

Papers: 10

Chair:

Othman Omar

YayasanInovasi Malaysia

Co-Chair:

Arul George Scaria

NLU, Delhi

Time: 11:30-13:00, 14:00-15:30

Venue: Audi-2, KLMDCC

1.

An Electronic Platform for Facilitating Financial Trading Of Non-Exclusive License Of Technology

Akhilesh Gupta, Kamal Rabha

Center for Industrial Technology & Innovation Economics, Mumbai

Introduction

As you develop your business, you may discover that you either need to license technology into your company to augment your product development efforts, or create a new revenue stream by licensing technology that you've developed to other people. A license is a contract that gives the right to use, but not the ownership of, intellectual property (IP). Any kind of intellectual property such as patents, copyrights, trademarks, source code, designs, logos, and trade secrets can be licensed. Mostly patentee ("seller") searches a potential licensee ("buyer") by himself or with help of a third party and thereafter meets with the potential buyer for closing a deal. This approach is not only costly but involves traditional way of marketing. Further practically it is not suitable for grassroots innovators. Another way to search a potential buyer is to list your technology on various third party web portal for a fixed fee model or revenue sharing model. An interested buyer may contact you for closing the deal. This approach is also not only costly but involves a lengthy process and is not suitable for grassroots innovators. Further problems with these approaches are that there are no standardized terms and conditions of license making them non-transparent. These approaches have lack of contract and valuation standards, lack of market transparency thus leading to inadequate price discovery, inaccessibility to technology at fair and reasonable price Thus there is a need for a simple, transparent and cost effective approach to assist grassroots innovators for commercializing their innovations.

Objectives

An object of the present paper is to develop a simple electronic exchange for facilitating non-exclusive trading of technology licenses similar to any other electronic exchange for stock trading. The research involves developing a model whereby the trading of technology licenses is based on market based pricing and on standardized terms creating transparency and will be cost effective for grassroots innovators.

Research Method

1. Gathering key informations, requirements and expectations from grassroots innovators and SMEs regarding licensing of their innovations.
2. Identifying key third party portals and agencies providing licensing assistance program for intellectual property owners and analysing their pros and cons.
3. Finding out the effectiveness and deficiencies in various IP licensing assistance program by the third party portals and agencies.
4. Designing an optimum solution, based on the stock exchange model, to cater the needs of innovators and to eliminate the problems with the traditional approach.

Findings

The platform may be called “National Technology Exchange”; the sellers and buyers would be registered with the exchange and by registering they accept and agree to applicable agreements with the exchange, the sellers may list their technology on exchange for free and with commitment of delivery, the exchange may have various committees such as enforcement committee, valuation committee, validation committee, legal assessment committee etc. the validation committee may verify the declaration provided by the seller and submit the findings to the legal assessment and valuation committee, the legal assessment committee may verify compliance of the technology with various authority and submit the finding to the valuation committee, the valuation committee may evaluate the price of technology using a standardized method of valuation, the issue offering committee may list the technology after completing various compliances.

With listing of the technology on the exchange, the seller will offer certain units of non-exclusive licenses for trading and the prices may be shown in terms of a standardized lot or unit size. The registered buyer may buy non-exclusive licenses of certain number of lots or units and may either consume the license or may trade the license on the exchange with another registered buyer as the price of the license may vary based on the market demand.

Thus the present paper protects the interest of innovators by providing market driven pricing for their innovation; further the buyer and trader may profit by reselling their unused license through the exchange, the seller will offer to sale its license at some disclosed price dully validated by the exchange, the buyer or trader may offer to sale the unconsumed license at a second price; the buyer would bid to buy the open offer and when value of the offer and the bid matches, the transaction will occur. The buyer would notify the exchange on consumption of the license and the declaration of the same would be verified by the enforcement and legal assessment committee. The exchange may charge a percentage of each unit trading of any day as a fee for facilitating the exchange.

Conclusion

This Technology Trading Exchange has the potential of benefiting the grassroots innovators due to the transparent model, standard licensing terms, no-fee listing of technology and hence can as catalyst to the promotion of the innovation in our nation.

2.

National Digital Literacy Mission: Harnessing Collective Energies for a Digitally Literate India

Shrikant Sinha, Chief Operating Officer, NASSCOM Foundation

NASSCOM Foundation, the social development arm of NASSCOM, was established with the vision of leveraging Information and Communication Technologies (ICT) for empowering and transforming lives of the underserved by channelizing the support of member companies for social development. This paper will explore the journey of National Digital Literacy Mission to build an ecosystem for the creation of a digitally literate India through mutually beneficial partnerships with government and non-government stakeholders. A sound grasp of ICT is fundamental to participation in society, and the basis for this engagement was initiated through NASSCOM Knowledge Network (NKN). As part of post-tsunami relief effort, the Foundation established information centres across India. These NASSCOM Knowledge Centres were built to provide access to technology to underserved communities and help bridge the digital divide by promoting digital inclusion. Through NKN centers, the Foundation realised that infrastructure development should be balanced by investments in digital literacy. As government moves more of its services into the digital domain, it gives people an impetus to start using digital services. Consequently, National Digital Literacy Mission was launched with the belief that digital literacy support for the underserved will work to bridge the digital divide and facilitate economic and social integration.

With the inclusion of CSR mandate under the Companies Act 2013, the Foundation is leveraging the capabilities of corporate India to supplement the government's efforts on digital literacy. Integrating digital literacy skills into the agenda of different stakeholders will ensure that people are not only able to access and use digital technology, but are also able to use it in a manner that enhances their lives. Therefore, NASSCOM Foundation is now working together with public, private, and not-for-profit sectors to help disadvantaged groups develop digital literacy skills. Sharing of resources and collaboration through public-private partnership will advance digital literacy in the country and address the most critical challenges for the development of a knowledge economy.

3.

Title of Paper: Utility of User Networks for Development Communication: An ICT Social Network driven approach for Diffusion of Innovation

Rahul Sudhakar Mane
Research Associate
Communications Division,
Mudra Institute of Communication

Media information is critical to adoption of innovation, albeit in different context related to democratic practices. Lead users in any population adopt specific, informed ways of not just

reading but introducing new ways and approaches of how to make best use of innovations in their lives. Lately, communities are evolving as “Innovative Agency” for the successful adoption. This analysis also underscores significance of diversity of users along demographic lines and different positions they occupy within organization, user communities, and networks and beyond. As Rogers proved “diffusion of innovation is greatly driven by homophilic followers who are having similar exposure in terms of education, social status, and beliefs with their opinion-seeking counterparts. However, in the context of how various communities to which mass media caters knowledge and further due to media convergence (largely cultural shifts discussed above), there is need to check how heterophilic individuals and communities are coming together (and through what way) enabling adoption of innovative agricultural practices.

My argument is that in contemporary times, these networks are being influenced, shaped and remade by the pervasive expansion of media. In the societal framework, diffusion depends upon interpersonal communication, geographical proximity, institutional and individual coercion and pressure of social networks. Further, with support of literature and emerging scenario, I claim that innovations adopted are independent of their macro-environmental context but evolve through specific settings of geography, societal culture, political conditions and globalization.

Recently there has been much research about influence of personal and social networks on the adopters and users. The meaning and manifestation of personal and social networks also continue to change over time. Previously, these networks were rooted in community where people used to live and interact. Then there were communities of peer group working in the same area or different area. Activity of professional organizations, cultural-traditional-religious rituals, steps in innovation chain were the locations or sites where innovators, users and community were meeting. In previous approaches, there was an effort to measure effectiveness of opinion leaders based on their frequency of nominations in network as a partner, collaborator and mentor. My effort will be to understand the potential of “communities in social networks” in ICT domain and their potential in bringing people together from various communities and also from various stakeholders. Here social networks are imagined as significant media of social change and thus there will be an effort to suggest different models which can be adopted by organizations/institutions who are working with communities in their area of operation/expertise/interest.

Keywords: culture, creativity, social networks, innovation, diffusion

4.

Mason Guide tools for masonry construction in mitigating effects of Earthquakes

Dr Rajnish Shrivastava

Director, National Institute of Technology Hamirpur
director@nith.ac.in

and

Dr Hemant Kumar Vinayak

Assistant Professor, Civil Engineering Department,

National Institute of Technology Hamirpur
hemant.vinayak@gmail.com

The paper presents development of an earthquake resistant building construction guide tools for the state of Himachal Pradesh. Most of the constructions in Himachal Pradesh are non-engineered constructions being carried out by Mason without any adherence to codal guidelines. This had led to rampant hazardous construction highly vulnerable to earthquake damages. This copyright work assists the mason and supervisor to construct earthquake resistant masonry construction. This paper also presents the owners guide tool developed for the construction of masonry buildings. The development of tools is based on the survey of existing construction practice in the Hamirpur district of Himachal Pradesh. The developed tools are further used for the capacity building of grass root construction workers in the training programs and workshops organized by national, state and district level disaster management authority for Earthquake Safe Construction.

Keywords: Mason, Non-engineered construction, Earthquake, disaster mitigation

5.

Grassroots Innovation: The Malaysian Story--YIM paves the pathway by Innovation Walk

Othman Omar

Yayasan Inovasi Malaysia

othman.dr@yim.my

Malaysian Innovation Foundation or Yayasan Inovasi Malaysia (YIM) is an agency under the Ministry of Science, Technology & Innovation (MOSTI) Malaysia. YIM is given a mandate to inculcate innovation and creativity among Malaysians, particularly a movement towards innovative society and sustainable development. Since 2010, YIM has run a successful program in Malaysia called Innovation Walk also known as JI. Essentially JI is a scouting program to document ideas, creativity and innovations among the grassroots community. The scouting group consists of academia, researchers, scientists, patent experts, engineers, volunteers and other experts. They visit grassroots communities, provide consultation, evaluate the innovations discovered and give recognition. The complete JI program involves three (3) main stages: DISCOVER; DEVELOP & DELIVER. Innovations that have been discovered at grassroots level will go through an evaluation process by a panel of experts. Only products that have potential social and market economy will be recommended for development and advancement. The presentation at this forum aims at sharing YIM's journey, experiences; discuss issues and challenges in making inroad with JI movement. YIM will also share her Status Quo and Quo Vadis.

Keywords: Inclusive innovation; grassroots innovation Malaysia; innovation walk program; innovation discovery, development and delivery; issues and challenges grassroots innovation in Malaysia

6.

Learning and creativity based use of Informal knowledge in the Horticulture sector of Jammu and Kashmir

SHEERAZ AHMAD ALAIE

Ph.D

CENTRAL UNIVERSITY OF GUJARAT

Horticulture sector is the main economic backbone of Jammu and Kashmir, which can be viewed both as a formal and informal sector activities. Within the formal context, it involves the government institutions based on certain rules and regulations. On the other hand informal activities comprise of farmers and community. Farmers involved in the sector have the knowledge acquired by their lifelong experiences and learning from their working environment. They act as a core actor in the horticulture system. This paper examines the role of various forms of knowledge and innovations generated in the process in the horticulture sector with special reference to apple industry in Kashmir valley. In order to explore the system of horticulture, regional innovation system (RIS) approach is used. The data was collected from both primary and secondary sources. Knowledge exists in both the forms in doing the farming practices regarding the apple production in Kashmir valley. The formal knowledge more preferred and focused as compared to the informal knowledge. The use of informal knowledge in the sector has also a great role which is not considered in the subject. The research works defines such important role by taking the example of some disease treatment methods by the farmers based on their own experience and knowledge. The corroborative ways to use both forms of knowledge is more beneficial in the sector.

Keywords: horticulture sector, innovation system, learning and informal knowledge

7.

Innovative strategies for using social media, e-commerce and other platforms to link grassroots to Global markets

Prof Ruma Agwekar

The world of social media has a vision of formation, knowledge and wisdom; discipline of a balanced mind. The offer is that of scientific temperament; the outcome is natural, unique and innovative. Social media mobilizes ones heart, mind and body. It starts the process of a rational, logical, social human being. The concept has been successful in striking the right chord between one's inner and outer world.

A Media person or a pressman reaches to the masses through newspaper, magazines, television, radio etc. The media has amazed the common man with its reach and availability. Another term which is making waves amongst the elites is the Social Media. Social media has gained popularity through FaceBook, has wide acceptance amongst technocrats, businessmen, entrepreneurs, politicians, educationists, healthcare etc. Branding on social media is innovative and competitive. The media marketer on the e-media offers solutions in

various combinations of E-mail, FaceBook, Google +, Twitter, Linkedin. Others also include WordPress, Reddit, Pinterest, YouTube etc.

The research has isolated five case studies. Through the research it became evident how mind and media work together. The objective is to reach out to the masses, gain wider acceptance amongst the communities, for social and commercial purpose. The globally known networks amongst the case studies are The Indus Entrepreneur (TiE) – Non-Profit Organization, Brahmakumaris–NGO, Mahratta Chambers of Commerce Industries and Agriculture, Unitedbuzzz and SME Chamber of India. All these social groups and organizations have made use of social media to reach out to the rural economy.

Some of the findings that were highlighted during the process of research::

The much liked groups by the social media are Elites- politician, social groups, corporate, Young generation (Net-Savvy).

- (a) The political campaigns utilize the features for opinion polls, favorites, likes / dislike, comments, statements. Narendra Modi's political campaign made maximum advantage of the social media. His Clean India Campaign gained popularity with the help of social media. The tool used reach to the **Millions-** (E-mail+Facebook+Instagram).
- (b) The popular social groups on social media associate with loved, liked, social, awareness and familiarity. The features used are chats, pictures, posts, blogs, and comments. The communities very popular are commercial, political, economical, social. The tool used to reach **Lakhs-** (E-mail+Facebook+Google+You Tube)
- (c) A business man is widely gaining acceptance with the people. The best known are E-commerce. The art of earning, branding, display a innovative and strategic. The hot favorites to promote the products is through ad lists, Google ads, Linkedin ads , Facebook ads. The expensive advertising through social media makes the product exclusive(a premium product). The tool used to reach **Lakhs-**(E-mail+Linkedin+Facebook+Mobile+You Tube)
- (d) The new generation or the net savvy, enjoys exchange of talk, mails, social, chat or tweet. The world is a small space for those longing for social networks. The tool used to reach – **Millions-**(E-mail+Facebook+Twitter+You Tube).

Social Media, although is vulnerable to open libel and slander, the research acknowledges the wide and impartial use of social media in years to come. The indulgence towards rewarding and protecting the rights on social media is on the rise. It will also have a global applicability and reach for the bottom of the pyramid.

Keywords: Mind, Markets, Innovation, Strategy

8.

Open and Democratic Access to Knowledge for Grassroots Communities

Arul George Scaria

NLU, Delhi

Access to knowledge resources is vital for the progress of science as well as socio-economic development. Unfortunately, in spite of radical developments in digital technologies and the resulting reduction in costs of dissemination of knowledge resources, gaining access to knowledge resources is still a distant dream for the vast majority of people in India. For example, the pay-walls around scholarly publications, including those publications arising from public funded research, considerably reduce access to knowledge. Similar is the case of resources like basic research data arising from public funded research projects, which could be shared far more widely and effectively with the help of new digital technologies.

In this context, this paper (and the panel discussion in general) intends to explore two questions – (1) Why do we need more open and democratic access to knowledge resources for grassroots communities? and (2) How do we ensure more open and democratic access to knowledge resources?

This paper will be trying to explore these questions by taking access to legal research products in India as a case study. The paper will begin by highlighting the developments in digital technologies that have radically changed the way knowledge is produced today. This part will also highlight why sharing of knowledge resources is the more optimal approach to production of knowledge in the current technological scenario. The second part of the paper will examine the current modes of production and dissemination of legal research in India and ask whether they are optimal approaches. The third part of the paper will highlight the obstacles in access to legal research products in India. This part of the paper will also try to explore what innovative modes of communication and legal/ policy changes may ensure better access to legal research products for the grassroots communities.

This discussion is essential, as most of the discussions on access to knowledge resources have focused on dissemination of knowledge from natural sciences. Even the limited discussions in this regard within Humanities and Social Sciences are also often restricted to some specific fields like Economics. But law touches the lives of people in many different ways every day and more open and democratic access to legal research products are very important for the socio-economic development in any country. By focusing on the issue of access to legal research products, the paper will also contribute to the general goal of the panel discussion – ensuring more open and democratic access to knowledge for grassroots communities.

9.

Dealing with Citizen Grievances in a 'Smart' City

Dipti Gupta

FPM, IIM A

In the era of rapid urbanization, urgent need is being felt for creating cities which are driven by efficient growth path. Smart cities concept is perceived to fulfil the need of optimum use of energy in providing good quality of life. These cities would be characterized by institutions which are well integrated with each other through the use of technology. Well laid out institutional infrastructure is required to provide transparent and inclusive service delivery. New experiments of this kind will inevitably entail mistakes on part of officials in policy formulation and implementation. Therefore, role of citizens in expressing the complaints not only for redressal of grievances but also giving feedback for improvement in

success of the concept by becoming partners in development. Understanding the significance of grievance redressal mechanism in effective governance, in this paper an attempt is made to propose 'intelligent' institution for addressing grievance for upcoming smart cities. In first part the theory behind grievance redressal and the existing mechanisms in India and across world is studied. In second part proposal would be made for an appropriate design of a sustainable institution for governance which is technology driven for future smart cities.