




# SAROJINI NAIDU VANITA MAHA VIDYALAYA

COLLEGE FOR WOMEN, AFFILIATED TO OSMANIA UNIVERSITY

(Sponsored and Managed Jointly by Osmania Graduates' Association and Exhibition Society)

**NAAC Accredited 3rd Cycle**

List of activities for the A.Y 2020-21	
S. No	Name of the activity
<b>Research Methodology</b>	
1	Social skills for Managers
2	Innovation and Creativity in Management
<b>Intellectual Property Rights (IPR)</b>	
1	Two Day Virtual National Seminar on Intellectual Property Rights

  
**PRINCIPAL**  
Sarojini Naidu Vanita Maha Vidyalaya  
Exhibition Grounds, Hyderabad-500 001

**SAROJINI NAIDU VANITA MAHA VIDYALAYA**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**ORGANIZED A VIRTUAL WORKSHOP ON**

**SOCIAL SKILLS FOR MANAGERS**

**Brochure for Workshop**



**Sarojini Naidu Vanita Maha Vidyalaya**

(Sponsored & Managed jointly by Osmania Graduates' Association and Exhibition Society)  
Exhibition Grounds, Nampally, Hyderabad. Ph-04029555676  
NAAC Accredited (3rd Cycle)

**Department of Department  
of Business Management  
organising  
Virtual Workshop on**

**SOCIAL SKILLS FOR  
MANAGERS**

**Date: 07-01-2021**

***Resource Person***

**Dr. Neela Kameshwari**

**Director,**

**Kasturba Gandhi College for Women,  
Secunderabad**

***Dr. D. Shobhana***

**PRINCIPAL**

The Department of Business Management organized a one day virtual workshop on ‘Social skills for Managers’ on 07-01-2021. Dr. Neela Kameshwari, Director, Dept. of Business Management, Kasturba Gandhi College for Women, Secunderabad was the speaker for the above program. She addressed the social skills needed for every business leader or manager. She also addressed on social skills, how it is related to emotional intelligence and how to improve social skills. MBA (Sem1) students (60) attended the above virtual workshop. She discussed about how to develop positive personality by various examples.



**Speaker addressing students on Social skills virtually**

**THINK**



**FEEL**



**BEHAVE**



- Your personality is a relatively stable combination of these characteristics



**Speaker addressing students on Social skills virtually**

## Attendance Sheet 1

SAROJINI NAIDU VANITA MAHA VIDYALAYA		
MBA I SEMESTER		
BATCH 2020-2022		
Workshop by Dr. Neelakameshwari, Director, MBA Department, Kasturba Gandhi College For Women on "Social Skills for managers"		
List of Participants		
S.NO.	ROLL NUMBERS	STUDENT NAME
1	117520672001	SANGA KEERTHANA
2	117520672002	UZMA SHAKEEL
3	117520672003	MAHIMA R KEDILAYA
4	117520672004	T PRIYANKA
5	117520672005	PAGADALA VAISHNAVI
6	117520672006	B MADHAVI
7	117520672007	K DEVIKA
8	117520672008	MARWAH YOUSUF ALI
9	117520672009	KEERTHANA M
10	117520672010	S VINISHA
11	117520672011	KORRA SWATHI
12	117520672012	P KAVYA
13	117520672013	POLUKONDA DURGA PRASANNA
14	117520672014	SALANDRI SRI DIVYA
15	117520672016	K NAVYA SREE
16	117520672018	KONDA RAVALIKA
17	117520672019	SANA TANZEEM
18	117520672022	IYANAMPUDI PAVANI
19	117520672023	NANDURU SRI PRAMODA
20	117520672024	D SREEVANI
21	117520672025	MACHARLA NIKHITHA
22	117520672026	SURYA MADHAVI
23	117520672028	SUMERA FIRDOSE
24	117520672031	MERUGU MANJU
25	117520672032	SAMEENA BEGUM
26	117520672033	SUTHARI LINDA SHARON
27	117520672034	KALEEMUNISA BEGUM
28	117520672035	MULA JAYASREE
29	117520672037	KONNURU CHANDRIKA
30	117520672038	JALANEELA RANI
31	117520672040	MARIKANTI SAMATHA
32	117520672041	DAGGULA PRASHANTHI
33	117520672042	ATMAKUR GAYATHRI REDDY
34	117520672043	B SAMHITHA
35	117520672044	ATTILI SAI SREE
36	117520672045	ARRADI PRATHYUSHA
37	117520672046	MOGILI RAMYA
38	117520672049	NEELAM PRAVALIKA
39	117520672050	PINNAMRAJU NAVITHA

Attendance Sheet 2

40	117520672053	GABBETA SHRAVANTHI
41	117520672056	RASUMALLA PRASANNA
43	117520672063	SYEDA AYESHA FATIMA
44	117520672066	KATIKALA KEERTHANA
45	117520672067	JANTHAKAM VAISHNAVI
46	117520672068	SATHUROLA MOUNIKA
47	117520672069	KASIBAGH SANDHYA
48	117520672070	PERMANDLA MAYURI
49	117520672073	PANSALA MOUNIKA
50	117520672074	JANGAM BHAVANI
51	117520672079	MODUMPALLY MALAVIKA
52	117520672081	Naina
53	117520672083	SUSARLA ALEKHYA
54	117520672084	GOVINDWALA MANISHA
55	117520672085	ANDEKAR NANDINI
56	117520672088	M MANUSHA
57	117520672090	VARIGONDA POOJA GAYATRI
58	117520672091	C KAVITHA
59	117520672092	SHAIK TASLEEM
60	117520672097	TIWARI NIDHI

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**PRINCIPAL**  
Sarojini Naidu Vanita Maha Vidyalaya  
Exhibition Grounds, Hyderabad-500 001

Sample Copy of Certificate



SAROJINI NAIDU VANITA MAHA VIDYALAYA  
DEPARTMENT OF BUSINESS MANAGEMENT  
ORGANIZED A VIRTUAL WORKSHOP ON  
INNOVATION AND CREATIVITY IN MANAGEMNET

Brochure for Workshop



**Sarojini Naidu Vanita Maha Vidyalaya**

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Exhibition Grounds, Nampally, Hyderabad. Ph-04029555676  
NAAC Accredited (3rdCycle)

**Department of Department  
of Business Management  
organising  
Virtual Workshop on  
INNOVATION AND  
CREATIVITY IN  
MANAGEMNET**

Date: 06-01-2021

**Resource Person**

**Mr. Harshvardhan Gaddalae**  
Managing Director,  
Medha Research and Consulting Pvt. Ltd.

**Dr. D. Shobhana**

PRINCIPAL



The Department of Business Management organized a one day virtual workshop on 'Innovation and Creativity in Management' on 06-01-2021. Mr. Harshvardhan Gaddalae, Managing Director, Medha Research and Consulting Pvt Ltd was the speaker for the above program. He addressed the students on Innovation and creativity and its importance in management. 60 students from MBA (Sem I) participated in the workshop. The speaker highlighted the significance of innovation and how innovation should be practical. He explained the concept through various examples.



**Mr. Harshvardhan Gaddalae addressing Students in Workshop**

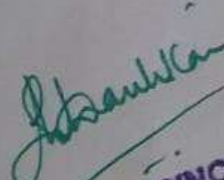
### Attendance Sheet 1

SAROJINI NAIDU VANITA MAHA VIDYALAYA		
MBA I SEMESTER		
BATCH 2020-2022		
<p>06-01-2021 Workshop by Mr. Harshavardhan Gaddale MD, Medha Research and Consulting Pvt. Ltd.on the topic –“Innovation and Creativity in Management”.</p>		
S.No.	ROLL NUMBERS	STUDENT NAME
1	117520672001	SANGA KEERTHANA
2	117520672002	UZMA SHAKEEL
3	117520672003	MAHIMA R KEDILAYA
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12	117520672012	P KAVYA
13	117520672014	SALANDRI SRI DIVYA
14	117520672016	K NAVYA SREE
15	117520672017	AYESHA SIDDIQUA
16	117520672018	KONDA RAVALIKA
17	117520672020	TONDALA ASHWINI
18	117520672021	BAGILI SOWMYA
19	117520672023	NANDURU SRI PRAMODA
20	117520672024	D SREEVANI
21	117520672025	MACHARLA NIKHITHA
22	117520672026	SURYA MADHAVI
23	117520672027	KATTA NEHARIKA
24	117520672028	SUMERA FIRDOSE
25	117520672029	TALLARI PREETHI MANASA
26	117520672030	PATLOLLA SOUNDHARYA
27	117520672032	SAMEENA BEGUM
28	117520672034	KALEEMUNISA BEGUM
29	117520672035	MULA JAYASREE
30	117520672036	NOUSHEEN FATIMA
31	117520672037	KONNURU CHANDRIKA
32	117520672039	BANURI MADHURI
33	117520672041	DAGGULA PRASHANTHI
34	117520672044	ATILI SAI SREE
35	117520672045	ARRADI PRATHYUSHA
36	117520672046	MOGILI RAMYA
37	117520672049	NEELAM PRAVALIKA
38	117520672050	PINNAMRAJU NAVITHA

## Attendance Sheet 2

39	117520672051	YANDAMURI LAKSHMI PRASANNA
40	117520672054	MAMIDI DHARANI
41	117520672055	CHINTALA PRASANNA BHARATHI
42	117520672056	RASUMALLA PRASANNA
43	117520672060	KAVALI MANASA
44	117520672062	PINJERA PREETHI
45	117520672065	EPPALA SONI
46	117520672066	KATIKALA KEERTHANA
47	117520672067	JANTHAKAM VAISHNAVI
48	117520672068	SATHUROLA MOUNIKA
49	117520672069	KASIBAGH SANDHYA
50	117520672075	KAMBLE SUMATHI
51	117520672076	SNEHA
52	117520672077	VALIKI SWAPNA
53	117520672078	ARRA SARITHA
54	117520672079	MODUMPALLY MALAVIKA
55	117520672081	Naina
56	117520672086	CHENNABATHNI THANMAI
57	117520672087	ARIZA GULNAR
58	117520672088	M MANUSHA
59	117520672090	VARIGONDA POOJA GAYATRI
60	117520672097	TIWARI NIDHI



  
**PRINCIPAL**  
Sarojini Naidu Vanita Maha Vidyalaya  
Exhibition Grounds, Hyderabad-500 091

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## About Institution

Sarojini Naidu Vanita Maha Vidyalaya (Sponsored by Osmania Graduates Association and Exhibition Society) is a premiere educational institution in the state of Telangana. It was established in 1962 and affiliated to Osmania University. It is one of the largest women's colleges in Telangana named after great freedom fighter Sarojini Naidu and its foundation stone laid by a stalwart freedom fighter Khan Abdul Ghaffar Khan. The institution offers courses at Intermediate, Under Graduation and Post-Graduation level in faculties of Arts, Science, Commerce and Management. It works for the holistic development of 3500 girl students.

## About the Department

The Department of Business Management started in 1995 and has completed 25 glorious years. The program has seen young, dynamic, ambitious and hardworking students graduating with flying colours. The Department takes pride in its highly qualified and experienced staff. Adopting the latest technologies, our management has always upgraded the infrastructure to suit the current needs. Our students have excelled in academics and extracurricular activities. Our alumna is currently working in reputed organizations and is constantly contributing to the growth of the Department.

## Theme of the Seminar - IPR

Intellectual Property is the creation of human intellect. It encompasses ideas, knowledge, inventions, innovations, creativity and research, all being the product of human mind and is similar to any property, whether movable or immovable, wherein the proprietor or the owner may exclusively use his property at will and has the right to prevent others from using it except with his permission.

## Objectives of the Seminar

- To enhance the knowledge and understanding of IPR among faculty, research scholars and students.
- To provide awareness on the scope of Patents/Copyrights in academic research to protect their intellectual work.
- To encourage the faculty members, research scholars and students to go for Patentable works.

### No Registration Fee

For Registration, please click on the below link:

<https://forms.gle/9CR1zcUfi8f3KpDC7>

For further details please contact:

Dr. B. Madhavi Latha, Ph: 9701513456

## Program Schedule

Date	Time	Event
03.03.2021	10:00 AM – 10:30 AM	Inaugural Session
	10:30 AM – 11:30 AM	Technical Session -1

### Theme: IPR: An Overview

**Prof. G.B.Reddy**

**Prof. of Law & Ex-Dean, Faculty of Law, Osmania University.**

11:30 AM – 11:45 AM | Tea Break

### Theme: Changing dynamics of International Intellectual Property

**Regime: Pre and Post Covid context**

**Prof. V. Balakista Reddy**

**Registrar, NALSAR University, Hyderabad.**

04.03.2021 | 10:00 AM – 11:15 AM | Technical Session -III

### Theme: Use of Patents for Innovation

**Sri. M. Vijaya Kumar**

**Technical Member, Intellectual Property Appellate Board, Chennai.**

11:15 AM – 11:30 AM | Tea Break

11:30 AM – 12:30 PM | Technical Session -IV

### Theme: Copyright & Plagiarism Issues

**Ms. Priya Iyengar, Visiting Faculty, SIBM, Hyderabad and  
Founding Partner, Compass Law Associates, Corporate Lawyer**

12:30 PM – 1:00 PM | Valedictory

### Chief Guest

- Prof. Usha Kiran**, Head, Dept. of Commerce & Director, ICSSR, Osmania University, Hyd.

### Distinguished Speakers

- Prof. G.B.Reddy**, Keynote Speaker, Faculty of Law, Osmania University, Hyd.
- Prof. V. Balakista Reddy**, Registrar, NALSAR University, Hyd.
- Sri. M. Vijaya Kumar**, Technical Member, Intellectual Property Appellate Board, Chennai.
- Ms. Priya Iyengar**, Visiting Faculty, SIBM, Hyd.

### Organizing Committee

#### Chief Patron

Sri. Aditya Margam

Chairman

#### Patrons

Smt. G. Vijaya Lakshmi

Vice-Chairperson

Dr.N Vinay Kumar

Hon. Secretary

Sri K. Dilip Reddy

Hon. Treasurer

Dr.Shailaja Raj

Joint Secretary

Dr.D. Shobhana

Principal

#### Program Director

Prof. Veenapani

Department of Business Management.

#### Convener

Dr.B. Madhavi Latha

Associate Professor,

Department of Business Management.

#### Co-Conveners

Dr.P. Naresh Kumar

Assistant Professor

Mrs. Shamini Reddy Police

Assistant Professor



# SAROJINI NAIDU VANITA MAHA VIDAYALAYA

(Sponsored and Managed Jointly by Osmania Graduates' Association and Exhibition Society)

Exhibition Grounds, Hyderabad.

Tel: (040) 29555676

Email: vanitambainfo@gmail.com

Website: [www.snavanita.org](http://www.snavanita.org)

## TWO DAY

## VIRTUAL NATIONAL SEMINAR

## ON

## INTELLECTUAL PROPERTY RIGHTS

## 3<sup>rd</sup> - 4<sup>th</sup> March 2021

### Organized by

DEPARTMENT OF BUSINESS MANAGEMENT

### Sponsored by

INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH

(ICSSR)

Southern Regional Centre, Hyderabad.



# **SAROJINI NAIDU VANITA MAHA VIDYALAYA**

## **DEPARTMENT OF BUSINESS MANAGEMENT**

### **Two Day Virtual National Seminar on Intellectual Property Rights**

Held on 3<sup>rd</sup> and 4<sup>th</sup> March, 2021 Sponsored By Indian Council of Social Science  
Research, Southern Regional Centre, Hyderabad

#### **Summary of the Proceedings of the Seminar**

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. The seminar aims to create IPR awareness among the faculty members, research scholars, students and young intellectuals about the beneficial aspects of patenting their creative and novel ideas, innovations etc. Such awareness would in turn be highly essential for the promotion of creativity, research and technical advancements and their industrial applications. The seminar is intended to cover various components of IPR like Patents, Copyrights and Trademarks etc. The technical sessions was led by the speakers having thorough knowledge in the subject who have been working (practicing) in the field for many years.

#### **Objectives of the Seminar**

- To enhance the knowledge and understanding of IPR among Faculty, Research Scholars and Students.
- To provide awareness on the scope of Patents/ Copyrights in academic research to protect their intellectual work.
- To encourage the Faculty members, Research scholars and Students to go for Patentable works.

Department of Business Management as a part of Silver Jubilee Celebrations organized a Virtual National Seminar on Intellectual Property Rights on 3<sup>rd</sup> and 4<sup>th</sup> March, 2021 which was sponsored by ICSSR, SRC, Hyderabad. The seminar was organized by Dr.B.Madhavi Latha, Convenor and Co-Convenors of the seminar were Dr.P.Naresh Kumar and Mrs.Shamini Reddy under the guidance of Dr.D.Shobhana, Principal, Sarojini Naidu Vanita Maha Vidyalaya and Dr.Veenapani, Director, Department of Business Management. More than 500 participants from 23 states of the country had registered. Out of the above registrations, more than 300 participants attended the seminar on both days. Entire seminar was organized in Zoom connected to live YouTube.

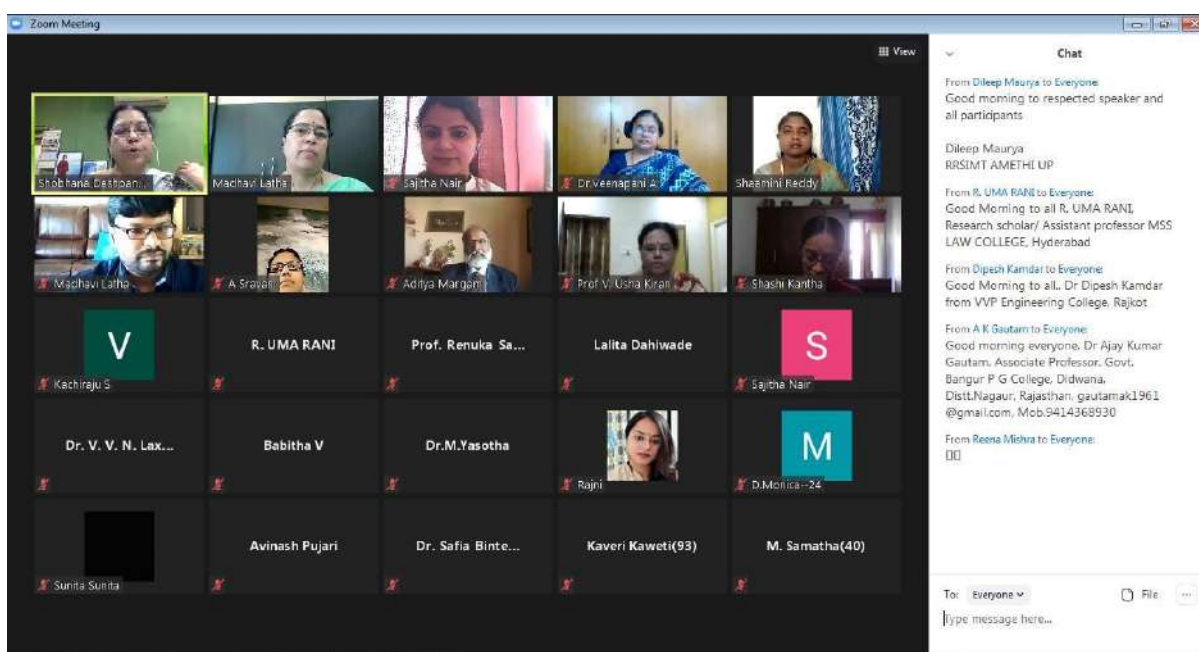
Entire Seminar was divided into four technical sessions along with Chief Guest Speech, Inaugural and Valedictory. First day began with Chief Guest note followed by two technical sessions and second day two technical sessions organized. Very eminent speakers were invited and addressed the participants.

**The following was the schedule of Two day National Seminar**

3<sup>rd</sup> March 2021 started with Inaugural ceremony. Dr.D.Shobhana, Principal addressed the participants about college. Immediately Chairman, Sarojini Naidu Vanita Maha Vidyalaya Sri.Aditya Margam focussed upon the importance of Intellectual Property Rights. Prof.Veenapani, Director, Dept.of Business Management addressed about Departmental insights. Convenor of the seminar Dr.B.Madhavi Latha told about the significance of the theme i.e IPR in the present context.



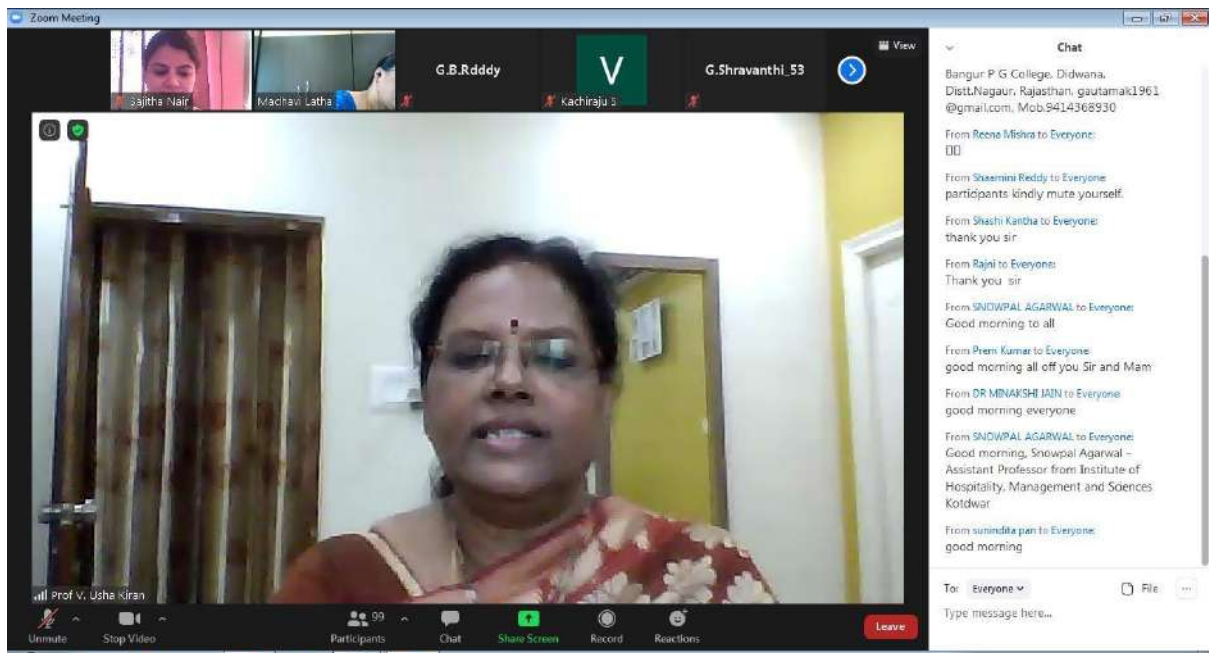
**Principal Dr.D.Shobhana welcoming the Guests**



**Visuals of online Seminar**

The program started with Chief Guest Speech. Prof. Usha Kiran, Head, Department of Commerce and Hon. Director, ICSSR, SRC, Hyderabad. She addressed participants the importance of Research and IPR, Similarity index and how to handle that. She also told about the various research schemes available in ICSSR.





ICSSR-SRC Director Prof.Usha Kiran’s Speech

After chief guest speech, at 10.45AM technical session I started with key note speaker’s speech. Prof. G.B.Reddy, Former Dean, Faculty of Law, Osmania University had been invited as a key note speaker to the seminar. He delivered an “Overview of IPR” with many more live examples. Speaker addressed on invention versus innovation, various kinds of Intellectual Property including traditional knowledge, connection between Artificial Intelligence and IPR.



Prof.G.B.Reddy Addressing the participants

At 11.45AM Technical Session II started with a brief introduction of speaker by Mrs.Shamini Reddy. Prof. Balakista Reddy, Registrar, NALSAR University, Hyderabad invited as a speaker for the second technical session. He highlighted on the topic titled “Changing dynamics of International Intellectual Property Regime: Pre and Post Covid Context”. He explained about IPR and technology, IPR at global perspective, IPR before and after COVID context. Speaker addressed few queries raised by the participants regarding IPR at the end.

#### **4<sup>th</sup> March 2021, 10 AM the day started with technical session III**

Mr.M.Vijay Kumar, Technical Member, Intellectual Property Appellate Board, Chennai was the resource person for the technical session III. He highlighted on “Use of Patents for Innovation”. He explained the entire process in obtaining patents. At the end of the session he had thrown light on few questions raised by the participants



#### **Speaker Mr.M.Vijay Kumar, Technical Member, Intellectual Property Appellate Board, Chennai**

At 11.30 AM technical session IV started with a speaker Ms.Priya Iyengar, Corporate Lawyer, Compass Law Associates & Visiting Faculty, Symbiosis Institute of Business Management, Hyderabad. She addressed on ‘Copyrights & Plagiarism’. She told about various issues in copyrights, features of copyright, what right anyone get after copyrights,

copyright infringement and plagiarism, types of plagiarism such as self, mosaic and accidental and consequences of plagiarism.



**Speaker Ms.Priya Iyengar**

At 12.45PM Valedictory of the seminar started with Principal Dr.D.Shobhana giving concluding comments about seminar. Prof.Veenapani, Director, Dept. of Business Management addressed about the entire seminar report in a nutshell. The program ended with the vote of thanks proposed by Dr.B.Madhavi Latha, Convenor of the seminar.

#### **Registration form for the Seminar**

[https://docs.google.com/spreadsheets/d/1oPqdxFGYE\\_XJKlwK6zsHv5FO2NHADapp/edit?usp=drive\\_link&ouid=101987510267783126044&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1oPqdxFGYE_XJKlwK6zsHv5FO2NHADapp/edit?usp=drive_link&ouid=101987510267783126044&rtpof=true&sd=true)

#### **Attendance cum Feedback form**

[https://docs.google.com/spreadsheets/d/1aBx4wOq0XUUZNVuimWhDdtRBvzPVb1S/edit?usp=drive\\_link&ouid=101987510267783126044&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1aBx4wOq0XUUZNVuimWhDdtRBvzPVb1S/edit?usp=drive_link&ouid=101987510267783126044&rtpof=true&sd=true)

**Sample Copy of the Certificate enclosed below**



# SAROJINI NAIDU VANITA MAHA VIDYALAYA

(Sponsored and Managed jointly by Osmania Graduates' Association and Exhibition Society)

Exhibition Grounds, Hyderabad.

Two Day Virtual National Seminar

On

“INTELLECTUAL PROPERTY RIGHTS”

(Organized by Department of Business Management & Sponsored by ICSSR, Southern Region, Hyderabad)



## CERTIFICATE OF PARTICIPATION

This is to certify that Prof./Dr./Mr./Ms **B.Madhavi Latha, Associate Professor** from **Sarojini Naidu Vanita Maha Vidyalaya** has participated in the Virtual National Seminar organized by Department of Business Management and Sponsored by Indian Council of Social Science Research, Southern Region, Hyderabad held on 3<sup>rd</sup> and 4<sup>th</sup> March, 2021.

PROGRAM DIRECTOR

CONVENOR

PRINCIPAL