



Y.A. GOVERNMENT COLLEGE FOR WOMEN

Affiliated to Acharya Nagarjuna University, Guntur
Accredited by NAAC with 'B' Grade
Chirala, Prakasam District, A.P



One Day Workshop on Intellectual Property Rights- Awareness Program

About the Workshop

The objective of the Workshop is to enhance awareness of MSME about Intellectual Property Rights to take measure for protecting their idea and business strategies. Effective utilization of IPR tools by MSMEs which would assist in technology upgradation and enhancing competitiveness.

08th
Nov-2020

CHEIF PATRON

DR. CH. RAMANAMMA
PRINCIPAL, YAGDC(W), CHIRALA.

Target Audience

This program is open for Industry Professionals,
Academicians, IP Practitioners,
Research Scholars
Students

Resource Person

D. Immanuel

NIRD (National Institute Of Rural Development)
APHRDI

Organizing Committee

Sri. Y. Srinivasa Rao, HOD Commerce
Smt. M. Bhagya Lakshmi, Commerce
Smt. M. Velangani, Commerce
Smt. V. Meena, Commerce

LAST DATE OF REGISTRATION
05-NOV-2020

CONTACT NO:
9989035343

VENUE: Seminar Hall, Y.A. Government College for Women, Chirala, Prakasam Dist., Andhra Pradesh, 523155.



YA Govt. College for Women

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DEPARTMENT OF COMMERCE
FOR THE ACADEMIC YEAR-2020-2021
WORK SHOP ON INTELLECTUAL PROPERTY RIGHTS.
REPORT ON "INTELLECTUAL PROPERTY MANAGEMENT PROCESS"

Date:-08-11-2020

The Department of Commerce has organized a One Day Workshop on 08-11-20 "The Intellectual Property Management Process" by D. Emmanuel Mahila. He explained the management process in IPR namely the IPR strategy which leads to decision making. The policy formulations leading to negotiations and finally protecting the rights is clearly explained as follows:

He stated that the first step in IPR management process is to develop an IP strategy for an organization. In this he stated that - the initial steps that can be followed to formulate an IP strategy should include- An organization will have commercial objectives. Business should assess how it can achieve those objectives from an IP perspective. For example, IP can be used to block competing products, generate income from licensing or sale, and attract investment. As a minimum, a businessman should determine: how often to create new products or brands and how long the life cycle of each product is; whether competitors copy your products; whether the business copies competitor products; and where the 'value' is in your IP (e.g., blocking competitors (attack and defence) or actively generating income through licensing, franchising etc.). Next he stated the second step i.e. to Implement the IP strategy- Once business man have developed their IP strategy, they can then implement it with the assistance of employees because they can then clearly see the value of IP to the business and how it relates to generating and maintaining profit and competitive advantage. Until you have the IP strategy rolled out with full visibility, you cannot get your employees on board. The third step is to establish an IP management framework- An appropriate IP management framework provides guidance to your employees on effective IP management. It will typically cover things like: setting up an IP management team – including

R&D, legal and commercial colleagues; including IP process awareness in staff inductions; providing regular training on IP; communicating the organization's IP policy and IP implementation plan to all employees; and developing standard contracts that address IP issues. He also explained – how to stimulate creativity in the business. Businessman can encourage creativity within their organization by building a culture of support for creative thinking and recognition of creative efforts. It is also important to recognize any employee contributions to innovation. You can reward an employee in a variety of ways including public recognition, awards, gifts or staff development opportunities, as well as direct financial rewards. The last step in IP management process he discussed was Capture Creativity- Not all ideas are good ideas and even if there are good ideas, they may not be commercialized. If business implements a process to identify, capture and protect ideas, the business will preserve the ideas that can add value to the business.

At last he stated that the process should include a central person or team to whom employees can report innovations they make or solutions to problems they encounter that may be applied more broadly; have a standard form that can be used to explain what the innovation or solution is and how it works; and provide training on IP within the business to increase general awareness.

To conclude Sri D. Emmanuel explained the IP management process step by step in a detailed manner. Later on discussion with the students was done relating to the IP management process. Students raised several doubts which were answered by him.




Principal
Y.A. Govt. Degree College for Women
CHIRALA-523155 Prakasam Dt. (A.P.)



Name of the Activity: Management Process in IPR

Venue: MANA Tv Hall

Date: 08-11-2020

Time: 11:25 AM

Resource person Sri D. Emmanuel is explaining the management process in IPR



A.P.
Principal 08/11/2020
Y.A. Govt. Degree College for Women
CHIRALA, Praksam Dist., (A.P.)

2020-21

Y.A. Govt. Degree college For women, chisala.

Department of commerce

Work shop on Intellectual Property Rights

List of Students Participated

Name of the Activity: work shop on Intellectual Property Rights. Date : 08-09-2020

S.No	Name of the Student	Class	Signature of the Student
1.	G. Vana lakshmi	B.2.C	G. Vana lakshmi
2.	K. Srivalli	B.com(G)	K. Srivalli
3.	S. Kavya	M.2.C	S. Kavya
4.	A. monika	B.A	A. monika
5.	N. Harsha Sri	B.H.C	N. Harsha Sri
6.	K. Supriya	B.com(G)	K. Supriya
7.	S. Kavya	M.2.C	S. Kavya
8.	M. Poorinma	M.P.C.S	M. Poorinma
9.	A. Divya	M.P.C	A. Divya
10.	B. Ramya	B.A	B. Ramya
11.	S. Ikhitha	M.S.C.S	S. Ikhitha
12.	A. Neelima	M.P.C	A. Neelima
13.	K. Ramya	B.com(Gen)	K. Ramya
14.	V. Koma latha	M.P.C.S	V. Koma latha
15.	R. Gayathri	M.P.C.S	R. Gayathri
16.	D. Harsha Sri	B.H.C	D. Harsha Sri
17.	I. Ramya	M.2.C	I. Ramya
18.	B. Sri Lakshmi	M.P.C.S	B. Sri Lakshmi
19.	R. Rasi	B.com(G)	R. Rasi
20.	E. Sriisha	M.2.C	E. Sriisha
21.	J. Thansi	B.2.C	J. Thansi
22.	A. Monika	B.A	A. Monika
23.	B. Smile	B.2.C	B. Smile
24.	S.K. Karishma	B.H.C	S.K. Karishma
25.	P. Preeti	B.A	P. Preeti
26.	P. Bharu Sujatha	B.2.C	P. Bharu Sujatha
27.	M. Sony	B.com(C)	M. Sony
28.	P. Maha lakshmi	M.2.C	P. Maha lakshmi
29.	A. Sada	B.2.C	A. Sada
30.	N. Aswini	M.P.C.S	N. Aswini
31.	G. Anjali	B.H.C	G. Anjali
32.	M. vijaya	M.2.C	M. vijaya
33.	S. Deepthi	B.com(CA)	S. Deepthi
34.	P. Tulasi	B.A	P. Tulasi

2020-21

Department of commerce work shop on Intellectual Property Rights

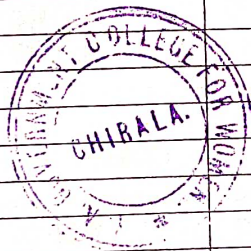
35. M. Aswini	B.H.C	M. Aswini
36. P. Neelima	B.com(c)	P. Neelima
37. M. Sudha ranj	B.A	M. Sudha ranj
38. J. Anusha	B.com(comp)	J. Anusha
39. A. Madhavi	MZC	A. Madhavi
40. S. Ramya	B.Z.C	S. Ramya
41. B. Gayathri	BHC	B. Gayathri
42. B. D. bora	B.com(c)	B. D. bora
43. S. Uma Devi	MZC	S. Uma Devi
44. D. prasanna kumar	B.H.C	D. prasanna kumar
45. V. prasanna	MPC	V. prasanna
46. G. pavithra	MSCS	G. pavithra
47. S. Dunga	MPCS	S. Dunga
48. G. sadha	BHC	G. sadha
49. K. vandini kumari	MZC	K. vandini kumari
50. D. Akhila	B.com(c)	D. Akhila
51. P. Umadevi	M.PCS	P. Umadevi
52. G. Sneha Latha	MPC	G. Sneha Latha
53. P. Neelima	B.com(c)	P. Neelima
54. K. Sridisha	B.com(c)	K. Sridisha
55. D. Anitha	M.Z.C	D. Anitha
56. P. Sukanya	B.com(c)	P. Sukanya
57. A. Sukanya	B.A.	A. Sukanya
58. U. Swathi	MSCS	U. Swathi
59. B. Sudeepa	MPCS	B. Sudeepa
60. M. pravalika	B.com(c)	M. pravalika
61. M. vijaya	BHC	M. vijaya
62. Ch. Devika	BZC	Ch. Devika
63. N. Anusha	M.Z.C	N. Anusha
64. N. Ramya Jay	MPCS	N. Ramya Jay
65. H. Raniya	M.Z.C	H. Raniya
66. T. Pravalika	MPC	T. Pravalika
67. T. Naga Dunga	MPC	T. Naga Dunga
68. N. Harsha sai	MSCS	N. Harsha sai
69. M. pavani	MPC	M. pavani
70. M. srivalli	B.com(c)	M. srivalli
71. M. Hemalatha	B.com(c)	M. Hemalatha
72. G. priya	MPC	G. priya
73. D. sridisha	MPCS	D. sridisha
74. P. Aphila	MPCS	P. Aphila
75. A. sai lakshmi	MPC	A. sai lakshmi
76. R. Kavya	BHC	R. Kavya
77. B. Bhanu Sujatha	BZC	B. Bhanu Sujatha
78. K. Sharon Honey	MZC	K. Sharon Honey
79. K. Tisumala Kavya		K. Tisumala Kavya

2020-2021

Department of Commerce

work shop on Intellectual Property Rights

80.	N. Harsha sai	M.Z.C	N. Harsha sai
81.	T. Pravalika	B.Com(G)	T. Pravalika
82.	K. Ranya	B.Com(G)	K. Ranya
83.	P. Rojeshha	M.P.C	P. Rojeshha
84.	T. Maurice	M.P.C	T. Maurice
85.	P. Chandra lekha	M.P.C	P. Chandra lekha
86.	R. Gayathri	M.S.C	R. Gayathri
87.	B. Rasi	M.P.C	B. Rasi
88.	B. priyanka reddy	B.A	B. priyanka reddy
89.	S. Bindhu	M.S.C	S. Bindhu
90.	M. Rekha	M.P.C	M. Rekha
91.	N. Tiveni	M.Z.C	N. Tiveni
92.	A. Madhavi	B.Com(CA)	A. Madhavi
93.	V. Navya	M.P.C	V. Navya
94.	V. Amulya	B.Com(CA)	V. Amulya
95.	M. Poojima	B.Com(G)	M. Poojima
96.	S. Akhila	M.Z.C	S. Akhila
97.	R. Mallikarjun	B.A	R. Mallikarjun
98.	P. Navya	M.P.C	P. Navya
99.	A. Manika	M.Z.C	A. Manika



[Signature]
Principal

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