



Institution's Innovation Council Saurashtra University Rajkot

From Seed to Success: Leveraging Plant Variety Protection in the Modern Agricultural Landscape

13th June, 2025

Online

Incubation Centre, Saurashtra University

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Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule

11:00	Welcome
11:05	Awareness session on From Seed to Success by Mr. Udit Malik
01:00	Q & A
01:15	Programme Feedback - Conclusion
01:30	Closing Ceremony

Event Registration Link

bit.ly/SUSEC-PLV

Brief about Event

The Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA), Saurashtra University, in collaboration with Institution's Innovation Council (IIC), Saurashtra University, organized a webinar titled *"From Seed to Success: Leveraging Plant Variety Protection in the Modern Agricultural Landscape"* on 13th June 2025. The session was delivered by Mr. Udit Malik (Special Counsel, Triverse Law, Patent Agent, Advocate, AIPPI Member).

The expert speaker introduced participants to the fundamentals of Plant Variety Protection (PVP) and its role in safeguarding the rights of plant breeders and farmers. He explained the evolution of PVP globally and in India, highlighting the significance of the Protection of Plant Varieties and Farmers' Rights Act, 2001 (PPVFR Act).

Mr. Malik discussed the criteria for a new plant variety, emphasizing the four pillars: Novelty, Distinctness, Uniformity, and Stability (NDUS). He also explained how innovation flows in plant breeding—from breeders developing varieties, to farmers cultivating them, and consumers ultimately benefiting from improved agricultural products.

The session covered Breeder's Exemption, UPOV framework, and emerging breeding techniques, making participants aware of how IP protection fosters agricultural innovation. Real-world success stories such as high-yielding and commercially successful groundnut varieties were shared, demonstrating the practical impact of plant variety protection.

The program concluded with an interactive Q&A session, where participants gained clarity on practical aspects of plant breeding, farmers' rights, and the scope of IP in agriculture.

Key Points

During the session, below mentioned points were discussed:

- Introduction to Plant Variety Protection (PVP) and its global evolution.
- Overview of PPVFR Act, 2001 and its relevance for breeders and farmers.
- NDUS (Novelty, Distinctness, Uniformity, Stability) as criteria for new plant varieties.
- Role of UPOV and international frameworks in IP protection.
- Breeder's Exemption and balance between innovation and farmers' rights.
- Success stories of high-yielding groundnut varieties as examples of innovation impact.

Outcome

The webinar significantly enhanced participants' understanding of the intersection between intellectual property rights and agriculture, particularly in protecting plant varieties. Students, researchers, and budding entrepreneurs learned how plant variety protection can encourage innovation, ensure farmers' rights, and contribute to food security. The discussion on NDUS and success stories provided practical insights, bridging theory with application. Overall, the session inspired participants to explore agricultural entrepreneurship and IP-based innovations, laying a foundation for sustainable growth in

the agri-startup ecosystem.

About the Speaker/Chief Guest



Mr. Udit Malik

Sp. Counsel, Triverse Law M.Sc., LLB,
Indian Patent Agent, AIPPI Member

The poster features logos at the top for Saurashtra University, SSIP, Institution's Innovation Council (Ministry of Education Initiative), StartUp (Igniting the Future), and SUSEC. The title 'From Seed to Success: Leveraging Plant Variety Protection in the Modern Agricultural Landscape' is prominently displayed. Below the title, it states the event is organized by the Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA), Saurashtra University, in collaboration with IIC, Saurashtra University. A circular portrait of Mr. Udit Malik is shown, with his credentials listed below: Sp. Counsel, Triverse Law M.Sc., LLB, Indian Patent Agent, AIPPI Member. The date and time are given as 13th June, 2025 Friday, from 11:30 am to 01:30 pm. A registration link is provided at the bottom: REGISTER NOW : bit.ly/SUSEC-PLV.

Webinar

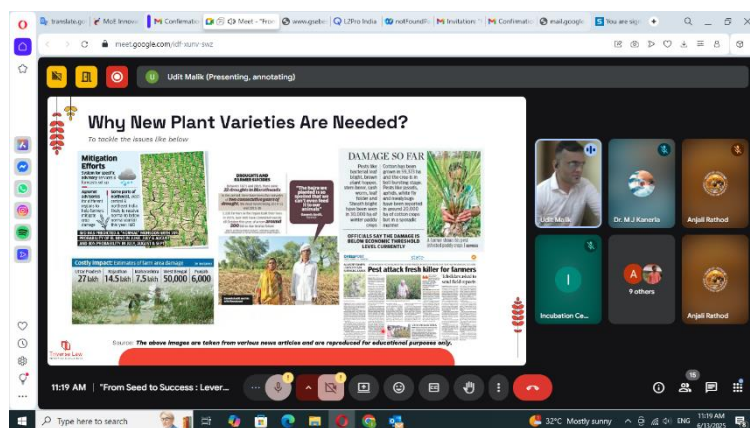
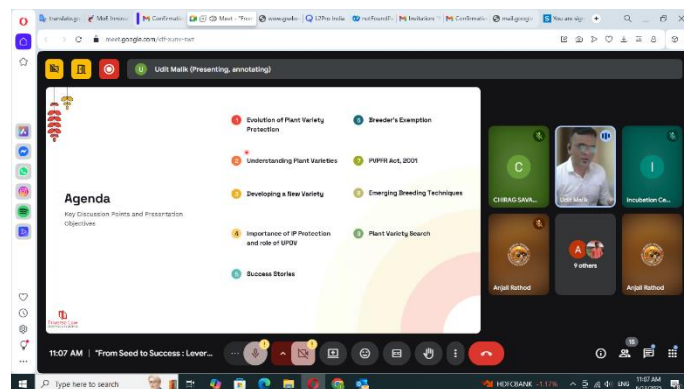
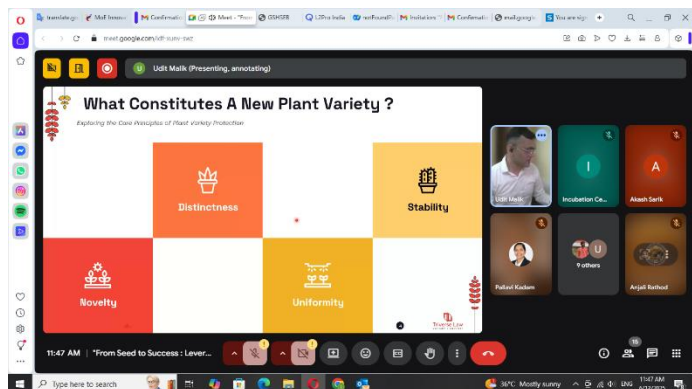
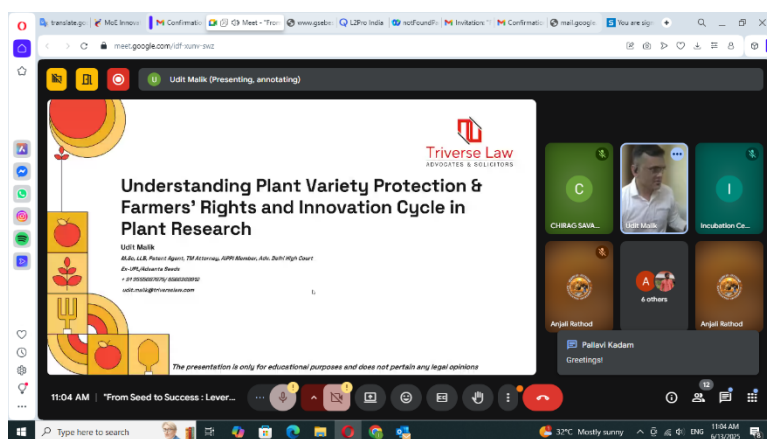
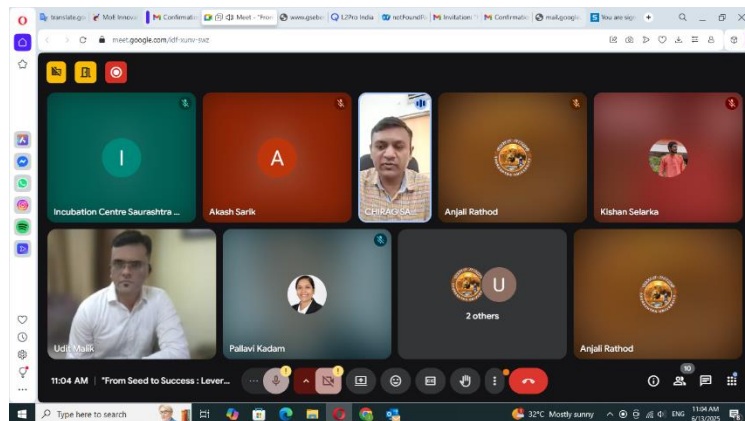
**From Seed to Success:
Leveraging Plant Variety Protection in the Modern
Agricultural Landscape**

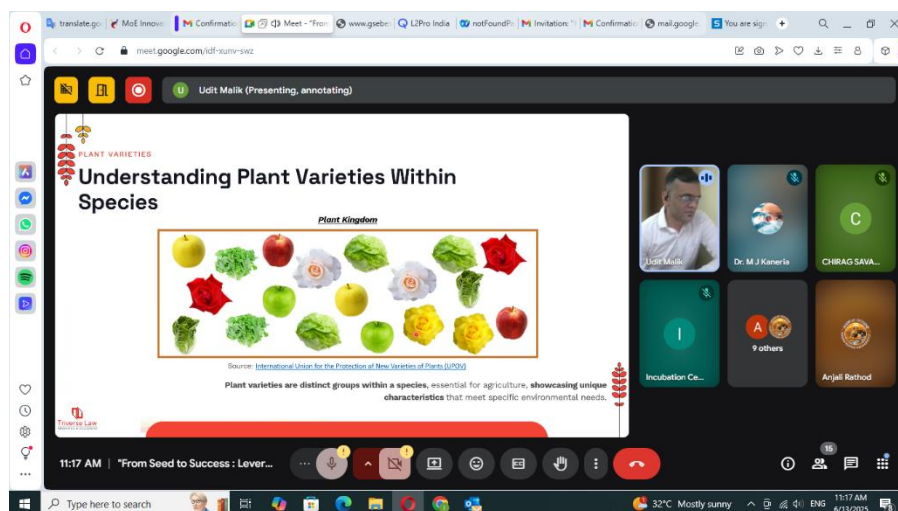
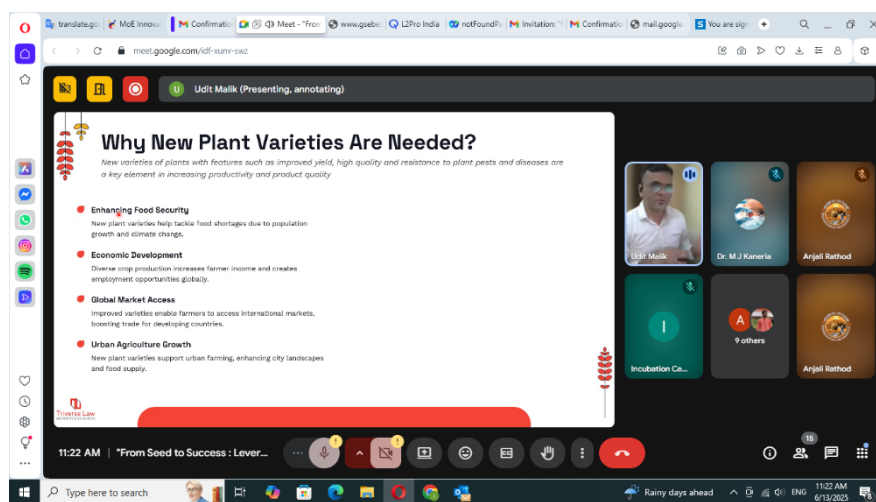
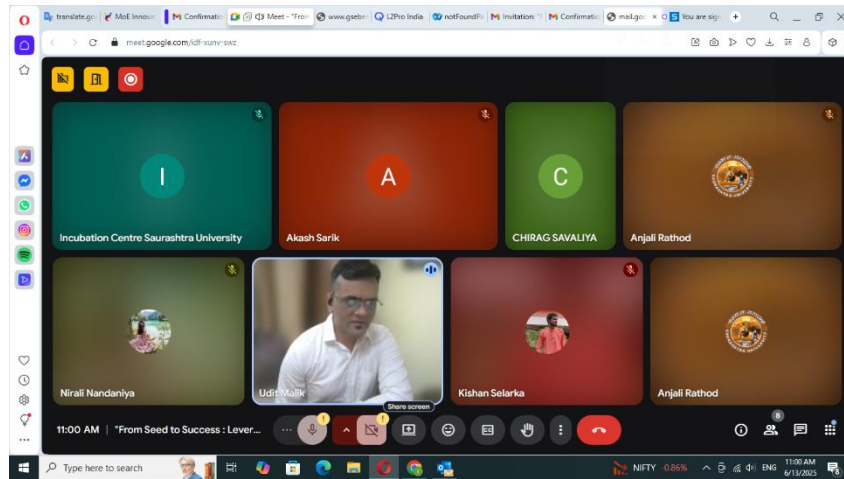
Organized by :
Scheme for Pedagogy &
Research in IPRs for Holistic
Education & Academia
(SPRIHA), Saurashtra
University in collaboration
with
IIC, Saurashtra University

Mr. Udit Malik
Sp. Counsel, Triverse Law M.Sc.,
LLB, Indian Patent Agent,
AIPPI Member

13th June, 2025 Friday **11:30 am to 01:30 pm**

REGISTER NOW : bit.ly/SUSEC-PLV





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