

RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE and Affiliated to Pondicherry University)

(Accredited with 'A' Grade by NAAC)

(Sponsored by Sri Balaji Educational and Charitable Public Trust)

Pondy - Cuddalore Main Road, Kirumampakkam, Puducherry - 607 403.

15 November 2021
Puducherry

From

Sangivikumar S,
Event Coordinator,
Department of MBA,
Rajiv Gandhi College of Engineering and Technology,
Kirumampakkam, Puducherry - 607 403.

To

The Principal,
Rajiv Gandhi College of Engineering and Technology,
Kirumampakkam, Puducherry - 607 403.

THROUGH THE HEAD OF THE DEPARTMENT, DEPARTMENT OF MBA

Respected Sir,

Sub: - Request for permission to conduct a one day workshop on Challenges and Opportunities in Intellectual Property Rights (IPR) for MBA Students-reg.

We have planned to conduct a one day workshop on the topic " Challenges and Opportunities in Intellectual Property Rights (IPR) " on 18/11/2021. I will be the Coordinator for conducting the workshop. The aforementioned workshop will be offered to the II year students of the MBA Department.

I kindly request you to grant permission to conduct this program. Enclosed are the details of the workshop for your perusal and approval.

Thanking you,

Forwarded to Principal

Juno Jasmine

Yours sincerely,

[Signature]
Sangivikumar S
Event Coordinator

[Signature]
Dr. E. VIJAYAKRISHNA RAKA

B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)
M.I.S.T.E., F.I.I.P.E., M.C.S.I.M.C.I.I.,

PRINCIPAL

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Pondy - Cuddalore Main Road,
Kirumampakkam, Puducherry - 607 402.



RAJIV GANDHI COLLEGE OF
ENGINEERING AND TECHNOLOGY
PUDUCHERRY 607 403

DEPARTMENT OF MANAGEMENT STUDIES
Workshop

on

**CHALLENGES AND OPPORTUNITIES IN
INTELLECTUAL PROPERTY RIGHTS**

18-11-2021

Dr.E.Vijayakrishna Rapaka
Principal

Dr.K. Ayyappan
Vice Principal

Resource Person

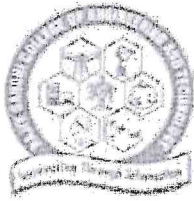
Dr. Jayaprakash A
Professor

Department of S&T, RG CET

Dr. Juno Jasmine J
Head of the Department MBA

Dr. E. VIJAYAKRISHNA RAPAKA
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IT) (Australia)
M.I.S.T.E., F.I.I.P.E., M.C.S.I M.C.M.I.,
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Course Name	Challenges and Opportunities in Intellectual Property Rights (IPR)
Course Code	MBA21W02
Resource Person (s)	Dr. Jayaprakash. A, Professor, Department of S&H, RG CET, Puducherry
Date	18/11/2021
Course Offered to	Dept.: MBA Year: II Sem: III

Course Module Challenges and Opportunities in Intellectual Property Rights (IPR)

Overview of Intellectual Property Rights (IPR)

Introduction to various types of intellectual property (IP): patents, trademarks, copyrights, tradeseecrets, and geographical indications. The importance of IPR in protecting innovations and maintaining competitive advantage. Basic concepts and legal framework governing IPR.

Challenges in IPR Protection

Common challenges in securing and enforcing intellectual property rights: infringement, counterfeiting, and legal disputes. Difficulties in navigating international IPR laws and regulations. Strategies for addressing and overcoming IPR challenges.

Opportunities in Leveraging IPR

How effective IPR management can create business opportunities and drive innovation. Case studies of successful IPR strategies and their impact on business growth. Leveraging IPR for strategic partnerships, licensing, and monetization.

IPR and Emerging Technologies

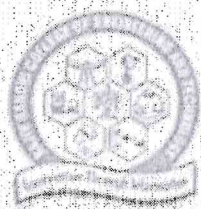
The impact of emerging technologies on intellectual property rights. New challenges and opportunities arising from technological advancements. Adapting IPR strategies to address the implications of emerging technologies.

Practical Strategies for IPR Management

Best practices for managing intellectual property portfolios. Developing effective IPR policies and procedures within organizations. Tools and resources for monitoring and enforcing IPR.

Interactive Case Studies and Discussions

Analysis of real-world case studies highlighting IPR challenges and opportunities. Group discussions and exercises to apply IPR concepts to practical scenarios. Sharing insights and solutions with peers and experts.



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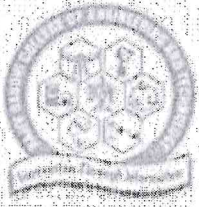
Program Schedule

Time	Activity	Content
9:00 am - 9:15 am	Opening Remarks	Welcome address by Dr. J. Juno Jasmine, Head of the Department. Introduction to workshop objectives and overview.
9:15 am - 10:00 am	Keynote Address	Delivered by Dr. Jayaprakash. A, Professor, Department of S&H, RGCET. Overview of the IPR landscape, challenges, and opportunities.
10:00 am - 10:15 am	Tea/Coffee Break	-
10:15 am - 11:00 am	Session 1: Overview of Intellectual Property Rights	Introduction to different types of IP and their importance. Basic legal framework.
11:00 am - 11:45 am	Session 2: Challenges in IPR Protection	Common challenges and strategies for overcoming them.
11:45 am - 12:30 pm	Session 3: Opportunities in Leveraging IPR	Creating business opportunities through effective IPR management. Case studies and examples.
12:30 pm - 1:15 pm	Lunch Break	-
1:15 pm - 2:00 pm	Session 4: IPR and Emerging Technologies	Impact of emerging technologies on IPR. Adapting strategies for new challenges.
2:00 pm - 2:45 pm	Session 5: Practical Strategies for IPR Management	Best practices for managing IP portfolios and enforcing IPR.
2:45 pm - 3:30 pm	Session 6: Interactive Case Studies and Discussions	Analysis of case studies and group discussions. Practical application of IPR concepts.
3:30 pm - 4:00 pm	Interactive Q&A Session	Open session for questions and personalized advice from Dr. Jayaprakash. A.


Event Coordinator


Dr. E. VIJAYAKRISHNA RAPAKA
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Head of the Department



22/11/2021

Report on One Day Workshop on Challenges and Opportunities in Intellectual Property Rights

Title: Challenges and Opportunities in Intellectual Property Rights

Date: 18/11/2021

Timing: 9:00 am to 4:00 pm

Venue: APJ Abdul Kalam Block, 2nd Floor.

The workshop titled "Challenges and Opportunities in Intellectual Property Rights (IPR)" was designed to provide MBA students, aspiring entrepreneurs, and legal professionals with an in-depth understanding of intellectual property rights. The event focused on the key challenges in protecting intellectual property and the opportunities it offers for business growth. The workshop featured expert insights, practical strategies, and interactive discussions to enhance the participants' knowledge and skills in managing IPR effectively.

The workshop commenced with an opening address by Dr. J. Juno Jasmine, Head of the Department. She emphasized the critical role of intellectual property in the modern business environment and outlined the workshop's objectives.

Dr. Jayaprakash. A, Professor, Department of S&H, RG CET, delivered the keynote address. His presentation provided a comprehensive overview of the current IPR landscape, highlighting the challenges and opportunities intellectual property presents. The keynote set the tone for the rest of the workshop by discussing key issues and emerging trends in IPR.

The workshop successfully provided participants with a comprehensive understanding of the challenges and opportunities in managing intellectual property rights. Through expert-led sessions and interactive discussions, attendees gained valuable insights and practical strategies for navigating common IPR issues and leveraging intellectual property for business growth. The event was well-received, with participants actively engaging in the discussions and case studies, enriching their knowledge and skills in IPR management.

Event Coordinator

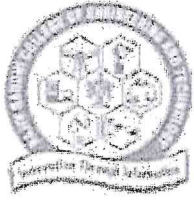
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DEPARTMENT OF MBA

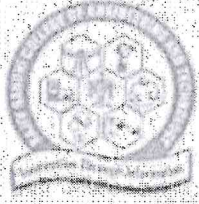
Course Name	Challenges and Opportunities in Intellectual Property Rights (IPR)
Course Code	MBA21W02
Resource Person (s)	Dr. Jayaprakash, Professor, Department of S&H, RG CET
Date	18/11/2021
Course Offered to	Dept.: MBA Year: II Sem: III

List of Students Attended

S.No	Register	Name	Year/ Sem	Department
1	20MBA001	AAKASH RAJ M	II / III	MBA
2	20MBA002	ABDUL NAZAR A	II / III	MBA
3	20MBA003	AFLAL P C	II / III	MBA
4	20MBA005	ASHOKRAJ	II / III	MBA
5	20MBA006	AUGUSTIN P	II / III	MBA
6	20MBA007	BARANEEDHARAN R	II / III	MBA
7	20MBA008	BARATH R	II / III	MBA
8	20MBA010	DINESH KUMAR K	II / III	MBA
9	20MBA011	DIVYA R	II / III	MBA
10	20MBA012	GAJAKESARI G	II / III	MBA
11	20MBA013	GAYATHRI S	II / III	MBA
12	20MBA014	GOKILAVARTHINI M	II / III	MBA
13	20MBA015	GOKULAKRISHNAN P	II / III	MBA
14	20MBA016	GURU SABARI G S	II / III	MBA
15	20MBA017	HEMATH SRIDHAR V	II / III	MBA
16	20MBA018	JAYASHREE B R	II / III	MBA
17	20MBA019	JEYACHANDRIKA J	II / III	MBA
18	20MBA020	A.JOHN BOSCO	II / III	MBA
19	20MBA021	JUDE SYLVIA I	II / III	MBA
20	20MBA022	KALAICHANDRASENAN S	II / III	MBA
21	20MBA023	KAVIPRIYA B	II / III	MBA
22	20MBA024	KODIMALAR K	II / III	MBA
23	20MBA026	MANISHA G	II / III	MBA
24	20MBA027	MOHAMED INTHIYAS D	II / III	MBA
25	20MBA028	MOHANAVARATHAN K	II / III	MBA
26	20MBA029	MONISHA M	II / III	MBA
27	20MBA030	MUGESH M	II / III	MBA

Dr. E. VIJAYAKRISHNA RAJAKA
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S.No	Register	Name	Year/ Sem	Department
28	20MBA031	MUGILARASAN I	II / III	MBA
29	20MBA032	MURRALIDHARAN M	II / III	MBA
30	20MBA033	MYTHILI R	II / III	MBA
31	20MBA034	NAGA RAJESH P	II / III	MBA
32	20MBA035	NANDHINI L	II / III	MBA
33	20MBA036	PRAVEEN S	II / III	MBA
34	20MBA037	PRETHA P	II / III	MBA
35	20MBA038	PRIYADHARSHINI R	II / III	MBA
36	20MBA039	RAJKUMAR T	II / III	MBA
37	20MBA040	RAMYA R	II / III	MBA
38	20MBA041	SACHIN B	II / III	MBA
39	20MBA042	SAKTHISH KUMAR M	II / III	MBA
40	20MBA043	SATHYANARAYANAN S	II / III	MBA
41	20MBA044	SATHYANARAYANAN T	II / III	MBA
42	20MBA045	SHAMEERA BANU	II / III	MBA
43	20MBA046	SIVAPERUMAL S	II / III	MBA
44	20MBA047	SURENTHAR M	II / III	MBA
45	20MBA048	SURIYAPRIYA S	II / III	MBA
46	20MBA049	VENKATESH M	II / III	MBA
47	20MBA050	VIGNESH B	II / III	MBA
48	20MBA051	VINODHKUMAR K	II / III	MBA

Event Coordinator

Head of the Department

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Rajiv Gandhi College of Engineering and Technology Puducherry
Department of Management Studies
Master of Business Administration

Feedback Form

Workshop Title:.....

Date: Venue:.....

Name: Semester/Year:

THE DESIGN OF THE WORKSHOP

- A. Were objectives of the workshop clear to you?** Y / N
- B. The contents met with your expectations**
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- C. The lecture sequence was well planned**
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- D. The contents were illustrated with adequate examples**
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- E. The level of the workshop was too high**
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- F. The contents compared with your expectations was too theoretical**
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- G. The workshop exposed you to new knowledge and practices**
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree


THE CONDUCT OF THE WORKSHOP

- A. The lectures were clear and easy to understand**
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- B. The teaching aids were effectively used**
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- D. The instructors encouraged interaction and were helpful**
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- E. Were objectives of the workshop realized? Y / N**

F. Please give overall rating of the course

- 90% - 100% () 60% - 70% ()
- 80% - 90% () 50% - 60% ()
- 70% - 80% () below 50% ()

Signature


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Department of Management Studies
Master of Business Administration

Feedback Form

Workshop Title: Challenges and opportunities in intellectual property rights
Date: 18-11-2021 Venue: APJ. AbdulKalam Block
Name: VIGNESH B Semester/Year: III - II

THE DESIGN OF THE WORKSHOP

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80% - 90% () 50% - 60% ()
70% - 80% () below 50% ()


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Department of Management Studies
Master of Business Administration

Feedback Form

Workshop Title: Challenges and opportunities in Intellectual property
Date: 18/11/2021 Venue: APJ Abdul Kalam Block Right
Name: Divya R. Semester/Year: IV / IV

THE DESIGN OF THE WORKSHOP


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Divya R.
Signature


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Department of Management Studies
Master of Business Administration

Feedback Form

Workshop Title: Challenges and opportunities in intellectual property Rights (IPR)

Date: 18-11-2021 Venue: APJ ABDULKALAM BLOCK

Name: Sachin B Semester/Year: III / II

THE DESIGN OF THE WORKSHOP

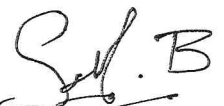
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Workshop Title: **CHALLENGES AND OPPORTUNITIES IN INTELLECTUAL PROPERTY RIGHTS**

Date: 18/11/2021

II Year III Semester



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