rituals in the novel are accurate. I can't even begin to wonder how much research and thought was put into this book. It all proves to be worth it because after reading the book, I was engrossed by the facts and the stories behind the same, and I wanted to read further.

This is a book for those who want more brain food than thrillers normally provide. It is most definitely a thundering, tantalizing and exhilarating ride. It is a powerful narrative which does not slow down despite transmitting several doctorates' worth of captivating history and learned speculation.

Lost time gone forever; Check your priorities

Time spent travelling back and forth from college in metro is perhaps, the worst waste of time as a student. Here are a few suggestions to utilise that time better

Pratham K Sharma

It is not new knowledge that students travel from far off places. We all have a friend (or are the friend) who comes from the peripheries of Noida, Gurgaon, Dwarka, and Ghaziabad in metros. Unfortunately, that also means that there's almost a three-hour long travel waiting every day. The hours in the metro almost all go to waste. However, here are a few ways you can use this time better:-

Read Books: It is rightly said that books are everyone's best companion. Reading is not only a form of entertainment but also, an exercise for the brain. There are books on everything under the sun, be it on romance, or on how to become the next billionaire. Small book shops can also be found near Metro Stations, such as the one in front of the Vishwavidhyala metro station, where books are usually available at a much cheaper price.

Watch a TV show: Through the various apps available for your phone, watching shows has never been easier. One of the easiest forms of entertainment, watching TV shows is a perfect way to pass your time and get into something new.

Listen to podcasts/audiobooks: If you would rather prefer to gaze outside the window or observe the

funny kid in the metro, you can do so while listening to podcasts. Recently gained popularity, podcasts are audio episodes which are recorded as a part of a series. There are podcasts on history, food, comedy, news, fashion, and practically everything else.

Learn a new language: You've perhaps been planning a backpacking trip in France and need to brush up on your French, or want to learn Japanese to understand your favourite anime better. What better time to finally learn a new language than in the

gives you an extra edge over your procrastinating self and you don't have to slog much when you get back home. Use the travel time in the morning to finish the assignment you have to submit that very day and haven't started yet. it can even be used to revise the morning before your exams. Not to forget, also leaves you feeling accomplished and productive for the day.

Take a nap: When nothing works out, sleep! Use this time to catch up on your precious sleep before you go



metro?

Finish your assignments and reading: Contrary to popular opinion, hours in the metro can be used to finish your assignments and readings. It

back home and get back to work. Be mindful of your surroundings though, lest you end up missing your station, or worse, your wallet!