

**WORKSHOP
ON
INTELLECTUAL PROPERTY RIGHTS**

15th February, 2025.



**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. P. Uma Maheswari Devi**
Professor,
Department of management Studies
Adikavi Nannaya Univesrity
Rajamahendravaram
- 2. Sri. K. Viswanadha Raju, MBA., M.Phil.,**
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**



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WORK SHOP ON INTELLECTUAL PROPERTY RIGHTS

15th February, 2025.

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CHAIRMAN

**Dr.Y.V.V.Appa Rao,
Principal**

IQAC CO-ORDINATOR

**Sri.K. Sasi Kumar
HOD, Department of English**

RESOURCE PERSONS

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Professor,
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Rajamahendravaram**

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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
ON
INTELLECTUAL PROPERTY RIGHTS
15th February, 2025.
INAUGURATION**

- | | |
|---------------------------------|--|
| 1. Welcome Speech | : Kum. N. Aruna Kumari II MBA |
| 2. Prayer | : Kum.B. Sravani II MBA &
Kum.B. Likitha II MBA |
| 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. Vijay Kumar II MBA |
| Resource Persons I | : Dr. P. Uma Maheswari Devi
Professor |
| LUNCH BREAK | |
| 7. Resource Persons II | : Sri. K. Viswanadha Raju |
| 8. Closing Remarks | : Dr.K.Chiranjeevi
Convener |
| 9. Vote of Thanks | : Kum. M. Santhi II MBA |



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PROGRAMAME SCHEDULE

**WORKSHOP
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15th February, 2025.**

- | | |
|---------------------|--------------------------|
| 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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15th February, 2025



Report on the workshop organised by the Departments of Management Studies and Commerce on 15-02-2025

The Department of Management studies and Commerce in association with IQAC organised a workshop on Intellectual Property rights on 15-02-2025. 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 creations of the mind, such as inventions, literary and artistic works, designs, and symbols used in commerce. IP is protected by law through mechanisms like patents, copyrights, and trademarks, enabling creators to earn recognition or financial benefits from their work. 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 Intellectual property rights (IPR) are the legal rights granted to creators for their inventions and artistic works. These rights provide creators with exclusive control over the use of their creations for a certain period, allowing them to profit from their innovation and creativity

Later IQAC Co-ordinator & Head of the Department of English explained that IPR is. protected by law through various mechanisms like patents, copyrights, trademarks, and trade secrets.

Later the students of MBA Mr. P. Vijay Kumar introduced the resource person Dr. Uma Maheswari Devi, Professor, Department of Management Studies, Adikavi Nannaya University, Rajamahendravaram, to the participants.

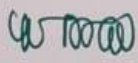
In the morning session the first resource person Dr. Uma maheswari Devi delivered the lecture on this topic. She explained the Intellectual property rights (IPR) is protected in law by, for example, patents, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create. By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.

In the afternoon session the second resource person Sri. K. Viswanadha Raju delivered his talk on IPR. Intellectual property rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time. Intellectual property can be brought, sold, and licensed. Similarly, it can be protected against theft or infringement by others.

Nearly 185 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 IIMBA student Kum. M. Santhi.




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15th February, 2025

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3	G. Satwika Sowjanya	MBA-II	G. Sowjanya
4	G. Sritulsi	MBA-II	G. Sritulsi
5	V. Bhargavi	MBA-II	V. Bhargavi
6	T. Swathi	MBA-II	T. Swathi
7	T. Navya Sri	MBA-II	T. Navya Sri
8	T. L. Pravalika	MBA-II	T. L. Pravalika
9	B. Sravani	MBA-II	B. Sravani
10	V. Sirisha	MBA-II	V. Sirisha
11	P. Bhagya Sri	MBA-I	P. Bhagya Sri
12	D. Madhuri	MBA-I	D. Madhuri
13	A. Sowjanya Lakshmi	MBA-I	A. Sowjanya
14	B. Nandini	MBA-I	B. Nandini
15	K. Vimala	MBA-I	K. Vimala
16	V. Kamali Harshitha	MBA-I	V. K. Harshitha
17	D. Lakshmi prasanthi	MBA-I	D. L. prasanthi
18	T. Devi Naga Lakshmi	MBA-I	T. D. N. Lakshmi
19	B. Divya	MBA-I	B. Divya
20	M. Sirisha	MBA-I	M. Sirisha
21	A. Vijayasurekha	MBA-I	A. Vijayasurekha
22	S. Anitha	MBA-I	S. Anitha
23	Ch. Sowmya Sri	MBA-I	Ch. Sowmya Sri
24	D. Yamini Priya	MBA-I	D. Yamini Priya
25	V. Durga Bhavani	MBA-I	V. Durga Bhavani
26	P. Naga Lavanya	MBA-I	P. Naga Lavanya
27	I. Hema Latha	MBA-I	I. Hema Latha
28	V. Sai Gayathri	MBA-I	V. Sai Gayathri
29	K. Vanitha Devi	MBA-I	K. Vanitha Devi
30	Ch. Thirika	MBA-I	Ch. Thirika



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60.	P. Vijay Kumar	MBA -II	P. Vijay Kumar
61.	A. Venkata Rama Raju	MBA -II	A.V. Rama Raju



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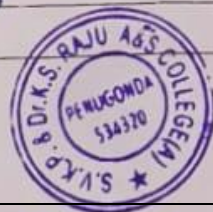
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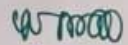
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**WORKSHOP ON
INTELLECTUAL PROPERTY RIGHTS
15th FEBRUARY, 2025**

CERTIFICATE

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

*of _____ Participated in the one day workshop
on Intellectual Property Rights on 15-02-2025. Organised by Department of Management Studies
and Department of Commerce, S.V.K.P & Dr.K.S.Raju Arts and Science College (A), Penugonda.*

Dr.K.Chiranjeevi
Convener

Sri. R.N.Srinivasu
Co-convener

Dr.Y.V.V.Appa Rao
Principal & Chairman