

“Intellectual Property will be a game changer for Viksit Bharat @ 2047: Students’ perspective- A Study”

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ABSTRACT

India is marching towards 3 trillion economies by 2047 India will occupy top 3 position in world economy with its strategic perspective goals. With ever changing social needs, technological enhance and upgrading economy of the country, inclusive growth will pay in huge gauge. A key objective of Viksit Bharat is to consider or inclusive of all for holistic development of India. The contribution of the youth in this regards is huge. The research and innovation plays a vital role to dominate the world economy. Make in India, Digital India, Startup India and other shows the potentials of its entrepreneurial skills and adapting and adaptation of new innovations. Of course, undoubtedly we can proudly declare that, India handles the covid-19 situation in meticulous way. The achievement of India with respect to socio-economic factors, Technology are phenomenal. In this regard the research paper focus on the youth especially students..

Key Words: Entrepreneurial Skills, IPR, Innovation, Students, Viksit Bharat,

1. INTRODUCTION:

India is a diverse nation with a rich cultural legacy that values harmony in variety. Indian thinkers and social reformers have a long history in the country. The youth must get social and cultural values instruction and exposure in order for them to become deeply embedded in their core values.

By 2047 India has to achieve more and more in all the walk of life. Viksit Bharat coined in the time of Azadi Ka Amrit Mahostav which elevate the idea of holistic and sustainable development. Viksit Bharat aims at “Education for All” in order to enhance higher education enrolment ratio which is the major factor for sustainable development.

This is the Amrit Kaal of India. India is primed for growth, having undergone numerous transformations. Through previous policies and programmes like Samagra Shiksha and the establishment of Universities, IITs, IIMs, Medical and Nursing Colleges, Skilling (Pradhan Mantri Kaushal Vikas Yojana), and many more, there has been a significant increase of social and economic infrastructure. The Indian higher education system now includes 1,113 universities/university-level institutions, 43,796 colleges, and 11,296 stand-alone institutions with 4.33 crore students. This is a massive growth in the number of universities and colleges over the past ten years. In higher education, the Gross Enrolment Ratio (GER) has risen continuously to 28.4.

Youth in India are creating jobs because to government

initiatives like Digital India and Start-up India, which encourage creativity and innovation. India is now home to more than 100 unicorns with a combined valuation of over US\$ 340 billion, making it the third largest start up ecosystem in the world.

Our Hon'ble Prime Minister Shri Narendra Modi has envisioned a Bharat where every young mind has been educated within the best framework one can think of through the New Education Policy of 2020 in tandem with the Digital Nagrik initiative, working towards an umbrella goal of Viksit Bharat of 2047. In the wake of the digital age, where everything from your job to grocery shopping is at your fingertips.

“Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution, and Textiles, Shri Piyush Goyal said that manpower will be doubled for processing Intellectual Property (IP) applications, and the process will be streamlined and made more transparent. While delivering an inspiring address at the "National Intellectual Property Conference 2023: Nurturing Growth of IP for Knowledge Economy" in New Delhi on 13-10-2023, the Minister announced plans for a 100% digitalization of the Office of the Controller General of Patents, Designs, and Trade Marks for enhanced efficiency.”

2. MATERIALS AND METHODS:

Review of Literature:

• **Nimish Kapoor (2024)** Here author has narration is based on extensive study of secondary. Author viewed the

indigenous technology and its impact on innovation which leads to upliftment of IPRs in India. Author relates the COVID-19 epidemic has highlighted India's problems and possibilities, which can be addressed and advanced with the help of home-grown technological frameworks. India has established a great reputation for developing vaccines, as seen by its performance during the epidemic. The nation is now equipped to stay up with developments in quantum technology throughout the world. The "Ease of Living" for the average person has significantly improved as a result of Indian scientific advancements.

• **Chandrashekar Bhoi et.al (2024)** Here authors narrated based on secondary data, a combination of cutting-edge technology, forward-thinking pedagogies, and a comprehensive education development framework, the study delves into the complex aspects of teacher training. Redefining teaching roles, incorporating AI into instruction, and developing socio-emotional abilities are prioritised. Personalised learning pathways, inclusivity, and teamwork are all emphasised in the abstract. This abstract offers insight into the trans-formative journey educators undergo, reshaping the story of teacher education in a developed India, as Viksit Bharat pave the way for a dynamic education landscape.

• **Rajesh and et.al (2024)** in their research had made an attempt with empirical research that the long-term, comprehensive sustainable goal of strategic planning for 2030 and beyond will further the objectives of sustainable development. The tourism industry will benefit multiple stakeholders by providing sustainable and quality employment opportunities, boosting income, involving youngsters in a range of activities, reducing poverty, and promoting sustainable human development. In nutshell by reviewing the paper we can conclude that youth have lot of opportunity in tourism industry and educational sector also have prominent position for tourism.

• **Jayaprada Sahoo and Suresh Vadranam(2024)** in their research have attempted to narrate the opinion through extensive review of secondary data Useful recommendations about education, employability, government standards for work-related compensation in the private sector, and open government operations. Here authors think the Government of India would greatly improve the overall well-being of its population if it took action to put the International Journal of Political Science and Governance's recommendations into practice.

• **Rajiv Chopra and , Chandni Bisht (2024)** with the extensive review of secondary data and took many components which associate with Viksit Bharat and suggested the policy makers, scholars and stakeholders that sustainable business plan Creating value propositions, seizing commercial opportunities, and guaranteeing the creation and delivery of long-term value all depend on innovation. It is essential to work together with stakeholders and the green supply chain to advance sustainable business practices and fulfil Viksit Bharat's goals. India can set the path for a prosperous and inclusive future that is in line with Viksit Bharat's objective by encouraging innovative business models and instilling a sustainable mind set in firms.

3. RESEARCH METHODOLOGY

Research Questions:

Advances in Consumer Research

➤ Do the students consider IPR will be the play pivot role in fulfilling Viksit Bharat?

➤ What is the perception about Viksit Bharat among students with respect to IPR ?

Statement of the Problem

IPR is a ray of Hope for all young minds for becoming a neighbourhood of local as well as global competitive trade, as building a creative atmosphere. It is critical for policymakers to include vibrant student's opinion on viksit bharat framework into the reality.

Objectives of the Study

➤ To know the awareness about Viksit Bharat among students.

➤ To analyse the role of IPR on Viksit Bharat.

➤ To examine the challenges and opportunities of IPR and Viksit Bharat.

HYPOTHESES:

Hypothesis I: Awareness and attitude toward IPR and Viksit Bharat in students may vary the outcome.

Hypothesis II: The demographic aspects will contribute towards IPR and Viksit Bharat may differ.

DATA COLLECTION

This research is based on both primary and secondary data; however, 260 respondents' as primary data collection was prioritized since it is an important aspect in identifying problems and conducting future studies related to IPR awareness.

Testing of Hypothesis

The current study has been undertaken to study the perception of students on viksit bharat. The perception of the respondents based on awareness and attitude IPR and viksit bharat are assessed by using various demographic variables.

Hypothesis 1

H0: There is no significant relationship between awareness and attitude toward IPR and Viksit Bharat among students

H1: There is a significant relationship between awareness and attitude towards IPR and Viksit Bharat among students.

To find the relation between Awareness and Attitude towards IPR Karl Pearson's Coefficient of correlation is applied as both the variables are metric.

4. RESULTS

Table 1: Correlation between Attitude and Awareness towards IPR and Visit Bharat

		Awareness	Attitude
Awareness	Pearson Correlation	1	.989**
	Sig. (2-tailed)		.000
	N	260	260
Attitude	Pearson Correlation	.989**	1
	Sig. (2-tailed)	.000	
	N	260	260

**. Correlation is significant at the 0.01 level (2-tailed).

From the Correlation Table, it is observed that there exists a significant Strong Positive correlation between Awareness and Attitude towards IPR and Viksit Bharat as the coefficient of the correlation value is 0.989. The correlation is significant at a 1per cent level of significance.

Inference: From the analysis, it is found that there is a Strong Positive correlation between awareness and Attitude towards IPR and Viksit Bharat which infers that as awareness of IPR and Viksit Bharat Increases attitude towards Positive Outcomes of IPR also Increases. Hence null hypothesis is rejected and alternative hypothesis is accepted

Hypothesis 2

H0: There is no significant impact of IPR on Viksit Bharat.

H1: There is a significant impact of IPR on Viksit Bharat.

The opinion on the Impact of IPR on Viksit Bharat is tested by applying a single-sample t-test. Table 2 indicates the information about the results of descriptive statistics, whereas Table 3 presents the results of the independent sample t-test.

Table 2. Group Statistics on Components of Impact of IPR on Viksit Bharat

Indicators	N	Mean	Std. Deviation	Std. Error Mean
IPR creates the opportunity for young minds to innovate in their respective area	260	4.2154	.89170	.05530
Global market Leader in future with respect to IPR and Digitalization	260	4.1731	.81778	.05072
Increase Digitalization	260	4.3423	.79704	.04943
IP Protection as a key gate way	260	4.3423	.81618	.05062

The average value of four indicators that measures the performance of Viksit Bharat is 4.21, 4.17, 4.34, and 4.34. The figure represents the mean value of all these four measures of Performance of Viksit Bharat. This mean value is compared with the numerical value of 3, to test the Opinion of respondents on indicators that measure the impact of IPR on the Viksit Bharat.

Table 3: One-Sample t-Test

	Test Value = 3			
	T	df	Sig. (2-tailed)	Mean Difference
IPR creates the opportunity for young minds to innovate in their respective area	21.978	259	.000	1.21538
Global market Leader in future with respect to IPR and Digitalization	23.130	259	.000	1.17308
Increase Digitalization	27.156	259	.000	1.34231
IP Protection as a key gateway to achieve Viksit Bharat	26.519	259	.000	1.34231

As compared to the test value of 3, the mean value of all four indicators that measure the impact of IPR on Viksit

Bharat significantly differs and is higher than 3. The t values with 259 degrees of freedom for, IPR and Viksit creates the opportunity for young minds to innovate in their respective area, Global market Leader in future with respect to IPR and Digitalization, IP Protection as a key gateway to achieve Viksit Bharat are 21.978, 23.13, 27.156, and 26.519 and these t-values are statistically significant since the p-value are 0.000. Therefore, it can be concluded that null hypothesis is rejected and alternative hypothesis is accepted.

DISCUSSIONS:

• The above research analysis shows that respondents accepted that the competition in the market will influence the entrepreneur/business to promote innovative practices in the firm which leads to enhanced firm intellectual capabilities. Because 85.8per cent of the respondents agree that competition drives them to adopt innovative practices.

• The Majority of the respondents are aware of IPR. 84.6per cent of the respondents agree that IP as the main strategy by Viksit Bharats to have holistic development.

• The above study mention that, IPR integration with Viksit Bharats will create a window for the growth of the Indian economy through an increase in global business. 87.3per cent of the respondents accept that in this global era Viksit Bharats should have such strategies to sustain the market.

• There is a Strong Positive correlation between awareness and Attitude towards IPR which infers that as awareness of IPR Increases attitude towards Positive Outcomes of IPR also Increases.

Challenges:

• Artificial Intelligence (AI) poses a big challenge to governments around the world due to the questions it poses to employment particularly in services sectors.

• Domestically, ensuring the availability of a talented and appropriately skilled workforce to the industry, age-appropriate learning outcomes in schools at all levels and a healthy and fit population should remain important policy priorities in the coming years. A healthy, educated, and skilled population augments the economically productive workforce.

Suggestions:

• By adopting and adapting the IPR i.e., Trademarks, copyrights, patents, taking the advantage of GI tag (Geographical Indication tag), etc., Viksit Bharats can build the brand for its products and services which may lead to market enhancement and sustainability. Integration of the IPR will be able to increase exports and contribute to the Indian economy.

• Due to a lack of understanding by few, awareness about IPR and other factors as well, Viksit Bharat can encounter challenges protecting their trademarks in other nations. The registration of the trademarks in the exporting nations would be the initial step in this direction.

• It is suggested to the respective authority that proper awareness and effective training should be given to all MSMEs regarding IP management. Because many Viksit Bharats are having a question about what is next after gaining IP status.

- It is suggested that higher education institutions should have an incubation center and need to have an IP Management system with affiliation to Viksit Bharat. And also higher education institutions should have continuous interaction with industry to avoid the industry-academia gap.
- To Uplift the Viksit Bharat pandemic proof in the future.

Conclusion

“India is now 6th among Top 10 countries in Patent filings. First time ever crossed 90,000 mark with 17% growth over last year. Dr K S Kadam & February 7 2024 Twitter”

IP is urgently needed to adapt and adopt an ecosystem to promote economic sustainability and holistic growth. Why do we need to rely on products from other nations when India is endowed with so many traditional and cultural goods? A Vishwaguru Bharat can be achieved with the NEP's goal of a strong regulatory framework and efficient implementation mechanisms, digital platforms that enable open communication between stakeholders, and the "Digital Nagrik" Pledge, which serves as a reminder that it is our responsibility to make the digital world a safe place for everyone. After all, citizens can actively engage with policymakers, offer feedback, and track the advancement of educational reforms!

It is important to channelize the innovative ideas of the youth into nation- building by inviting them to ideate and contribute to the vision of Viksit Bharat by 2047. It is important that every youth, more so the youth in colleges/

institutes and Universities take part in this important nation building exercise. Therefore, it is important that outreach initiative of this program reaches to every youth in the country

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