

**Guest Lecture**  
**on**  
**Importance of IPR in Environmental Conservation and Protection**  
**October 23, 2024**

The Department of Environmental Sciences is going to Organize A Guest Lecture on the “**Importance of IPR in Environmental Conservation and Protection**” on October 23, 2024 from 11:00 am onwards on online mode.

This special formal discussion is about understanding the Importance of Intellectual Property Right in Environmental conservation and Protection. The aim of this lecture is to explore the interconnectedness of intellectual Property rights and environmental balance, focusing on realistic approaches to building an environment which encourages both environmental sustainability and conservation.

**Guest Speaker**

**Prof. Geetika,**  
**Adjunct Professor, Asian Institute of Technology, Thailand**  
**Retired Professor, School of Management Studies**  
**MNNIT, Allahabad**

We extend a warm invitation to all ambitious researchers, students, and faculty members to participate in the Guest Lecture in order to enhance their knowledge and consultation with our eminent speaker.

For more details, please contact:

Faculty Coordinator: Dr. Rushda Sharf, 8650901306



**Department of Environmental Science**  
*Organizes*  
**A Guest Lecture on**  
**Importance of IPR in Environmental Conservation and Protection**

**INTELLECTUAL PROPERTY**

**Guest Speaker**  
**Prof. Geetika**  
*Adjunct Professor, Asian Institute of Technology, Thailand*  
*Retired Professor, School of Management Studies, MNNIT, Allahabad*

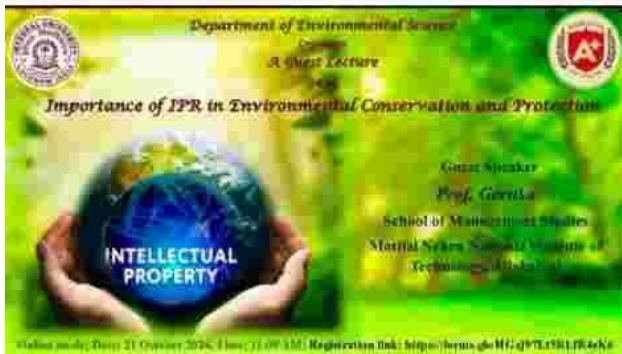
**Online mode: Date: 23 October 2024, Time: 11:00 AM. Registration link: <https://forms.gle/1IGxj97L15RL1R4eK6>**  
**Faculty Coordinator: Dr. Rushda Sharf, 8650901306**

**A Brief Report**  
**of**  
**A Guest Lecture**  
**on**  
***"Importance of IPR in Environmental Conservation and Protection"***  
**Department of Environmental Science**  
**Integral University, Lucknow**

The Department of Environmental Science, Integral University Organized an enlightening Guest Lecture on the **"Importance of Intellectual Property Rights (IPR) in Environmental Conservation and Protection"** on 23 October, 2024. **Prof. Geetika** Adjunct Professor, Asian Institute of Technology, Thailand, Retired Professor, School of Management Studies, MNNIT, Allahabad was the distinguished speaker.

The Programme was started with the welcome address given by **Dr. Ambrina Sardar Khan** Head Department of Environmental Science. Our Speaker **Prof. Geetika** explained the concept of Intellectual property rights. She said that Intellectual property is a category of property that includes intangible creations of the human intellect, and primarily encompasses copyrights, patents, and trademarks. She also explained that IPR also includes other types of rights, such as trade secrets, publicity rights, moral rights, and rights against unfair competition. Artistic works like music and literature, as well as some discoveries, inventions, words, phrases, symbols, and designs can all be protected as intellectual property. She explained the green intellectual property right, significance of IPR in promoting fostering creativity, required to create cleaner, greener, and more efficient technology. She also explained the importance of green innovation technologies for protection of the environment. The main purpose of intellectual property law is to encourage the creation of a wide variety of intellectual goods. 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.

Around **40 participants** attended the interactive session which allowed attendees to engage in meaningful discussions on a spectrum of topics. Her lecture was very informative and inspiring, leaving a lasting impression on the audience. The program was successfully coordinated and conducted by **Dr. Rushda Sharf**. The program ended with a vote of thanks to the Speaker, heads of department, participants, faculty members, and students.



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