

**WORKSHOP
ON
INTELLECTUAL PROPERTY RIGHTS**

27th February, 2024.



**Organized
By
Department of Management Studies
&
Department of Commerce
S.V.K.P & Dr. K.S.Raju Arts and Science College (A)
Recognized by UGC as “College with Potential for Excellence”
Accredited by NAAC with ‘A’
PENUGONDA - 534320.**

ABOUT THE WORKSHOP

Intellectual Property Rights (IPR) plays a vital role in enhancing the socio-economic prosperity of the country. Creativity and innovation are new drivers of the world economy. With the increasing relevance of Intellectual Property (IP) in this era of globalization, it is important to recognize the role which IP systems play in the growth of the Nation. Thus, there is a need to create large public awareness about the pivotal role of IPR in globalized knowledge economy. With the view to create awareness on the significance of IPR to the people from various sectors in the Country, Department of Management studies and Commerce is organizing a one day Workshop on Intellectual Property Rights at College Campus. The Workshop is intended to cover various aspects of IPR like Patents, Copyrights, Trademarks, etc. The technical sessions will be led by the speakers having thorough knowledge in the subject who have been practicing in the field for many years. The expected participants of the program include Staff and students of both departments.

RESOURCE PERSONS

1. Dr. Murthy Remella

Senior Scientist, ISRO Bengaluru

2. Dr. B. Ratna Raju, MBA., M.Com., Ph.D.,

Assistant Professor

Department of Management Studies

S.V.K.P & Dr. K.S.Raju Arts and Science College (A)

Penugonda.



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HOD, Department of Commerce



S.V.K.P & Dr.K.S.Raju Arts and Science College (A), Penugonda.

INVITATION

WORK SHOP ON INTELLECTUAL PROPERTY RIGHTS

27th February, 2024.

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Dr.K.Ramachandra Raju, MD, Secretary & Correspondent

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Penugonda.**

CONVENER

**Dr.K.Chiranjeevi
Director, Department of Management Studies**

COORDINATOR

**Sri.R.N.Srinivasu
HOD Department of Commerce**



S.V.K.P & Dr.K.S.Raju Arts and Science College (A), Penugonda.

PROGRAMAME SHEET

**WORKSHOP
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27th February, 2024.
INAUGURATION**

- | | |
|---------------------------------|--|
| 1. Welcome Speech | : Kum. G. Surekha |
| 2. Prayer | : Kum.D. Disha Latha &
Kum.G.R. Padmavathi |
| 3. Lightening of lamp | : Chairman, IQAC Coordinator & Resource
Persons |
| 4. Opening Remarks | : Dr. Y.V.V. Appa Rao
Chairman |
| 5. Greetings | : Sri.K.Sasi Kumar
IQAC Coordinator |
| 6. Introduction of Guest | : Mr. P. Teja Venkata Rami Reddy |
| Resource Persons I | : Dr. Murthy Remella
Senior Scientist, ISRO Bengaluru |
| LUNCH BREAK | |
| 7. Resource Persons II | : Dr.B. Ratna Raju |
| 8. Closing Remarks | : Dr.K.Chiranjeevi
Convener |
| 9. Vote of Thanks | : Kum. S. Chitti |



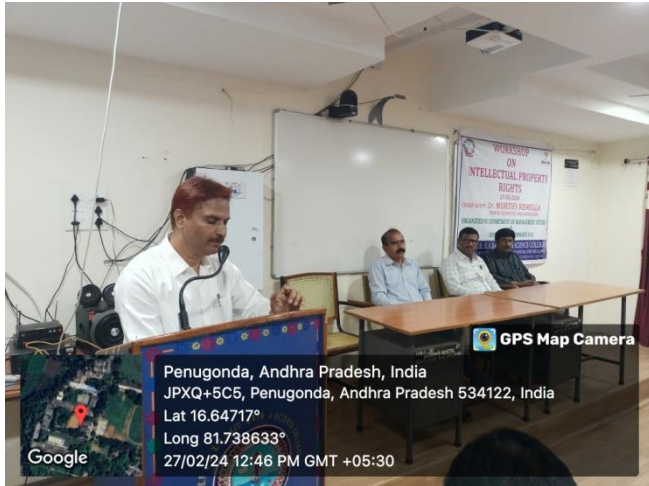
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PROGRAMAME SCHEDULE

**WORKSHOP
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27th February, 2024.**

- | | |
|---------------------|--------------------------|
| 1. 10.00 A.M | Inaugural Session |
| 2. 11.00 A.M | Lecture – I |
| 3. 01.00 P.M | Lunch |
| 4. 02.00 P.M | Lecture – II |
| 5. 04.00 P.M | Valedictory |

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Report on the workshop organised by the Departments of Management Studies and Commerce on 27-02-2024

The Department of Management studies and Commerce in association with IQAC organised a workshop on Intellectual Property rights on 27-02-2024. The workshop is to focus on to create awareness to the students on the power to evolve innovations and thinking in an innovative manner, in an organizations can be increased by means of creating Intellectual Property (IP) awareness amongst its employees and students, who are directly or indirectly involved in the process of innovation. The one day IP awareness workshop aims at establishing a basic level of IP awareness amongst the workshop participants, such that the chances of obtaining well-protected innovation (Patents) for their organizations are increased. This workshop would focus on importance and scope of IPR in academic researches, types of innovations patentable & how to test your patentability of your innovations and procedure of patent writing, patent filing and the process of granting patent.

The session began with the opening remarks of the chairman of the workshop and principal of the college Dr. Y.V.V.Appa Rao. He explained the concepts of creativity and innovation are new drivers of the world economy. With the increasing relevance of Intellectual Property (IP) in this era of globalization, it is important to recognize the role which IP systems play in the growth of the Nation.

Later IQAC Co-ordinator & Head of the Department of English explained that IPR is a strong tool, to protect the investment, time, money, and effort invested by the inventor/creator of the IP, as it gives the inventor/creator an exclusive right for a certain period of time for the use of its invention/creation.

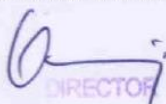
Later the students of MBA Mr. P. Teja Venkata Rami Reddy introduced the resource person Dr. Murthy Remella, Senior Scientist, ISRO Bengaluru to the participants.

In the morning session the first resource person Dr. Murthy Remella delivered the lecture on the topic. He explained the Intellectual property rights (IPR) have been defined as ideas, inventions, and creative expressions based on which there is a public willingness to bestow the status of property. IPR provide certain exclusive rights to the inventors or creators of that property, in order to enable them to reap commercial benefits from their creative efforts or reputation. There are several types of intellectual property protection like patent, copyright, trademark, etc. Patent is recognition for an invention, which satisfies the criteria of global novelty, non-obviousness, and industrial application.

In the afternoon session the second resource person Dr. B. Ratna Raju delivered his talk on IPR is prerequisite for better identification, planning, commercialization, rendering, and thereby protection of invention or creativity. Each industry should evolve its own IPR policies, management style, strategies, and so on depending on its area of specialty. Pharmaceutical industry currently has an evolving IPR strategy requiring a better focus and approach in the coming era.

Nearly 127 students are attended from the Department of Management Studies and Commerce. It was a valuable informative sessions, all the participants provided certificates at the end of the workshop.

Closing remarks by Dr. K. Chiranjeevi, Director, Department of management studies and the session was ended with a round questions and answers and vote of thanks by MBA student Kum. S. Chitti.



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WORKSHOP

ON

INTELLECTUAL PROPERTY RIGHTS

27th February, 2024

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2	ADDALA S S LAKSHMI NARAYANA SANDEEP	II MBA	A Sandeep
3	ALUGOLU NAGA SATYA MOUNIKA	II MBA	A.N.S. Mounika
4	ANDRU MOHANA KRISHNA	II MBA	A. Mohana Krishna
5	ARETI MOUNI SATYA KUMAR	II MBA	A.M.S. Kumar
6	AYINAPARTHI SUDHEER	II MBA	A. Sudheer
7	BANDI DURGA PRASAD	II MBA	B.D. Prasad
8	BOKKA KUMAR CHANDRA SEKHAR	II MBA	B.k.C. Sekhar
9	BONTHA KAVYA	II MBA	B. Kavya
10	CHEEKARUMILLI MONIKA KAMALI	II MBA	ch.m. kamali
11	CHEVURI SNVKSMA KAUSHIK	II MBA	Ch. Kaushik
12	CHINTHA HARISH KUMAR REDDY	II MBA	ch. Harish Kumar Reddy
13	DASARI RAVI TEJA	II MBA	D. Ravi Teja
14	DEKKAPATI DISHA LATHA	II MBA	D. Disha Latha
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17	ERELIA SATYA PRIYA	II MBA	E. Satya Priya
18	GAJULAPATI NAVEEN KUMAR	II MBA	Gr. Naveen Kumar
19	GOTETI JYOTHI KUMAR	II MBA	G. Jyothi Kumar
20	GOTTAM SUREKHA	II MBA	G. Surekha
21	GUDIMETLA SANTOSH REDDY	II MBA	G. Santosh Reddy
22	GUNAPATI SIRISHA	II MBA	G. Sirisha
23	GUNUPUDI REVATHI PADMAVATHI	II MBA	G.R. Padmavathi
24	ILLA VENKATA DURGA BHAVANI	II MBA	I. Mohan
25	JUTRU MANOHAR	II MBA	J. Manohar
26	JUTTIGA DURGAPRASAD	II MBA	J. D. Prasad
27	KANDELLI ANUSHA	II MBA	K. Anusha
28	KANDELLI SUDHA LAKSHMI	II MBA	K. Sudha Lakshmi
29	KARUMURI MADHUSRI	II MBA	K. Madhusri

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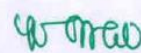

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CERTIFICATE

This is to certify that Mr/Ms/Dr. _____

*of _____ Participated in the one day workshop
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and Department of Commerce, S.V.K.P & Dr.K.S.Raju Arts and Science College (A), Penugonda.*

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Convener

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