

# 3.2.1

**DOCUMENTS FOR INNOVATION AND ECO SYSTEM**

# **GAYATRI COLLEGE OF SCIENCE & MANAGEMENT**

(Affiliated to Dr. B. R. AMBEDKAR UNIVERSITY)

Accredited by NAAC & ISO Certified

Under the Management of GURAJADA EDUCATIONAL SOCIETY

Munsabpeta, SRIKAKULAM - 532401

Date: 25-06-2021

## **PROGRAM REPORT**

**Name of the Program** : ETHICS IN RESEARCH  
**Date** : 25-06-2021  
**Name of the Resource Person** : Sri T.V. Chandra Mouli  
**Phone Number** : 9492762448  
**Email ID** : Raghu.thurumalla@gmail.com

### **Program objectives:**

1. Honesty in data collection.
2. Framing the work in a way that is accessible to the readers
3. Commitment to the truth than to personal gains
4. How to be away from forgery and ghost writings.

### **Topics covered:**

1. Mastery over the subject chosen.
2. How researchers are obliged to do their best to minimize possible risks and to maximize benefits.
3. Providing framework for making decisions in a way that are fair and equitable.
4. Proving accurate information which is true and does no harm to anyone.

### **Outcomes:**

1. The role of research in several fields of application.
2. Ensuring fullest respect, dignity, privacy, disclosure and fair treatment for subject.
3. Building capability of subjects to accept or reject participation in study.
4. Understanding the actual purpose of researching.
5. How research involves a great deal of coordination and cooperation among different people.

Number of Participants : 20

Name of the Co-ordinator : Sri K. Ravi Kumar

  
**CO-ORDINATOR**

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Munsabpeta, SRIKAKULAM - 532401

Date: 09-07-2021

## **PROGRAM REPORT**

**Name of the Program** : The Need for the Development of Entrepreneurship in a Depressed Economy  
**Date** : 09-07-2021  
**Name of the Resource Person** : Sri K. Martanda Krishnna  
**Phone Number** : 7780563473  
**Email ID** : k.martand.k@gmail.com

### **Program objectives:**

1. What is the effect of concept and principles of entrepreneurship in depressed economy?
2. What is the effect of practice of entrepreneurial development on depressed economy?
3. What is the effect of the role of entrepreneurship development on the expansion of economic growth and development?

### **Topics covered:**

1. Stimulate demand in wider economy
2. How it helps in creating more job opportunities
3. How it constitutes in making social change
4. What are the favourable economic conditions?
5. How does this entrepreneurship nurture creativity, productivity and innovation?

### **Outcomes:**

1. Enabling Economic incentives as motivators
2. Expected to enhance the recovery of economy.
3. Improving the level of the subject: the impact of entrepreneurship on economy recovery.
4. How the entrepreneurship is expected to make a dramatic impact on the society.

Number of Participants : 23

Name of the Co-ordinator : Sri K. Ravi Kumar

  
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Munsabpeta, SRIKAKULAM - 532401

Date: 26-07-2021

## **PROGRAM REPORT**

**Name of the Program** : STUDENTS ENTREPRENEURSHIP ON CAMPS  
**Date** : 26-07-2021  
**Name of the Resource Person** : Sri K. Bala Sundara Rao  
**Phone Number** : 9912744743  
**Email ID** : bsundark001@gmail.com

### **Program objectives:**

1. How can students benefit from entrepreneurship?
2. Importance and benefits of entrepreneurship during their course of study.
3. How can they contribute to the country's economy?
4. How does it constitute for students in becoming more creative and innovative?

### **Topics covered:**

1. Promoting an entrepreneurial mind-set to equip students to face the challenges of the 21st century.
2. Creating opportunities using latest technology
3. How to identify problems easily in entrepreneurship.
4. Learning to respect, empathy, camaraderie, and trust, and preparing them for leadership as they enter adulthood.
5. Empowering students to impact society through proactive technology and conscientious entrepreneurship.

### **Outcomes:**

1. Learning to lead through collaboration.
2. Combining tenacity with confidence.
3. To become self-employed.
4. Helping the students in facing the future.

Number of Participants : 24

Name of the Co-ordinator : Sri K. Ravi Kumar

  
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Munsabpeta, SRIKAKULAM - 532401

Date: 07-08-2021

## **PROGRAM REPORT**

**Name of the Program** : **The Impact of Financial Literacy on the Profitability of Small Scale Enterprises**

**Date** : 07-08-2021

**Name of the Resource Person** : S. Mahesh Babu

**Phone Number** : 9885522568

**Email ID** : maheshbabuchemistry@gmail.com

### **Program Objectives:**

1. To examine the extent to which financial literacy is adopted by small scale enterprises around the world.
2. To determine the extent to which accounting records enhance the profitability of small-scale enterprises.
3. To ascertain the problems that hinders the utilization of accounting records by small scale enterprises.
4. To what extent does accounting records enhance the profitability of small-scale enterprises?
5. What are the problems that hinder the utilization of accounting records by small scale enterprises?

### **Topics covered:**

1. Study on the urgent need to improve on the financial literacy level as well as to improve on their accounting practices.
2. Help in formalizing their business operations in a way that will suit their little nature.
3. Furthermore, apart from the result of the study contributing to the "knowledge bank" of small-scale enterprises, it will stimulate more researches into this area since from research literature work in this field is still minimal.
4. Financial literacy is the ability to understand basic accounting and finance concepts as well as its application, the ability to use such knowledge and skills to manage financial resources effectively for a lifetime of financial wellbeing.

### **Outcomes:**

1. To develop and understand the importance of financial literacy.
2. Financial literacy is about discernment and makes effective decisions on utilization of financial management.
3. Developing knowledge in personal fiancé, intricate financial situations, in addition to a large range of choices for making decisions on financing.
4. Adopting modern accounting techniques

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Date: 26-08-2021

## **PROGRAM REPORT**

**Name of the Program** : The Effect for Working Capital on the Operational Efficiency of an Organizations  
**Date** : 26-08-2021  
**Name of the Resource Person** : Sri L. Chakravathy  
**Phone Number** : 9948522853  
**Email ID** : lukalapu.electronics@gmail.com

### **Program objectives:**

1. Working capital is important to the operations of a firm, because it is a live wire of a business, but the maintenance of a working capital is more crucial.
2. Working capital policy is one of the minimizing committed finance whereas working capital management.
3. It is an optimizing process aimed at filling the minimization policy to operational requirement.
4. It does not only examine the determinants of working capital and its effect on profitability but also investigates the relationship between working capital management and profitability.

### **Topics covered:**

1. What are the components of working capital management around the world?
2. How effective does the working capital management round the world enhances its profitability?
3. The main purpose of this study is to examine the effect of working capital management on profitability, this will form the basis for formulating the hypotheses which will be tested and validated with a view to making some recommendations
4. Investigating the various components of working capital.

### **Outcome:**

1. This program is intended to cover the working capital management in different manufacturing companies.
2. Enhancing the knowledge among students regarding working capital management.
3. The impact of working capital on the operational efficiencies.

Number of Participants : 21

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Munsabpetta, SRIKAKULAM - 532401

Date: 16-09-2021

## **PROGRAM REPORT**

**Name of the Program** : The Role of Insurance in minimizing  
Business risk in Small and Medium Scale Enterprises

**Date** : 16-09-2021

**Name of the Resource Person** : Sri K. Sree Ramulu

**Phone Number** : 9989964503

**Email ID** : keerthisreeramulu84@gmail.com

### **Topics covered:**

1. The basic function of risk transference in the small and big scale Entrepreneurs.
2. Steps to minimize risks of businesses in order to maximize returns on investment.
3. Examination of non-life insurance as risk management by small and big scale entrepreneurs.

### **Program Objectives:**

1. Examine the response of small and big scale entrepreneurs towards the use of non-life insurance to mitigate pure risks.
2. Assess the benefits small and medium scale derive from using insurance as a risk management tool.
3. Identifying any problems in Small and Big scale entrepreneurs encounter in using insurance
4. Finding out solutions to the challenges that small and big scale entrepreneurs in using insurance.

### **Outcomes:**

1. Risk exposures that small and big scale entrepreneurs face without insurance.
2. Level of response in using insurance as a risk management tool.
3. Benefits derived from using insurance as a risk management tool.
4. Solutions to overcome the challenges that small and big scale entrepreneurs encounter in using insurance.

Number of Participants : 29

Name of the Co-ordinator : Sri K. Ravi Kumar

  
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Date: 27-09-2021

### **PROGRAM REPORT**

**Name of the Program** : Intellectual Property and Cultural Heritage in the Digital world

**Date** : 27-09-2021

**Name of the Resource Person** : Sri B. Suresh Kumar

**Phone Number** : 9948735858

**Email ID** : boddepalli4a@gmail.com

#### **Topics covered:**

1. Predominance of Intellectual Property in traditional position of cultural heritage institutions.
2. Recognizing the importance of both Intellectual Property and Cultural Heritage collectively in the digital world.
3. Providing legal basis for safe guarding for building safe and robust tools to preserve national cultural heritage.

#### **Program Objectives:**

1. The serious challenges arise relating to Intellectual Property and Cultural heritage.
2. Protection of cultural heritage as Intellectual Property.
3. Step by step guidance for protecting Intellectual Property as Cultural Heritage through digital world.

#### **Outcomes:**

1. The economic symbiosis between cultural heritage and intellectual property in the digital world.
2. Provides thorough analysis of copyright-related issues raised by cultural heritage digitalization.
3. The impact of intellectual property in hampering the economic exploitation of cultural heritage.

Number of Participants : 29

Name of the Co-ordinator : Sri K. Ravi Kumar

  
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Date: 07-10-2021

### **PROGRAM REPORT**

**Name of the Program** : **The Management of Intellectual Property in the Book Publishing Industry**

**Date** : 07-10-2021

**Name of the Resource Person** : Sri Ch. Appala Naidu

**Phone Number** : 9441436550

**Email ID** : naiduchowdari@gmail.com

#### **Topics covered:**

1. Providing practical information to publishers.
2. Intellectual Property rights as economic assets.
3. How to manage Intellectual Property Rights in book publishing industry.
4. The information regarding conventional practices of publishing houses.

#### **Program Objectives:**

1. Providing students with broad principles of Intellectual Property in book publishing industry.
2. The rights possess by the authors in the Book publishing Industry and safe guarding their Intellectual Property.
3. How Intellectual Property only supports the works but not ideas.
4. How a single work can have more than one copy right.

#### **Outcomes:**

1. The pros and cons of book publishing industry.
2. The significance of book publishing with regard to Intellectual Property.
3. Regulation of violation of Intellectual Property in Book publishing Industry.
4. Basic notions of copyright and their relevant rights in the book publishing Industry

Number of Participants : 21

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Date: 30-10-2021

## **PROGRAM REPORT**

**Name of the Program** : Does Intellectual Property Have Gender

**Date** : 30-10-2021

**Name of the Resource Person** : Sri B. Venkat Phani Raju

**Phone Number** : 9959370949

**Email ID** : phanerajb@gmail.com

### **Topics covered:**

1. Connecting race and gender in Intellectual Property.
2. Gender studies in Intellectual Property.
3. The impact of gender bias in Intellectual Property.
4. The change in Intellectual Property Laws and social views on it.

### **Program Objectives:**

1. To bridge the gap between genders in Intellectual Property.
2. To create awareness among students regarding gender bias in Intellectual Property.
3. Intellectual Property is no exemption to any gender.
4. Overcoming the gender bias in Intellectual Property.

### **Outcomes:**

1. Improving gender diversity in Intellectual Property.
2. Encouragement need to be done in an early age to change the gender bias which later constitute in Intellectual Property.
3. Providing proper training to women, especially.
4. Problems faced in Intellectual Property regarding gender bias.

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Date: 10-11-2021

## **PROGRAM REPORT**

**Name of the Program : Opportunities for budding entrepreneurs in India**

**Date : 10-11-2021**

**Name of the Resource Person : Smt. S. Hemalatha**

**Phone Number : 7075618906**

**Email ID : Hemalathasivala1134@gmail.com**

### **Topics covered: -**

1. Education available in India regarding budding enterprises in India.
2. Kinds of support being offered to the infant Entrepreneurs in India.
3. Sources available for the budding enterprises in India.
4. The ways in which this budding Enterprises constitute to the overall development of the country.

### **Program Objectives: -**

1. To create awareness among students to take up the Entrepreneur path.
2. Encouraging students to try their hands at Entrepreneurship in India, as India is developing country, and it needs more of economy.
3. Ways in which India can provide opportunities for the budding Entrepreneurs.
4. The best ways in which the better ideas for Entrepreneurs can get clicked.

### **Outcomes: -**

1. Creating interests among students to enter Entrepreneurships in India.
2. Providing guidance to students regarding available opportunities for the upcoming Entrepreneurs in India.
3. Ways in which one can constitute to the economy of India, though, entrepreneurship.
4. Different means of entering into Entrepreneurships in India.

Number of Participants : 24

Name of the Co-ordinator : Sri K. Ravi Kumar

  
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Munsabpeta, SRIKAKULAM - 532401

Date: 24-11-2021

## **PROGRAM REPORT**

**Name of the Program** : **How to Transform Ideas into Reality an Entrepreneurs Perspective**

**Date** : 24-11-2021

**Name of the Resource Person** : Sri P. Ravi Prakash

**Phone Number** : 8919677063

**Email ID** : ravipathina@gmail.com

### **Topics covered: -**

1. Figuring out the problems in transforming ideas into reality in Business Perspective.
2. How to craft a monetization strategy and Financial Model.
3. Identifying means of capital or Support for the business.
4. Identifying the right market for the product to be sold

### **Program Objectives: -**

1. How to meet the present day competition in the business
2. Researching the market.
3. Position the product in the right market.
4. Proper mapping of goals and formalities in the business field.

### **Outcomes: -**

1. Creating awareness among students regarding the pitfalls in turning an idea into a reality in Entrepreneurs perspective.
2. Adjusting to ups to downs in the Entrepreneurs perspective.
3. Being positive throughout the process or until the success hits.
4. Compiling the ideas and the reality in the Entrepreneur's perspective.

**Number of Participants** : 23

**Name of the Co-ordinator** : Sri K. Ravi Kumar

  
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Munsabpeta, SRIKAKULAM - 532401

Date: 09-12-2021

## **PROGRAM REPORT**

**Name of the Program** : What are the main forms of Intellectual Property Rights

**Date** : 09-12-2021

**Name of the Resource Person** : Sri P.V. Ramanamurthy

**Phone Number** : 9492420122

**Email ID** : pvrmurty77@gmail.com

### **Topics covered: -**

1. The different forms of Intellectual Property Rights.
2. The necessity to learn the different form of Intellectual Property Rights.
3. What are the different fields associated with the different forms of Intellectual Property Rights.
4. Different ways of earning through Intellectual Property.

### **Program Objectives: -**

1. Educating the students on different forms of Intellectual Property Rights.
2. Different ways of earning through different forms of Intellectual Property Rights.
3. Means of learning about Intellectual Property Rights.
4. Necessity to learn different forms of Intellectual Property Rights.

### **Outcomes: -**

1. Educating pupil on the ways to protect Intellectual Property Rights.
2. Creating awareness among the students about different forms of Intellectual Property Rights.
3. Guiding pupil to choose a career oriented path in Intellectual Property Rights.
4. Ways to protect Intellectual Property Rights.

**Number of Participants** : 24

**Name of the Co-ordinator** : Sri K. Ravi Kumar

  
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Date: 31-12-2021

## **PROGRAM REPORT**

**Name of the Program : Importance of Intellectual Property Rights**

**Date : 31-12-2021**

**Name of the Resource Person : Smt. A. Aruna**

**Phone Number : 9160762085**

**Email ID : ambati.aruna26@gmail.com**

### **Topics covered:**

1. The importance of Intellectual Property Rights.
2. The rights of Intellectual Property.
3. Developing a competitive market using these Intellectual Property Rights.
4. Protecting the Intellectual Property Rights.

### **Program Objectives:**

1. The role of the Intellectual Property Rights in developing a country's economy.
2. The significance of the Intellectual Property Rights in producing good entrepreneurs.
3. How the Intellectual Property Rights constitute to the development of a nation as well as world?
4. Intellectual property plays a very important role in each and every sector and is really important to make investment decisions in every sector. These rights are very important to protect human creations and are been recognised in almost every country all over the world.

### **Outcomes:**

1. Equipping students with the knowledge of Intellectual Property Rights.
2. Guiding the pupil regarding the significance of Intellectual Property Rights.
3. Awareness among the pupil to safeguard one's Intellectual Properties.
4. Precautions to be taken to prevent one from violating the Intellectual Property Rights.

Number of Participants : 21

Name of the Co-ordinator : Sri K. Ravi Kumar

  
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Munsabpeta, SRIKAKULAM - 532401

Date: 07-01-2022

## **PROGRAM REPORT**

**Name of the Program** : INTELLECTUAL PROPERTY RIGHTS ISSUES

**Date** : 07-01-2022

**Name of the Resource Person** : Smt. P. Revathi

**Phone Number** : 9490386399

**Email ID** : revathi.kelli@gmail.com

### **Topics covered:**

1. What are Intellectual Property Right issues.
2. How they affect different fields around the world.
3. What are the issues to be faced in Intellectual Property?
4. How they affect the economy.

### **Program Objectives:**

1. Educating students on the issues of Intellectual Property
2. What is ownership right when the infringement occurs.
3. How to avoid and how to address these Intellectual Property Issues when they arise.
4. The fields in which they arise and how they are to be protected.

### **Outcomes:**

1. Clear understandable approach regarding Intellectual Property Right issues.
2. Enthusiasm among students to learn more about Intellectual Property Rights.
3. Intellectual Property Rights as a means of education and economy.

Number of Participants : 23

Name of the Co-ordinator : Sri K. Ravi Kumar

  
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Date: 21-01-2022

## **PROGRAM REPORT**

**Name of the Program** : Violation of Intellectual Property Rights

**Date** : 21-01-2022

**Name of the Resource Person** : Sri V. Vijayasaradhi

**Phone Number** : 9182488567

**Email ID** : vijays.bio@gmail.com

### **Topics covered:**

1. What is intellectual Property.
2. Types of violation of Intellectual Property Rights.
3. Intellectual Property Laws.
4. Ways in which Intellectual Property rights can be violated.

### **Program Objectives:**

1. Significance of losses incurred in all industries from intellectual theft.
2. Advancement in Science and Technology not just equipped the world with world wide access, but also another way of threat to the authors of copyrighted material.
3. Copying technology has facilitated the ease of creating multiples from an illegally obtained master copy.
4. There is a need to catalogue the various preventive technologies and mechanisms for preventing and countering intellectual property theft.

### **Outcomes:**

1. Guidance on violation of Intellectual Property Rights.
2. Ways to protect Intellectual Property upon being theft.
3. Using special techniques to prevent violation of Intellectual Property Rights.

Number of Participants : 24

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Munsabpeta, SRIKAKULAM - 532401

Date: 09-02-2022

## **PROGRAM REPORT**

**Name of the Program** : WHAT ARE THE R & D TYPES

**Date** : 09-02-2022

**Name of the Resource Person** : Smt. Ch. Suneetha

**Phone Number** : 8919048401

**Email ID** : mailsuneetha798@gmail.com

### **Program Objectives:**

1. Obtain new ideas or knowledge.
2. Apply it to the practical uses.
3. Increase country's sales and profit.
4. While the inventions are important, the development of existing products is of equal significance as the preferences are continually changing.

### **Topics covered:**

1. Types of R&D
2. R&D in 21<sup>st</sup> century
3. Importance of Research and Development in other Fields
4. Importance of Research and Development for economic growth

### **Outcomes:**

1. A culture that is inclusive and forward thinking
2. Fair and secure access to the resources
3. It also helps in competitive advantage.

Number of Participants : 21

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Munsabpeta, SRIKAKULAM - 532401

Date: 21-03-2022

## **PROGRAM REPORT**

**Name of the Program** : What is Research and Development in Business

**Date** : 21-03-2022

**Name of the Resource Person** : Sri N. HareRam

**Phone Number** : 8106315590

**Email ID** : Hareramnethinti@gmail.com

### **Topics covered:**

1. How is it essential to survival in today's competitive business environment?
2. Investing in research and development generates more revenue because it helps them stay ahead of competitors with better technology.
3. Focusing on research ensures that companies don't have to worry about being left behind by other big players in their industry.
4. How Research and Development is a good investment.

### **Program Objectives:**

1. To create awareness among students regarding R&D in business.
2. Educating pupil towards R&D in business.
3. How R&D is good investment technique.
4. How R&D helps in staying in competition.

### **Outcome:**

1. R&D is the driving force of progress and innovation.
2. How this study helps in managing and coordinating organizational business activities, usually producing materials, machines, innovation, and marketing, and through management.
3. The impact of research on business management could occur both inside and outside the institution.
4. Research outcomes impact analysis, which could adequately be understood by considering various indicators that cause and influence these impacts.

Number of Participants : 24

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Date: 07-04-2022

## **PROGRAM REPORT**

**Name of the Program** : Importance of Research and Development

**Date** : 07-04-2022

**Name of the Resource Person** : Sri Ch. Rajkumar

**Phone Number** : 9440395109

**Email ID** : chatikamsprince@gmail.com

### **Topics covered:**

1. How Research and Development help stay competitive.
2. How Research and Development paves way for growth and success.
3. How Research and Development help in predicting the future wants and needs.
4. How it constitutes to generating more revenue.

### **Program Objectives:**

1. Provide a competitive advantage at the business, industry or national help
2. Obtain new ideas or knowledge.
3. Apply it to the practical uses.
4. Increase in country's sales and profit.

### **Outcomes:**

1. Providing students with the adequate knowledge about the importance of Research and Development.
2. Encouraging students to pursue Research and Development.
3. Guiding pupil in Research and Development.

Number of Participants : 23

Name of the Co-ordinator : Sri K. Ravi Kumar

  
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Munsabpeta, SRIKAKULAM - 532401

Date: 18-06-2022

## **PROGRAM REPORT**

**Name of the Program** : National Seminar an Current issues in IPR in India  
**Date** : 18-06-2022  
**Name of the Resource Person** : Sri T. Balaji  
**Phone Number** : 9390612083  
**Email ID** : balaji.tarra27@gmail.com

### **OBJECTIVE:**

1. Focus on fundamentals of patent protection in India about copyright and their protection.
2. Aimed at the role of legislature, judiciary and the government in regulating IPR. Valuation of copy right and its method.
3. Focus on patent judgments, basic concepts in patent law.
4. Focus on contemporary illustrations and challenging current concepts and practices in IPR law.

### **TOPICS COVERED:**

1. History and background of IPR and the economic methods and tools for analysis and protection and the fundamental of patent protection in India.
2. Challenges in intellectual property.
3. Economic analysis of intellectual property: incentive to innovative.
4. Current issues of IPR.
5. IP development and their applications in India.

### **OUTCOMES:**

1. Aware of new narrative to the IPR regime by challenging the current concepts and practices in IPR law.
2. Enable to know the valuation of copy right and its method.
3. Aware of registration, judiciary and the government in regulating IPR policy.

Number of Participants : 24

Name of the Co-ordinator : Sri K. Ravi Kumar

  
**CO-ORDINATOR**

# **GAYATRI COLLEGE OF SCIENCE & MANAGEMENT**

(Affiliated to Dr. B. R. AMBEDKAR UNIVERSITY)

Accredited by NAAC & ISO Certified

Under the Management of GURAJADA EDUCATIONAL SOCIETY

Munsabpeta, SRIKAKULAM - 532401

Date: 06-08-2022

## **PROGRAM REPORT**

**Name of the Program** : IPR'S EMERGING ISSUES CHALLENGES

**Date** : 06-08-2022

**Name of the Resource Person** : Sri K. Ravikumar

**Phone Number** : 9966490732

**Email ID** : charishma9966490732@gmail.com

### **OBJECTIVE:**

1. Focus on fundamentals of patent protection in India about copyright and their protection.
2. Focus on contemporary illustrations and challenging current concepts and practices in IPR law.
3. Aimed at the role of legislature, judiciary and the government in regulating IPR
4. Focus on patent judgments, basic concepts in patent law.
5. Valuation of copy right and its method.

### **TOPICS COVERED:**

1. Challenges in intellectual property.
2. Current issues of IPR.
3. Economic analysis of intellectual property: incentive to innovative.
4. IP development and their applications in India.
5. History and background of IPR and the economic methods and tools for analysis and protection and the fundamental of patent protection in India.

### **OUTCOMES:**

1. Enable to know the valuation of copy right and its method.
2. Aware of registration, judiciary and the government in regulating IPR policy.
3. Aware of new narrative to the IPR regime by challenging the current concepts and practices in IPR law.
4. Enable to understand the role of competitive law in defining the terms of access to patent in

Number of Participants : 23

Name of the Co-ordinator : Sri K. Ravi Kumar

  
**CO-ORDINATOR**

# GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT

Affiliated to DR.B.R.Ambedkar university

Under the management of gurajada educational society

Accredited with NAAC & ISO

Munasabpeta, Srikakulam

Date: 11/11/2020

## PROGRAM REPORT

Name Of The Program: Awareness Program For Industry And Academia.

Name Of The Resource Person: Sri.A.S.R. Dhanvantry(Zoology),

Phone Number:7993491680

Mail.id:asrdhanvathri123@gmail.com

### Objective :

- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.
- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.

### Topic covered:

- Emerging trends in IPR regime.
- Intellectual property and sustainable development.
- Interface between IPR and competition law.
- Procedural and registration aspects of trademarks.
- Geographical indication and protection of traditional knowledge.

### Outcomes:

- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.
- Balance between IP rights protection and public policy to promote IP rights education.
- Knowledge regarding trademarks, copyrights and patents.

NO. of the participant: 22

Name Of The Coordinate: K.Ravi kumar



COORDINATOR



# **GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT**

**Affiliated To DR.B.R.Ambedkar University**

**Under The Management Of Gurajada Educational Society**

**Accredited With NAAC & ISO**

**Munasabpetta, Srikakulam**

Date: 11/12/2020

## **PROGRAM REPORT**

Name Of The Program: A Feminist Critique Of Trade Related IPR.

Name Of The Resource Person: Sri.N.P.Kavitha ,

Phone Number:9951543434

Mail.id:kavithanidaganti183@gmail.com

### **Objective :**

- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.
- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.
- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.

### **Topic covered:**

- Geographical indication and protection of traditional knowledge.
- Emerging trends in IPR regime.
- Intellectual property and sustainable development.
- Interface between IPR and competition law.
- Procedural and registration aspects of trademarks.

### **Outcomes:**

- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.
- Balance between IP rights protection and public policy to promote IP rights education.
- Knowledge regarding trademarks, copyrights and patents.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.

No. of the participant: 27

Name of the coordinator: K.Ravi kumar

  
COORDINATOR

# **GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT**

**Affiliated to Dr. B.R. Ambedkar University**

**Under the management of Gurjada Educational Society**

**Accredited with NAAC & ISO**

**Munasabpeta , Srikakulam**

**Date:06-01-2021**

## **PROGRAM REPORT**

Name Of The Program: National Seminar On Current Issues In Ipr In India.

Name Of The Resource Person:Sri S Krishna

Phone Number:9063354666

Mail.id:krishnajournalist@gmail.com

### **OBJECTIVE:**

- Aimed at the role of legislature,judiciary and the government in regulating IPR.
- Valuation of copy right and its method.
- Focus on contemporary illustrations and challenging current concepts and practices in IPR law.
- Focus on patent judgments ,basic concepts in patent law.
- Focus on fundamentals of patent protection in india about copyright and their protection .

### **TOPICS COVERED:**

- Challenges in intellectual property.
- Current issues of IPR.
- Economic analysis of intellectual property : incentive to innovative .
- IP development and their applications in india.
- History and background of IPR and the economic methods and tools for analysis and protection and the fundamental of patent protection in india.

### **OUTCOMES:**

- Enable to know the valuation of copy right and its method.
- Aware of legislation ,judiciary and the government in regulating IPR policy.
- Aware of new narrative to the IPR regime by challenging the current concepts and practices in IPR law.
- Enable to understand the role of competitive law in defining the terms of access to patent in various cases.

Number of the participant:29

Name of the coordinator: K.Ravi kumar



**COORDINATOR**



GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT  
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Accredited with NAAC & ISO  
Munasabpetta , Srikakulam

Date:04-02-2021

## PROGRAM REPORT

Name Of The Program: IPR's And Research Ethics

Name Of The Resource Person: Sri S.Mahesh Babu,

Phone No:9885522568

Mail Id:Maheshbabuchemistry@gmail.com

### OBJECTIVE:

- Focus on contemporary illustrations and challenging current concepts and practices in IPR law.
- Focus on fundamentals of patent protection in india about copyright and their protection .
- Aimed at the role of legislature,judiciary and the government in regulating IPR
- Focus on patent judgments ,basic concepts in patent law.
- Valuation of copy right and its method.

### TOPICS COVERED:

- Challenges in intellectual property.
- IP development and their applications in india.
- Current issues of IPR.
- Economic analysis of intellectual property : incentive to innovative .
- History and background of IPR and the economic methods and tools for analysis and protection and the fundamental of patent protection in india.

### OUTCOMES:

- Aware of new narrative to the IPR regime by challenging the current concepts and practices in IPR law.
- Enable to know the valuation of copy right and its method.
- Enable to understand the role of competitive law in defining the terms of access to patent in various cases.
- Aware of legislation ,judiciary and the government in regulating IPR policy.

Number of the participant: 25

Name of the coordinator: K.Ravi kumar

  
COORDINATOR

# **GAYATRI COLLEGE OF SCIENCE & MANAGEMENT**

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Under the Management of GURAJADA EDUCATIONAL SOCIETY  
Munsabpeta, SRIKAKULAM - 532401

Date: 15-03-2021

## **PROGRAM REPORT**

**Name of the Program** : OPPORTUNITIES FOR WOMEN IN R&D  
**Date** : 15-03-2021  
**Name of the Resource Person** : Sri B. Gowrishankar  
**Phone Number** : 9492858395  
**Email ID** : bhgsankar@gmail.com

### **Program Objectives:**

1. To raise awareness among the students on the women employability in the department of Research and development.
2. To collect share and develop innovative ideas and best practices for increasing the chances for the employability of women in R&D.
3. To identify educational and social strategies to address the purpose.
4. To provide students with the best of knowledge regarding employment and career in R&D.

### **Topics covered:**

1. Introduction of women in R&D in various fields of science and technology.
2. Gender bias challenges and issues in women employability in R&D.
3. Skills and knowledge required of women for R&D.
4. Encouraging women in choosing R&D as a career and their contribution in international level.

### **Outcomes:**

1. Enables to grab opportunities in international level.
2. Enable to identify the challenges and face the issues accordingly for women in R&D.
3. Ability to strengthen intellectual skills and talents to develop a career in R&D.

Number of Participants : 21

Name of the Co-ordinator : Sri K. Ravi Kumar

  
**CO-ORDINATOR**

# **GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT**

Affiliated to Dr . B.R. Ambedkar University

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Accredited with NAAC & ISO

Munasabpetta , Srikakulam.

Date:31-03-2021

## **PROGRAM REPORT**

Name Of The Program: IPR's Emerging Issues And Challenges

Name Of The Resource Person: Sri Ch. Rajkumar,

Phone No:9440395109

Mail Id:chatikamsprince@gmail.com

### **OBJECTIVE:**

- Focus on fundamentals of patent protection in india about copyright and their protection .
- Focus on contemporary illustrations and challenging current concepts and practices in IPR law.
- Aimed at the role of legislature,judiciary and the government in regulating IPR
- Focus on patent judgments ,basic concepts in patent law.
- Valuation of copy right and its method.

### **TOPICS COVERED:**

- Challenges in intellectual property.
- Current issues of IPR.
- Economic analysis of intellectual property : incentive to innovative .
- IP development and their applications in india.
- History and background of IPR and the economic methods and tools for analysis and protection and the fundamental of patent protection in india.

### **OUTCOMES:**

- Enable to know the valuation of copy right and its method.
- Aware of legislation ,judiciary and the government in regulating IPR policy.
- Aware of new narrative to the IPR regime by challenging the current concepts and practices in IPR law.
- Enable to understand the role of competitive law in defining the terms of access to patent in various cases.

Number of the participant: 23

Name of the coordinator: K.Ravi kumar



**COORDINATOR**



# **GAYATRI COLLEGE OF SCIENCE & MANAGEMENT**

(Affiliated to Dr. B. R. AMBEDKAR UNIVERSITY)

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Under the Management of GURAJADA EDUCATIONAL SOCIETY

Munsabpetta, SRIKAKULAM - 532401

Date: 09-04-2021

## **PROGRAM REPORT**

**Name of the Program : HOW TO WRITE RESEARCH PROPOSAL**

**Date : 09-04-2021**

**Name of the Resource Person : Sri A.S.R. Dhanvantry**

**Phone Number : 7993491680**

**Email ID : asrdhanvantri123@gmail.com**

### **Program Objectives:**

1. Why and on what topic do you want to research?
2. Are there any barriers and pitfalls?
3. How can you elaborate yourself about researching?
4. To guide the students to achieve their goal of researching.
5. Importance of researching.
6. How to identify an area of study?
7. Refining the required area of your study

### **Topics covered:**

1. Accessibility to different kinds of fields for research.
2. Development of researching attitude.
3. Introduction of researching to the students.
4. Challenges needed to face while researching

### **Outcomes:**

1. Mapping the area of the subject you want to research
2. The need for researching.
3. Enable to guess and face the issues and challenges accordingly and update skills.
4. Able to strengthen intellectual skills and talent to develop oneself for researching.

Number of Participants : 23

Name of the Co-ordinator : Sri K. Ravi Kumar

  
**CO-ORDINATOR**

# **GAYATRI COLLEGE OF SCIENCE & MANAGEMENT**

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Under the management of Gurjada Educational Society

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Munasabpetta, Srikakulam

Date:09-04-2021

## **PROGRAM REPORT**

Name Of The Program: Understanding R & D

Name Of The Resourse Person: Sri P.Seetharam Naidu,

Phone No:9441868588

Mail Id:naidusrponnana@gmail.com

### **OBJECTIVE:**

- Focus on contemporary illustrations and challenging current concepts and practices in IPR law.
- Focus on fundamentals of patent protection in india about copyright and their protection .
- Aimed at the role of legislature,judiciary and the government in regulating IPR
- Valuation of copy right and its method.
- Focus on patent judgments ,basic concepts in patent law.

### **TOPICS COVERED:**

- Challenges in intellectual property.
- Current issues of IPR.
- Economic analysis of intellectual property : incentive to innovative .
- IP development and their applications in india.
- History and background of IPR and the economic methods and tools for analysis and protection and the fundamental of patent protection in india.

### **OUTCOMES:**

- Enable to know the valuation of copy right and its method.
- Aware of legistration ,judiciary and the government in regulating IPR policy.

Number of the participants: 31

Name of the coordinator: K.Ravi kumar



**COORDINATOR**

# **GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT**

Affiliated to DR.B.R.Ambedkar university

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Munasabpeta, Srikakulam

Date: 27/06/2019

## **PROGRAM REPORT**

Name Of The Program: National Seminar On Current Issues In IPR In India.

Name Of The Resource Person: Sri.B.Gouri Sankar(telugu),

Phone number: 9492858395

Mail id: bhgsankar@gmail.com

### **Objective :**

- To identify educational and social strategies to address the issue.
- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.
- To raise awareness on the issues of intellectual property and their violations.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.

### **Topic covered:**

- Procedural and registration aspects of trademarks.
- Intellectual property and sustainable development.
- Interface between IPR and competition law.
- Geographical indication and protection of traditional knowledge.
- Emerging trends in IPR regime.

### **Outcomes:**

- Balance between IP rights protection and public policy to promote IP rights education.
- Ability to implement better IP rights enforcement and protection.
- Knowledge regarding trademarks, copyrights and patents.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.
- Knowledge about IP laws to protect inventions and designs

No. of the participant: 25

Name of the coordinator: K.Ravi kumar

  
COORDINATOR



# **GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT**

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**Munasabpetta, Srikakulam**

Date: 18/07/2019

## **PROGRAM REPORT**

Name Of The Program: Ipr's Emerging Issues Challenges.

Name Of The Resource Person: Sri.M.D.G Prakash(Maths),

Phone Number:9866021661

Mail id:mdgprakash@gmail.com

### **Objective :**

- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.
- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.

### **Topic covered:**

- Interface between IPR and competition law.
- Procedural and registration aspects of trademarks.
- Geographical indication and protection of traditional knowledge.
- Emerging trends in IPR regime.
- Intellectual property and sustainable development.

### **Outcomes:**

- Knowledge regarding trademarks, copyrights and patents.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.
- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.
- Balance between IP rights protection and public policy to promote IP rights education.

No.of the participant: 26

Name of the coordinator:K.Ravi Kumar

  
COORDINATOR

# **GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT**

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**Under the management of gurajada educational society**

**Accredited with NAAC & ISO**

**Munasabpetta, Srikakulam**

Date: 06/08/2019

## **PROGRAM REPORT**

Name Of The Program: Awareness Program For Industries And Academia.

Name Of The Resource Person: Sri.K.Jaganmohanrao

### **Objective :**

- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.
- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.
- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.

### **Topic covered:**

- Geographical indication and protection of traditional knowledge.
- Emerging trends in IPR regime.
- Intellectual property and sustainable development.
- Interface between IPR and competition law.
- Procedural and registration aspects of trademarks.

### **Outcomes:**

- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.
- Balance between IP rights protection and public policy to promote IP rights education.
- Knowledge regarding trademarks, copyrights and patents.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.

No. of the participant: 22

Name of the coordinatar: K.Ravi kumar



COORDINATOR



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**Accredited With NAAC & ISO**

**Munasabpetta, Srikakulam**

**Date: 13/09/19**

## **PROGRAM REPORT**

**Name Of The Program: Role Of IPR In A Global Economy Challenges Issues.**

**Name Of The Resource Person: Sri.N.Madhu(MBA),**

**Phone Number:9989105234**

**Mail.Id Mdh.nadiminti@gmail.com**

### **Objective :**

- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.
- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.

### **Topic covered:**

- Emerging trends in IPR regime.
- Interface between IPR and competition law.
- Procedural and registration aspects of trademarks.
- Geographical indication and protection of traditional knowledge.
- Intellectual property and sustainable development.

### **Outcomes:**

- Knowledge regarding trademarks, copyrights and patents.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.
- Balance between IP rights protection and public policy to promote IP rights education.
- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.

**No. of the participant:27**

**Name of the coordinator: K.Ravi kumar**

  
**COORDINATOR:**



**GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT**  
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Accredited with NAAC & ISO  
Munasabpeta, Srikakulam

Date: 06/01/2020

**PROGRAM REPORT**

Name Of The Program: A Feminist Critique Of Trade Related IPR.  
Name Of The Resource Person: Smt.T.Sarasamma

**Objective :**

- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.
- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.

**Topic covered:**

- Intellectual property and sustainable development.
- Interface between IPR and competition law.
- Procedural and registration aspects of trademarks.
- Geographical indication and protection of traditional knowledge.
- Emerging trends in IPR regime.

**Outcomes:**

- Knowledge regarding trademarks, copyrights and patents.
- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.
- Balance between IP rights protection and public policy to promote IP rights education.

No. of the participant: 24

Name of the coordinator: K.Ravi kumar



COORDINATOR

# GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT

Affiliated to DR.B.R.Ambedkar university

Under the management of gurajada educational society

Accredited with NAAC & ISO

Munasabpeta, Srikakulam

Date: 05/02/2020

## PROGRAM REPORT

Name Of The Program: IPR's And Research Ethics.

Name Of The Resource Person: Sri.K.V.V .Satyanarayana(Chem),Phone

Number:9550747151

Mail.id:kvvsatya1980@gmail.com

### Objective :

- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.
- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.

### Topic covered:

- Intellectual property and sustainable development.
- Interface between IPR and competition law.
- Procedural and registration aspects of trademarks.
- Geographical indication and protection of traditional knowledge.
- Emerging trends in IPR regime.

### Outcomes:

- Balance between IP rights protection and public policy to promote IP rights education.
- Knowledge regarding trademarks, copyrights and patents.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.
- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.

No. of the participant: 32

Name of the coordinator: K.Ravi kumar



COORDINATOR



# GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT

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Munasabpetta, Srikakulam

Date: 13/02/2020

## PROGRAM REPORT

Name Of The Program: Role Of IPR In A Global Economy Challenges & Issues.

Name Of The Resource Person: Sri.L.Chakravarthy(Electronics),

Phone Number:9948522853

Mail.id:lukalapu.electronics@gmail.com

### Objective :

- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.
- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.

### Topic covered:

- Intellectual property and sustainable development.
- Interface between IPR and competition law.
- Emerging trends in IPR regime.
- Procedural and registration aspects of trademarks.
- Geographical indication and protection of traditional knowledge.

### Outcomes:

- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.
- Knowledge regarding trademarks, copyrights and patents.
- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.
- Balance between IP rights protection and public policy to promote IP rights education.

No.of the participant: 27

Name of the coordinator:K.Ravi kumar

  
COORDINATOR



# **GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT**

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Accredited with NAAC & ISO

Munasabpeta, Srikakulam

Date: 27/06/2019

## **PROGRAM REPORT**

Name Of The Program: National Seminar On Current Issues In IPR In India.

Name Of The Resource Person: Sri.B.Gouri Sankar(telugu),

Phone number: 9492858395

Mail id: bhgsankar@gmail.com

### **Objective :**

- To identify educational and social strategies to address the issue.
- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.
- To raise awareness on the issues of intellectual property and their violations.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.

### **Topic covered:**

- Procedural and registration aspects of trademarks.
- Intellectual property and sustainable development.
- Interface between IPR and competition law.
- Geographical indication and protection of traditional knowledge.
- Emerging trends in IPR regime.

### **Outcomes:**

- Balance between IP rights protection and public policy to promote IP rights education.
- Ability to implement better IP rights enforcement and protection.
- Knowledge regarding trademarks, copyrights and patents.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.
- Knowledge about IP laws to protect inventions and designs

No. of the participant: 25

Name of the coordinator: K.Ravi kumar

  
COORDINATOR

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**Munasabpetta, Srikakulam**

Date: 18/07/2019

## **PROGRAM REPORT**

Name Of The Program: Ipr's Emerging Issues Challenges.

Name Of The Resource Person: Sri.M.D.G Prakash(Maths),

Phone Number:9866021661

Mail id:mdgprakash@gmail.com

### **Objective :**

- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.
- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.

### **Topic covered:**

- Interface between IPR and competition law.
- Procedural and registration aspects of trademarks.
- Geographical indication and protection of traditional knowledge.
- Emerging trends in IPR regime.
- Intellectual property and sustainable development.

### **Outcomes:**

- Knowledge regarding trademarks, copyrights and patents.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.
- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.
- Balance between IP rights protection and public policy to promote IP rights education.

No.of the participant: 26

Name of the coordinator:K.Ravi Kumar

  
COORDINATOR



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**Munasabpetta, Srikakulam**

Date: 06/08/2019

## **PROGRAM REPORT**

Name Of The Program: Awareness Program For Industries And Academia.

Name Of The Resource Person: Sri.K.Jaganmohanrao

### **Objective :**

- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.
- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.
- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.

### **Topic covered:**

- Geographical indication and protection of traditional knowledge.
- Emerging trends in IPR regime.
- Intellectual property and sustainable development.
- Interface between IPR and competition law.
- Procedural and registration aspects of trademarks.

### **Outcomes:**

- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.
- Balance between IP rights protection and public policy to promote IP rights education.
- Knowledge regarding trademarks, copyrights and patents.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.

No. of the participant: 22

Name of the coordinatar: K.Ravi kumar



COORDINATOR



# **GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT**

**Affiliated To DR.B.R.Ambedkar University**

**Under The Management Of Gurajada Educational Society**

**Accredited With NAAC & ISO**

**Munasabpetta, Srikakulam**

**Date: 13/09/19**

## **PROGRAM REPORT**

Name Of The Program: Role Of IPR In A Global Economy Challenges Issues.

Name Of The Resource Person: Sri.N.Madhu(MBA),

Phone Number:9989105234

Mail.Id Mdh.nadiminti@gmail.com

### **Objective :**

- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.
- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.

### **Topic covered:**

- Emerging trends in IPR regime.
- Interface between IPR and competition law.
- Procedural and registration aspects of trademarks.
- Geographical indication and protection of traditional knowledge.
- Intellectual property and sustainable development.

### **Outcomes:**

- Knowledge regarding trademarks, copyrights and patents.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.
- Balance between IP rights protection and public policy to promote IP rights education.
- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.

No. of the participant:27

Name of the coordinator: K.Ravi kumar

  
COORDINATOR:

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Munasabpeta, Srikakulam

Date: 06/01/2020

**PROGRAM REPORT**

Name Of The Program: A Feminist Critique Of Trade Related IPR.  
Name Of The Resource Person: Smt.T.Sarasamma

**Objective :**

- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.
- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.

**Topic covered:**

- Intellectual property and sustainable development.
- Interface between IPR and competition law.
- Procedural and registration aspects of trademarks.
- Geographical indication and protection of traditional knowledge.
- Emerging trends in IPR regime.

**Outcomes:**

- Knowledge regarding trademarks, copyrights and patents.
- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.
- Balance between IP rights protection and public policy to promote IP rights education.

No. of the participant: 24

Name of the coordinator: K.Ravi kumar



COORDINATOR



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Affiliated to DR.B.R.Ambedkar university

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Munasabpetta, Srikakulam

Date: 05/02/2020

## PROGRAM REPORT

Name Of The Program: IPR's And Research Ethics.

Name Of The Resource Person: Sri.K.V.V .Satyanarayana(Chem),Phone

Number:9550747151

Mail.id:kvvsatya1980@gmail.com

### Objective :

- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.
- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.

### Topic covered:

- Intellectual property and sustainable development.
- Interface between IPR and competition law.
- Procedural and registration aspects of trademarks.
- Geographical indication and protection of traditional knowledge.
- Emerging trends in IPR regime.

### Outcomes:

- Balance between IP rights protection and public policy to promote IP rights education.
- Knowledge regarding trademarks, copyrights and patents.
- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.
- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.

No. of the participant: 32

Name of the coordinator: K.Ravi kumar



COORDINATOR



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Accredited with NAAC & ISO  
Munasabpeta, Srikakulam

Date: 13/02/2020

## PROGRAM REPORT

Name Of The Program: Role Of IPR In A Global Economy Challenges & Issues.

Name Of The Resource Person: Sri.L.Chakravarthy(Electronics),

Phone Number:9948522853

Mail.id:lukalapu.electronics@gmail.com

### Objective :

- To give recommendations and concrete proposals for action , for elimination and prevention of crimes related with intellectual property.
- To identify educational and social strategies to address the issue.
- To raise awareness on the issues of intellectual property and their violations.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.

### Topic covered:

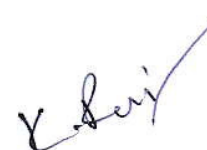
- Intellectual property and sustainable development.
- Interface between IPR and competition law.
- Emerging trends in IPR regime.
- Procedural and registration aspects of trademarks.
- Geographical indication and protection of traditional knowledge.

### Outcomes:

- Enable to adopt international principles and rulings to protect IPR in order to deter infringers.
- Knowledge regarding trademarks, copyrights and patents.
- Ability to implement better IP rights enforcement and protection.
- Knowledge about IP laws to protect inventions and designs.
- Balance between IP rights protection and public policy to promote IP rights education.

No.of the participant: 27

Name of the coordinator:K.Ravi kumar



COORDINATOR

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Munasabpetta,Srikakulam

Date: 27-06-2017

## **PROGRAM REPORT**

**Name Of The Program: IPR'S And Research Ethics**

**Name Of The Resource Person : Sri B.Suresh Kumar(phy),**

**Mobile Number:9948735858**

**Mail id: boddepalli4u@gmail.com**

### **Objectives:**

- To make aware about IPR in cyber world.
- To convert the patented works in to commercialization.
- To sensitize teachers and students about plagiarism and research ethics.
- To improve institutional ranking in the National Institutional Ranking Framework (NIRF).

### **Topics covered:**

- Overview on intellectual property rights.
- IPR in cyber world.
- Plagiarism and Research ethics.
- Copyrights and Trademarks.
- How to convert the Research/Project works/Innovations into Patents.

### **Outcomes:**

- Enable to get a positive transformation regarding the researcher/Project works into patents.
- Enable to publish quality publications and convert their work in patent.
- Enhance the organization to improve their rankings and research quality.

Number of the participant: 29

Name of the coordinator: K.Ravi kumar

  
CO-ORDINATOR



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Munasabpetta, Srikakulam

Date: 08-08-2017

## PROGRAM REPORT

**Name Of The Program: Understanding R&D**

**Name Of The Resource Person: Smt V.Sunitha Rani(Bio-Tech)**

**Mobile Number: 9440112552**

**Mail id : sunitharanigcsm@gmail.com**

### Objectives:

- To encourage protection of IP achievements through increased registration of rights.
- To encourage widespread awareness and understanding of the role that intellectual property plays in fostering a creative and innovative culture.
- Educate the participants on how to respond to infringements of rights including patent rights.
- To educate about the protection and enforcement of IPR'S from infringements.
- To establish a link between Industry and Academia on IPR.

### Topics covered:

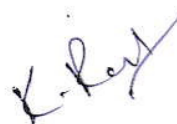
- R&D activities represents the companies undertake to innovate and introduce new products.
- R&D allows a company to stay a head of its competition.
- Role of R&D in the corporate and Government world.
- Merges and acquisitions(M&A) or partnerships.
- Substantial capital to the effort and estimation of the risk adjustment on the expenditure.

### Outcomes:

- Stimulating higher level of innovation.
- Ensuring timely and effective legal protection for IPR'S and Leveraging strategic alliances for enhancing the value of IPR.
- Enable to realize value from intellectual assets through utilizing it internally for its own process or share it externally through goods and services to customers.
- Enable to identify one's own potentiality of IPR.

Number of the participant: 23

Name of the coordinator: K.Ravi kumar



CO-ORDINATOR



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Munasabpeta,Srikakulam

Date 18-08-2017

## **PROGRAM REPORT**

**Name Of The PROGRAM: A Feminist Critique Of Trade Related IPR**

**Name Of The Resource Person: Smt B.Sobha,**

**Phone Number:9441233757**

**Mail Id:shobha.burela@gmail.com**

### **Objectives:**

- Focus on fundamentals of patent protection in India about copyright and Trademark and their protection.
- Focus on patent judgements, basic concepts in patent law.
- Focus on contemporary illustrations and challenging current concepts and practices in IPR law.
- Aimed at the role of Legislature, Judiciary and the government in regulating IPR.
- Valuation of copyright and its method.

### **Topics covered:**

- IP development and their applications in India.
- History and background of IPR and the economic methods and tools for analysis and protection and the fundamentals of patent protection in India.
- Challenges in Intellectual property.
- 'Economic Analysis of Intellectual property': Incentive to Innovative.
- Current Issues of IPR.

### **Outcomes:**

- Aware of new narrative to the IPR regime by challenging the current concepts and practices in IPR law.
- Enable to understand the role of competitive law in defining the terms of access to patents in various cases.
- Enable to know the valuation of copyright and its method.
- Aware of Legislature, Judiciary and the Government in regulating IPR policy.

Number of the participant:21

Name of the coordinator:K.Ravi kumar



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Munasabpetta,Srikakulam

Date:05-09-2017

## **PROGRAM REPORT**

**Name Of The PROGRAM:** Awareness PROGRAM for industry and academia

**Name Of The Resource Person:** SriA.S.Babu (eng),

**Phone Number :**9989818084

**Mail Id:**srinivaskalpanaa@gmail.com

### **Objectives:**

- To encourage innovation and to provide incentives.
- To allow inventors recover research and development investment.
- Aims at increasing awareness, stimulate the creation of IPR's strong and effective IPR laws.
- Simplifying and streamlining of IP process.
- Steps for commercialization and enforcement.

### **Topics covered:**

- The patent system in recent years.
- Competition and patents.
- Nano technology.
- Protection of traditional knowledge.
- Economic development and patents.
- Inventions made/used in outer space.

### **Outcomes:**

- New ideas,innovations of manipulation of human activity.
- Enable to adapt changing circumstances and new technologies.
- Hard labour of creativity.
- Food security and intellectured property.

Number of the participant: 25

Name of the coordinator:K.Ravi kumar

  
CORDINATOR

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Munasabpetta,Srikakulam

Date: 23-11-2017

## **PROGRAM REPORT**

**Name Of The Program:**Role of IPR in a global economy challenges issues

**Name Of The Resource Person :** Capt.Vanga Mahesh,

**Phone Number:**8247581870

**Mail Id:** mahesh.vanga@gmail.com

### **Objectives:**

- To obtain new knowledge, applicable to the company's business needs.
- To bring the results in new or improved product processes, systems or services to increase the company's sales and profits.
- To take new products and services to market add to the company's bottom line.
- To keep business competitive spirit.

### **Topics covered:**

- R &D activities represents the companies undertake to innovate and introduce new products.
- R&D allows a company to stay a head of its competition.
- Role of R&D in the corporate and Government world.
- Merges and acquisitions(M&A) or partnerships.
- Substantial capital to the effort and estimation of the risk adjustment on the expenditure.

### **Outcomes:**

- Enable to understand the R&D in competitive world.
- Enable to contribute to the long term profitability of a company.
- Enable to lead patents ,copyrights and trademark as discoveries are made and create products.
- Visualize the longterm benefits though they are risky and expensive.
- Innovative approach towards existing products or new product.

Number of the participant: 23

Name of the coordinator:K.Ravi kumar



COORDINATOR



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Munasabpetta,Srikakulam

Date :29-12-2017

## **PROGRAM REPORT**

**Name Of The Program:** IPR emerging issues and challenges.

**Name Of The Resource Person :** Sri D.Ravi Kumar

**Phone Number:**9989265444

**Mail Id:** duppalaravi@gmail.com

### **Objectives:**

- To raise awareness on the issues of intellectual property and their violations.
- To identify educational and social strategies to address the issue.
- To collect, share and develop innovative responses and best practices for elimination and prevention of violation of IPR.
- To give recommendations and create proposals for action for elimination and prevention of crimes related with intellectual property.

### **Topics covered:**

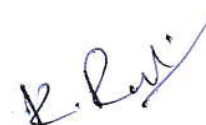
- Emerging trends in IPR regime .
- Procedural and registration aspects of trade marks.
- Interface between IPR and competition law.
- Intellectual property and sustainable development.
- Geographical indication and protection of traditional knowledge.

### **Outcomes:**

- New ideas,innovations of manipulation of human activity.
- Enable to adapt changing circumstances and new technologies.
- Hard labour of creativity.
- Food security and intellectured property.

**Number of the participant:** 21

**Name of the coordinator:**K.Ravi kumar



COORDINATOR