

MAHARASHTRA NATIONAL LAW UNIVERSITY, MUMBAI

Established under the Government of Maharashtra under Act VI of 2014

REPORT ON

Awareness Program on “Consumer Protection in the IPR World”

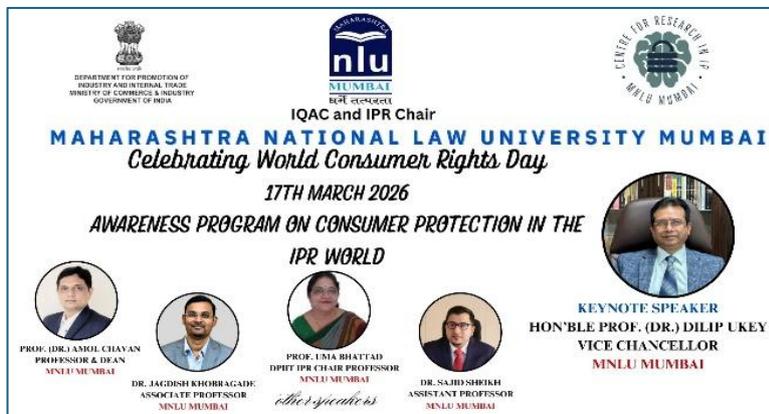
Date: 17 March 2026

Venue: Conference Hall No.2, 2nd floor, MNLU Mumbai

Attendees: 130

Organized by: DPIIT IPR Chair in collaboration with the Centre for Research in Intellectual Property (CRIP) and the Internal Quality Assurance Cell (IQAC), MNLU Mumbai

Maharashtra National Law University, Mumbai successfully conducted an Awareness



Program on “Consumer Protection in the IPR World,” on 17th March 2026 in collaboration with DPIIT IPR Chair, the Centre for Research in Intellectual Property (CRIP), and the Internal Quality Assurance Cell (IQAC), MNLU Mumbai. The program was held in commemoration of

World Consumer Rights Day, observed annually on 15 March, with the 2026 theme “Safe Products, Confident Consumers.” The initiative was aimed at enhancing awareness among students, employees and invitees regarding the intersection of consumer protection and intellectual property rights, with particular emphasis on safety, authenticity, and regulatory accountability in markets shaped by IP regimes.

The program sought to sensitize participants to the evolving relationship between consumer rights and intellectual property laws, examine the



impact of IPR frameworks on consumer safety, access, and market fairness, and align academic engagement with the global theme emphasizing safe products and informed consumer choice. It was designed as an academic platform to bridge doctrinal understanding with practical implications in contemporary regulatory and commercial environments.

The program was organized under esteemed leadership of Hon'ble Prof. (Dr.) Dilip Ukey, Vice-Chancellor, MNLU Mumbai. The participants were further addressed by Prof. (Dr.) Amol Deo Chavhan, Dean (Academics) and Director, IQAC, MNLU Mumbai, who emphasized the importance of consumer awareness in increasingly



complex and information-asymmetric markets. His address focused on the role of institutional mechanisms, regulatory vigilance, and informed consumer behaviour in preventing the circulation of unsafe and substandard goods.



The program featured expert lectures by distinguished faculty members. Dr. Sajid Sheikh, Assistant Professor of Law and Coordinator, CRIP, spoke on the role of Trademarks in consumer protection, highlighting issues such as deceptive similarity, misleading advertisements, and “Greenwashing,” while emphasizing the importance of truthful representation and safe

products.

Dr. Jagdish Wamanrao Khobragade, Associate Professor of Law and Assistant Registrar (Academics – I/c), addressed the intersection of consumer rights and intellectual property, discussing patents in the pharmaceutical sector, Copyright and access to knowledge, Geographical Indications, and the interface between competition law and IPR. He concluded by stressing the need to maintain a balance between



intellectual property protection and consumer rights.



The program witnessed active participation from students, researchers, and faculty members of the University. The interactive sessions facilitated meaningful engagement with contemporary legal challenges, encouraging participants to critically examine the practical implications of intellectual property laws on consumer welfare.

The Awareness Program successfully achieved its objective of fostering a nuanced understanding of the intersection between intellectual property and consumer protection. It reinforced the importance of a balanced legal framework that simultaneously promotes innovation and safeguards consumer interests. The deliberations contributed to advancing awareness in alignment with the global theme of “Safe Products, Confident Consumers,” and underscored the continuing relevance of integrating consumer protection principles within intellectual property discourse.



Submitted for kind consideration.

Maharashtra National Law University Mumbai

DPIIT IPR Chair | IQAC | CRIP