

INTELLECTUAL PROPERTY AND CORPORATE SOCIAL RESPONSIBILITY: A SUSTAINABLE APPROACH

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Word Limit: 300 Words

INTELLECTUAL PROPERTY AND CORPORATE SOCIAL RESPONSIBILITY: A SUSTAINABLE APPROACH

Introduction: In today's world where everything happens at lightning speed, innovation is what helps business grow and customer performance are shaping how companies are viewed. Many Intellectual Property (IP) with Corporate Social Responsibility (CSR) has become a must for any business looking to be sustainable and successful. It's the perfect combination of 'hard' and 'soft' skills that drive the business forward and ensure the people come first. This is an exciting time for the world, with new ideas and ways of thinking that are changing the way we live and work. However, exploring the intersection of IP and CSR offers an exciting opportunity to create a sustainable and profitable business model. IP rights can give businesses an advantage, ensuring their rights are protected. It can also create a competitive advantage for the business and help them stand out from their rivals, all while ensuring that the customer always wins.

Why CSR is important for a more sustainable future: As the world's business has been evolving, how they manage their intellectual property and other intangible assets, making them the core of their competitive advantage. Knowledge is what makes the world go round. Traditionally, businesses viewed IP and social responsibility in two distinct areas, each with its own rules and priorities. However, exploring the intersection of IP and CSR offers an exciting opportunity to create a sustainable and profitable business model. IP rights can give businesses an advantage, ensuring their rights are protected. It can also create a competitive advantage for the business and help them stand out from their rivals, all while ensuring that the customer always wins.

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Understanding intellectual property in business: IP is all about the creative stuff that gives your products, services, and ideas their unique value. It's the invisible force that keeps your business running. From patents for new inventions to trademarks for your brand, IP is the backbone of your business. It's not just about legal rights; it's about the value you create and the way you protect it. Understanding IP is crucial for any business looking to succeed in a competitive market.

Corporate Social Responsibility (CSR): CSR encompasses the ethical choices and how the company should go back to society. It's not about donations or volunteering; it's about being a part of the solution. It's how the company contributes to the environment, sustainability, and the well-being of its employees, customers, and the community at large. CSR is about creating a positive impact on the world and ensuring that the business is a force for good.

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The Companies Intellectual Property and CSR - The Right Combination

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Gitarattan International Business School organized an essay writing competition under IIC event on the topic- *Intellectual Property and Corporate Social Responsibility: A Sustainable Approach* to celebrate World Intellectual Property Day on 21st April 2025 in online mode. The Essay Writing Competition witnessed an overwhelming response from the students of CMS and CLS. Participants enthusiastically expressed their thoughts on the critical and timely theme.

The event served as a platform for students to:

- Demonstrate their awareness and understanding of the intersection between innovation, ethics, and sustainability.
- Share original and insightful perspectives on how intellectual property rights and CSR initiatives contribute to long-term societal and business growth.
- Exhibit critical thinking, structured writing, and a well-researched approach to contemporary issues.

Essays reflected a deep sense of responsibility, creativity, and academic rigor. Many students connected real-world examples, policy measures, and global CSR practices with the sustainable use of intellectual resources. The diversity in viewpoints and depth of arguments impressed the judging panel and highlighted the academic maturity of the participants.

Overall, the competition not only encouraged academic writing but also fostered a sense of awareness among future professionals about their potential role in building a responsible and sustainable business ecosystem.

The essays were evaluated by a distinguished panel of judges Prof K.D. Sharma, Ms Megha Juneja and Ms Kirti Jaggi. Each essay was scored out of a total of 120 marks (40 per judge), and the average score was used to determine the rankings.

Mudit Jain of BBAE6A begged 1st position with an overall average score of 29.67 and 0% AI plag. The winner was awarded a Certificate of Merit.

FLYER OF THE EVENT



TYPE OF EVENT	IIC
VENUE	Online mode
TIME & DURATION	All day
CONDUCTED BY	IIC
ORGANISED FOR	All CMS & CLS students
NAME OF THE COORDINATOR	Ms Vandana Rastogi
ATTENDANCE	9

RESOURCEPERSON	NA
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To enhance students' understanding of Intellectual Property Rights (IPR) and their impact on corporate strategies. 2. To explore how IP can be integrated into CSR initiatives for sustainable business practices.
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Participants will develop a nuanced understanding of the interplay between IP and CSR. 2. Enhanced research, analytical, and writing skills among participants
SHORTFALL DURING EVENT	NO SHORTFALL OCCURED
LINK OF ONLINE VIDEO	NA

PREPARED & SUBMITTED BY: MS VANDANA RASTOGI, ASSISTANT PROFESSOR, CMS