



**SAROJINI NAIDU VANITA MAHA VIDYALAYA**

NAAC Accredited 3rd Cycle  
(Affiliated to Osmania University)

(Sponsored and Managed Jointly by the Osmania Graduates' Association and Exhibition Society)  
Exhibition Grounds, Nampally, Hyderabad– 500001



**Institution's Innovation Council**

**A**

**WORKSHOP**

**ON**

**TURNING IDEAS INTO INTELLECTUAL PROPERTY: A STEP-BY-STEP GUIDE**

**ORGANIZED**

**BY**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**IPR COMMITTEE**

**20<sup>th</sup> September 2024**



**Resource Person: Mr. Vijay Kumar Makyam,**  
Member for District Consumer Disputes Redressal Commission,  
Medak at Sangareddy

**Venue: Golden Jubilee Hall**

**Dr. D. SHOBHANA**  
Principal

**Prof. VEENAPANI**  
Director, Dept. of Business Management

**Dr .B.MADHAVI LATHA**  
Convenor

**Dr . P. NARESH KUMAR**  
Co-Convenor

**Name of activity:** Turning Ideas into Intellectual Property: A Step-by-Step Guide.

**Activity Type:** Self - Driven Activity

**Date:** 20th September, 2024

**Venue:** Golden Jubilee Hall

**Mode:** Physical

**Target group:** MBA second year students

**No. Of Students participated:** 94

**No. Of Faculty participated:** 6

**No. Of External Participants:** 1

**Social Media Link:**

<https://www.facebook.com/100073316912150/posts/550512207402672/?mibextid=oFDknk&rdid=AvJf6tdlGryjrRUQ>

**About the program:** Department of Business Management and IIC organized, workshop on "Turning Ideas into Intellectual Property: A Step by Step Guide ", Mr Vijay Kumar Makyam, District Consumer Disputes Redressal Commission, Medak was the Resource Person.

**OBJECTIVE:** To provide academic and researchers with a comprehensive understanding of a fundamental principles and importance of intellectual property in their respective fields.

**OUTCOME:** Equip the participants with essential knowledge that would enable them to navigate the complex landscape of Intellectual Property.



The program started with a Prayer Song by Ms Keerthana of MBA second year.



Dr. B. Madhavi Latha, Associate Professor of MBA Department has highlighted that workshop will provide academia and researchers with a comprehensive understanding of a fundamental principles and importance of intellectual property in their respective fields.

It aimed to equip the participants with essential knowledge that would enable them to navigate the complex landscape of Intellectual Property, enhance their research practices and contribute to responsible Innovation and knowledge dissemination.



Felicitation of Chief Guest Mr.Vijay Kumar with a Fruit Basket.



Prof. Veenapani Director, Department of Business Management, spoke about the importance of organizing workshop on Intellectual Property.





Mrs. Shashikantha, Associate Professor of MBA Business Department, spoke about the milestones and achievements of the guest speaker.



Mr. Vijay Kumar spoke about the importance of protecting their creations and how to maximize their commercial earnings by protecting their rights through IPR. He also mentioned the process of turning ideas into Intellectual Property, Economics of IPR and its role in contributing to the GDP of the country. Additionally, he also spoke about the importance of IPR, methods to utilize the IPR and the benefits to the common person and to the business people. At last, he discussed IPR role in TRIPS and TRIMS and different types of IP rights.



Certificates were distributed to the participants of the programme.

Registration form link

[https://docs.google.com/spreadsheets/d/1YVppbRzKXhx9pG0hC\\_wYRtfFDbWiqqMkbacGrRzKoVs/edit?usp=drive\\_link](https://docs.google.com/spreadsheets/d/1YVppbRzKXhx9pG0hC_wYRtfFDbWiqqMkbacGrRzKoVs/edit?usp=drive_link)

Feedback form link

[https://docs.google.com/spreadsheets/d/172bGUeT6SXIYxVGmtTtqI4bfckEOgL2v/edit?usp=drive\\_link&ouid=102960580001912035575&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/172bGUeT6SXIYxVGmtTtqI4bfckEOgL2v/edit?usp=drive_link&ouid=102960580001912035575&rtpof=true&sd=true)

**SAMPLE COPY OF CERTIFICATE**

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Exhibition Grounds, Nampally, Hyderabad, 500 001, Telangana, India.  
NAAC Accredited 3<sup>rd</sup> Cycle

**Certificate of Participation**

**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of HRD Initiative)

*This is to certify that Ms. / Mr. Kondapaka Keerthana*  
*of SN Vanita Maha Vidyalaya has participated in IPR Workshop - "Turning*  
*Ideas into Intellectual Property: A Step-By-Step Guide" held on 20<sup>th</sup> of*  
*September 2024, organized by Department of Business Management*

*Mad*  
**Dr. B. MADHAVI LATHA**  
Coordinator

*g.d.*  
**Prof. VEENAPANI**  
Director, Dept. of Business Management

*Shobhana*  
**Dr. D. SHOBHANA**  
Principal