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## CRITERION III

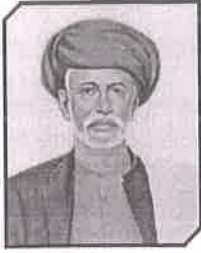
**3.3.2.1 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings**

### 2018-2019

Sl. No.	Name of the teacher	Title of the book/chapters published	ISBN No.
1	Dr. Varsha Borgaonkar	Intellectual Property Rights and Innovation	978-81-930763-3-0
2	Dr Vinita Basantani	Parsi Life and Predicament in Rohinton Mistry's <i>Family Matters</i>	978 - 81 - 939001 - 3 - 0
3	Dr Vinita Basantani	Paulo Coelho: Promoting Spirituality through Cross Cultural Odysseys	978 - 81 - 939001 - 3 - 0

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# INTELLECTUAL PROPERTY RIGHTS WITH CASES RELATED TO PATENTS

BY. DR. VARSHA H BORGAONKAR –

ASSOCIATE PROFESSOR M U COLLEGE OF COMMERCE, PIMPRI

**Abstract:** Intellectual property (IP) is a category of property that includes intangible creations of the human intellect. Intellectual property encompasses two types of rights; industrial property rights (trademarks, patents, designations of origin, industrial designs and models) and copyright. It was not until the 19th century that the term "intellectual property" began to be used, and not until the late 20th century that it became commonplace in the majority of the world.

The main purpose of intellectual property law is to encourage the creation of a large variety of intellectual goods. To achieve this, the law gives people and businesses property rights to the information and intellectual goods they create – usually for a limited period of time. This gives economic incentive for their creation, because it allows people to profit from the information and intellectual goods they create. These economic incentives are expected to stimulate innovation and contribute to the technological progress of countries, which depends on the extent of protection granted to innovators.

The intangible nature of intellectual property presents difficulties when compared with traditional property like land or goods. Unlike traditional property, intellectual property is "indivisible" – an unlimited number of people can "consume" an intellectual good without it being depleted. Additionally, investments in intellectual goods suffer from problems of appropriation – a landowner can surround their land with a robust fence and hire armed guards to protect it, but a producer of information or an intellectual good can usually do very little to stop their first buyer from replicating it and selling it at a lower price. Balancing rights so that they are strong enough to encourage the creation of intellectual goods but not so strong that they prevent the goods' wide use is the primary focus of modern intellectual property law.

## Introduction:

The term **intellectual property** (IP) is sometimes used as something separate from **intellectual property rights** (IPR). In such cases, the term IP means the (abstract) product of the intellect and the term IPR means a legal right covering IP. For example, an invention and an original work of authorship are intellectual property and protected by the intellectual property right

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## Paulo Coelho : Promoting Spirituality through Cross Cultural Odysseys

Mr. Gorakh Popat Jondhale

Dr. Vinita Dilip Basantani

**Abstract:** The present paper attempts to throw light on how cross cultural odysseys undertaken by the protagonists of Paulo Coelho bring him the position of spiritual writer in the literary world. There is an attempt to position Paulo Coelho as the alchemist of words, who promotes intercultural dialogue for world peace. His writing provokes the readers and fills them with the vision to solve their problems in life by walking the path, as the characters in the narratives do, for spiritual awakening.

**Key words:** Spirituality, cross cultural odyssey, intercultural dialogue, peace and contentment

Spirituality is the personal quest for understanding answers to ultimate questions about life; about meaning; and about relationships. Spirituality extends its arms for the one who experiences the transient nature of life and understands that it doesn't matter who we are; where we come from; we all are part same interdependent life in the world. It demonstrates itself through a deep sense of aliveness and interconnectedness. According to Paulo Coelho, the Latin American author, spirituality is about cherishing lofty values and living by them to develop an awareness of the self and seek transcendence.

The writings of Paulo Coelho have come up as a powerful construction through representation of various dimensions of life by depicting the lives, emotions, thoughts, views, ideas and actions through his lifelike characters. His narratives have the power of construction, reconstruction and shaping the

lives of the readers. He has portrayed his characters as an agent to showcase his ideas and philosophy in writing.

Paulo Coelho's writing promotes the intercultural dialogues where he explores different beliefs, feelings, and traditions through the cross cultural odyssey of his characters. This simply aims at promoting, understanding and trust. According to him every one of us has classical and common question- What am I doing here? Answers to it may be different but if we have same question we can understand each other better and this understanding would overcome all economic and political barriers. Aligned with his views his writing reflects characteristics if intercultural dialogues such as- Sharing knowledge and experience, Learning about each other, Being aware of differences and particularities, Looking for common spaces, Being aware of the others' sufferings and hopes, Trying to heal memories, Learning from each other, Respecting and valuing diversity.

Generally readers claim that they seek wisdom, experience, emotions, and spirituality in reading literature. Paulo Coelho expresses his simple philosophy and concept of spirituality as generation of basic human values and nurturing them in behaviour. Through his writing he advocates multiculturalism where his characters go through the processes of cultural assimilation and cultural integration keeping in view to promote understanding and trust in each other. During these cross-cultural odysseys the protagonists have shown their traits of accepting, respecting and valuing the other culture. Let it belong to any tradition, like- Tradition of Sun and Tradition of Moon in *Brida* or of any particular region, like – Tengri Culture in *The Zahir*. It is seen that Santiago, a shepherd boy, in *The Alchemist* travels from Andulasia to Egypt exploring desert culture; Paulo in *The Pilgrimage* travels 700 km to Santiago-de-Compostela, and the narrator in *The Zahir* travels to central Asia, here these characters follow traditions of different cultures which they come in contact with. These cross cultural odysseys explore

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an outlaw anymore. Society tends to set norms and I don't want to follow them; these are my radical thoughts coming into play. The idea is to dismantle status quo. Society made me a victim, but I am a victim who is fighting back and wants to do so till my last breath. I am so used to fighting back now that I don't want to be cooptive."

There's hardly anyone as vocal and straight-forward about homosexuality as writer R Raj Rao. That's one of the reasons why the ex-HoD of the Savitribai Phule Pune University's (SPPU) English department is considered by many as the face of gayness in India.

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Dr. Vinita D. Basantani

#### Parsi Life and Predicament in Rohinton Mistry's 'Family Matters'

Dr. Vinita D. Basantani

Nilia Shah writes that the writers from minority communities have not only tried to unearth and recreate kaleidoscopic image of past but have employed their creative talents to explore the contemporary reality and concerns about their community.

A close study of Mistry's fiction reveals that like other writers from minority communities, he too, presents a picture of his community in diverse hues. In an interview with Ali Lakhani at the Vancouver International Writers' Festival, Rohinton Mistry says that when Parsis disappear from the face of the earth, his writings will "preserve a record of how they lived, to some extent." Accordingly, he attempts to record the story of the Parsi race and their ancient Zoroastrian faith as the Parsis are on demographic decline. Thus, his fiction may rightly be regarded as a domestic and social commentary concerning the Parsis. It presents an authentic account of their religion, rituals, customs & manners, their fire-temples, priests, towers of silence and even their cuisine. In all his writings, Mistry deals with the life of middle class Parsis in Mumbai. All his works – Tales from Firozsha Baag, Such A Long Journey, A Fine Balance and

'Family Matters' present a detailed and true account of the Parsi community and their dynamic nature.

This paper focuses on how Parsi predicament finds its expression in the fiction of Rohinton Mistry, especially in his latest novel, 'Family Matters' (2002). The Parsis in India or in any part of the world are an ethnic minority;



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