



SAMATA DEGREE COLLEGE

Affiliated to Andhra University & Approved by AICTE
An ISO 9001: 2015 Certified Institution
SECTOR 10, MVP COLONY, VISAKHAPATNAM – 530 017. (A.P.)



Number of workshops/seminars conducted on Intellectual Property Rights (IPR)
during the last five years.

List of Seminars /Workshops

AY 2020-2021

S. No	Name of the Programme	Date	No. of Participants	Details of the Resource Person
1.	A Research Seminar on Data Collection Methodologies Using Surveys	22-04-2021	13	Dr. A. Sayibala, Sr. Assistant Professor, Gayatri Vidya Parishad for Degree & PG Courses. Contact No: 9440126682, e-Mail Id: sayibala@gvpcollege.edu.in
2.	A One Day Seminar on Impact of Technology on Entrepreneurship	22-01-2021	31	Mrs. G. Suguna, Assistant Professor, Pydah College, Visakhapatnam. Contact No: 7674413351, e-Mail Id: gulfachil@suguna@gmail.com
3.	A one-Day Workshop on Emerging trends on IPR Rights	12-12-2020	32	Dr. M.Surya Sagar, Principal, NDM Law College, Visakhapatnam Contact No: 8679121265, e-Mail Id: sunthasofyasagar@gmail.com



DIRECTOR

DIRECTOR
SAMATA DEGREE COLLEGE
M.V.P. Colony, VISAKHAPATNAM-1*



SAMATA DEGREE COLLEGE

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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



Date: 14/04/21

CIRCULAR

All the Students of MBA IV & BBA II Semester are hereby informed to attend "A Research Seminar on Data Collection Methodologies Using Surveys" by Dr. A. Sayitha, Assistant Professor, Gayatri Vidya Parishad Degree & PG College, Visakhapatnam, is being organized by our Department of Management Studies on 22/04/2021.

Venue: Seminar Hall I

Time: 11:00am



DIRECTOR & Principal
DIRECTOR
SAMATA DEGREE COLLEGE
MVP VISAKHAPATNAM-17

Signature of UHOD'S						TPO	OFFICE	LIBRARY
B.Sc	BCA	BBA	B.Com	MBA	M.Sc.(CS)			M.L. Srinivas

ABOUT COLLEGE

Samata Degree College, Affiliated to Andhra University and Approved by AICTE, was established in 1982 and has been offering holistic education for the last 31 years. Samata offers BSc, BBA, BCA, B.Com, MSc and MBA courses. Besides a robust learning pedagogy, Samata Degree College is also a leader in research and innovation with recognized research cell affiliated to Andhra University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities, and sports recognitions. The placement at Samata Degree College is varied with recruitment options both in corporate and public sector as well as entrepreneurship.

ABOUT THE RESEARCH CELL

The Research Cell also organizes workshops, seminars, and guest lectures on various research topics. These events provide students with the opportunity to learn from experts and network with other researchers. The Research Cell's efforts have resulted in a significant increase in the number of research publications by Samata Degree College faculty and students. The Cell has also played a key role in attracting research funding from various government and non-government agencies.

ABOUT THE PROGRAM,

This seminar explores the power of surveys in research! Dive into various survey methods, from in-person interviews to online questionnaires. Learn how to design effective questions, gather reliable data, and unlock valuable insights to inform your research endeavors.

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- Understanding Surveys
- Designing Effective Surveys
- Sampling and Survey Administration
- Data Analysis and Interpretation
- Reporting and Visualization

A RESEARCH SEMINAR ON DATA COLLECTION METHODOLOGIES USING SURVEYS

22-03-2024

ORGANIZED BY
SAMATA DEGREE COLLEGE



SAMATA DEGREE COLLEGE

APPROVED BY AICTE & AFFILIATED TO
ANDHRA UNIVERSITY

MAIN COLONY, VISAHUPATNAM-530017

CHIEF PATRON

Prof. G. Srinivasa Rao
Director

CONVENER

Prof. S. Mathan Laksh
Research Director

CO-CONVENER

Mrs. D. Hymavathi
Asst. Professor, Management Dept.

RESOURCE PERSON

Dr. A. Sanyal
Sr. Asst. Prof.

Gayatri Vidyapeetha Paripalad For Degree & P.G.
Council,
Vasahatnam

COORDINATOR

Mr. G. Ramesh, Asst. Professor
HOD, Dept. of BBA

ORGANISING COMMITTEE

Mr. A. V. Kameswara Rao, Asst. Professor

Mrs. K. Ramya Priya, Asst. Professor

Mrs. R. Deepthi, Asst. Professor

STUDENT COORDINATORS

AVULA RAMU
BANGARU BHEESMA



We Teach, We Learn,
We Progress the Best

For Details, Contact:

Mr. G. Ramesh
Asst. Professor

Department of Management Studies

Contact No: Contact No: 992370507

e-Mail Id: rganta7579@gmail.com

REGISTRATION FORM

One day Seminar on "Analysis of the Role of
Leadership in the Success of Startups"

Name: Mr./Ms. _____

Regd. No: _____

Department: _____

Organization: _____

Address: _____

Bit: _____

Phone: _____

Fax: _____

E-Mail: _____

Signature of Participant

SAMATA DEGREE COLLEGE

MVP COLONY, VISAKHAPATNAM-17, A.P.

Phone Number: 9891 2504882

E-mail: samatacollege@gmail.com

Website: <https://samatacollege.ca.in/>



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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)

SWAT Group
Self Study Program

LIST OF PARTICIPANTS

Name of the Program: A Research Seminar on Data Collection Methodologies using surveys.
Date: 22/04/2021

S. No	Name of the Participant	Year & Program	Signature
1	Annavalli Bhargavi		A Bhargavi
2	Pooja Kumari	MBA II yr	Pooja
3	A. SUDARSHINI	MBA II yr	Pooja
4	S. Karthi	MBA II yr	Vignesh
5	K. Divya	MBA II yr	K. Divya
6	J. Lalitha Harisha	MBA II yr	J. Lalitha
7	A. Anusha	MBA II yr	A. Anusha
8	C. Lalitha Manasa Priya	MBA II yr	Manasa
9	Ch. Manoj Kumar	MBA II yr	Manoj
10	K. Jyoti Laxmi	MBA II yr	Jyoti
11	C.P. Varun	MBA II yr	Varun
12	A. Anusha Kumar	MBA II yr	Anusha
13	D. Deepthi	MBA II yr	Deepthi
14	N. Rakhi Kumar	MBA II yr	Rakhi
15	K. SANGREETHA	MBA II yr	K. Sangreetha
16	C. Mahalakshmi Mahila	MBA II yr	Mahila
17	M. Anurima	MBA II yr	Anurima
18	C. Anusha	MBA II yr	Anusha
19	M. Anusha	MBA II yr	Anusha
20	Suggha Suresh	BBA 1 st year	S. Suggha
21	S. Deepthi	BBA 1 st year	Deepthi
22	N. Haritha	BBA 1 st year	Haritha
23	M. Lalitha Jyoti	BBA 1 st year	Lalitha
24	K. Anusha	BBA 1 st year	Anusha

Program Coordinator

Page No: |

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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)

LIST OF FACULTY ATTENDED

Name of the Program: A Research Seminar on data collection
Date: 22/04/2021
methodologies using surveys.

S. No	Name of the Faculty	Department	Signature
1.	Prof. S. Madhavi Lalitha	Mgt Studies	Sul
2.	G. Parvathi	Mgt Studies	Par
3.	Mrs. D. Heeravathi	Mgt Studies	Hee
4.	A.V. Koteswara Rao	Mgt. Studies	Koteswara Rao
5.	H. Satya Sai	Mgt Studies	Satya Sai
6.	Mrs. P. Praveena	Mgt Studies	Praveena
7.	Mrs. K. Ramya Priya	Mgt Studies	Ramya Priya
8.	M. S. N. Jaya Vardhan	Mgt Studies	Jaya Vardhan
9.	M.S. B. Padmaja	Mgt Studies	Padmaja
10.	MYS. Subba Lalitha	Mgt Studies	S. Lalitha

Page No: 1



Program Coordinator



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Sector – 10, MVP Colony, Visakhapatnam – 530 017. (A.P.)



Date:23/04/2021

PROGRAMME REPORT

Programme Name	A Research Seminar on Data Collection Methodologies Using Surveys
Resource Person	Mr. B. Ashok, Assistant Professor Gayatri College Visakhapatnam., contact no. 9885983216; email id: ashokbotta@gmail.com
Date of Activity	22/04/2021
Organized by	Samata Degree College
Venue	Seminar Hall-1
No of Students Attended	33

Objectives:

- Equip Students with a comprehensive understanding of the use of surveys as a data collection method.
- Develop critical thinking skills to determine the appropriateness of surveys for specific research questions.
- Master the design and implementation of effective surveys for high-quality data collection.
- Analyse and interpret survey data accurately and reliably to draw meaningful conclusions.

Topics Covered:

Understanding Surveys:

- Types of surveys (online, offline, questionnaire-based, interview-based, etc.) and their strengths and weaknesses.
- Identifying the advantages and limitations of using surveys compared to other research methods.
- Determining when surveys are the most appropriate tool for a given research question.

Designing Effective Surveys:

- Formulating clear and concise research questions and objectives to guide survey development.



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- Understanding different types of questions (closed-ended, open-ended, Likert scale, etc.) and choosing the appropriate type for each question.

Sampling and Survey Administration:

- Understanding the importance of random sampling and avoiding common sampling biases.
- Identifying and accessing the target population for the survey.
- Choosing appropriate methods for administering the survey (e-Mail, online platforms, face-to-face interviews, etc.).
- Maximizing response rates through effective survey distribution and follow-up strategies.
-

Reporting and Visualization:

- Presenting survey findings in a clear, concise, and visually appealing manner.
- Writing an effective report that summarizes the research question, methodology, findings, and conclusions.
- Utilizing charts, graphs, and other visuals to effectively communicate insights to different audiences.

Outcomes:

- Students will gain a deep understanding of the use of surveys for data collection in various research contexts.
- They will be equipped to design and implement high-quality surveys that will yield reliable and meaningful data.
- Students will develop critical thinking skills to analyze and interpret survey data confidently.

Programme Coordinator



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SECTOR 10, MVP COLONY, VISAIHAMPINAM – 530 017, (A.P.)



A Research Seminar on Data Collection Methodology using Surveys





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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



Date: 29/12/2020

CIRCULAR

All the Students of BBA VI & MBA IV Semesters are hereby informed to attend "A One Day Seminar on Impact of Technology on Entrepreneurship" by Mrs. G. Suguna, Asst. Professor, Pudah College, Visakhapatnam, is being organized by Our College Entrepreneurship Development Cell (EDC) on 22/01/2021.

Venue: Seminar Hall 1

Time: 11:00 am



DIRECTOR

DIRECTOR
SAMATA DEGREE COLLEGE
MVP Colony, VISAKHAPATNAM-17

Signature of A/E BOD'S						TPG	OFFICE	LIBRARY
B.Sc	BCA	BBA	B.Com	MBA	M.Sc. (CS)			M.L. Suguna

ABOUT COLLEGE

Samata Degree College, Affiliated to Andhra University and Approved by AICTE was established in 1992 and has been offering holistic education for the last 31 years. Samata offers BSc, BBA, BCA, B.Com, M.Com And MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognised research cell affiliated to Andhra University. Focus is given to activities beyond academics which is evident from its infrastructure, extracurricular activities, and sports recognitions. The placement at Samata Degree College is varied, with recruitment options both in corporates and public sector as well as entrepreneurship.

ABOUT THE EDC CELL

Entrepreneurship Development is gradually becoming very significant in various areas of economic development. Innovative start-ups and new enterprises act as a catalyst for the economy. We at Entrepreneurship Development Cell Samata believe that original and innovative ideas having the potential to change industry by creating value are formed in young mind. Moulding these ideas into successful ventures and tapping the entrepreneurial talent as a prime motive for us, we try to provide adequate resources, extensive network and all kinds of support along with the appropriate platform for aspiring young entrepreneurs to hone their ideas.

ABOUT THE PROGRAM

This one-day seminar explores how technology is reshaping entrepreneurship. Learn how to leverage tech for business growth, from digital marketing to automation. Network with industry leaders and gain insights to thrive in the ever-evolving business landscape.

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- Emerging Technologies
- Digital Transformation
- Funding and Resources
- Building a Tech-Savvy Business
- Future of Entrepreneurship

A ONE-DAY SEMINAR ON "IMPACT OF TECHNOLOGY ON ENTREPRENEURSHIP"

22-01-2021
ORGANIZED BY

ENTREPRENEURSHIP
DEVELOPMENT CELL



SAMATA DEGREE COLLEGE

(APPROVED BY AICTE & AFFILIATED TO
ANDHRA UNIVERSITY)

WVFDOLWY, VISAKHAPATNAM-530027

CHIEF PATRON

Dr. S. Vijaya Ravindra
Principal

Prof. B. Murali Krishna
Director

CONVENER

Prof. G. Seethi Jayanth
Head of the Department-MBA

CO-CONVENER

Dr. P.L. Padmaja
Associate professor

RESOURCE PERSON

Mrs. S. Suguna
Asst. Professor
Pydah College,
Visakhapatnam.
Contact No. 7834813355

COORDINATOR

Mrs. P. J. Sarada Devi
Dept. of Management Studies

ORGANISING COMMITTEE

Mr. A. V. Koteswara Rao, Asst. Professor
Mrs. P. Usha, Asst. Professor

Mr. Anand Paul Deva, Asst. Professor

STUDENT COORDINATORS

Bahya Sri Lekha
Bindu Madhavi

**REGISTRATION FORM**

A One-Day Seminar on "Impact of Technology on Entrepreneurship"

Name: Mr./Ms. _____

Regd. No. _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fax: _____

E-Mail: _____

Signature of Participant _____

ENTREPRENEURSHIP DEVELOPMENT CELL

SAMATA DEGREE COLLEGE

MVP COLONY, VISAKHAPATNAM-17, A.P.

Phone Number: 0891 2504682

E-mail: samatacollege@gmail.com

Website: <https://samatacollege.co.in/>

For Details, Contact:

Mrs. P. J. Sarada Devi

Asst. Professor

Contact No. 9581541574

e-Mail Id: psarada6@gmail.com



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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



LIST OF PARTICIPANTS

Name of the Program: *A one day Seminar on Impact of Technology on entrepreneurship*
Date: *22/02/2021*

S. No	Name of the Participant	Year & Program	Signature
1.	Shafiqullah	BBA III Year	Shafiqullah
2.	Kowthar Prasad	BBA III yr	Prasad
3.	Mohammed Faruq	BBA III yr	Faruq
4.	MUDIDANA MADHURI	BBA III yr	Madhuri
5.	Megha trishas	BBA III yr	Megha
6.	Malvika	BBA III yr	Malvika
7.	M. Ganapathi	BBA III yr	Ganapathi
8.	J. RAVI	BBA III yr	Ravi
9.	Ganapathy Sanyal	BBA III yr	Sanyal
10.	Dr. SATISH	BBA III yr	Satish
11.	Dr. Purnima	BBA III yr	Purnima
12.	Vijitha	BBA III yr	Vijitha
13.	Baga Naveen	BBA III year	Naveen
14.	ABDU SABIR	BBA III year	Sabir
15.	A. Sai Ram	BBA III year	Sai Ram
16.	Talluri Sagar	MBA III year	Sagar
17.	P. Anand	MBA III year	Anand
18.	Ch. Anand	MBA II year	Anand
19.	S. Tarun	MBA II year	Tarun
20.	Siriki Srihar	MBA II yr	Srihar
21.	Pushpa Kumar	MBA II yr	Kumar
22.	P. Anand	MBA II yr	Anand
23.	K. Pradeep	MBA II yr	Pradeep
24.	R. Anand	BBA II yr	Anand

Page No: /

P. J. Sarada
Program Coordinator

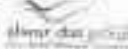


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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)



LIST OF FACULTY ATTENDED

Name of the Program: *A one day seminar on impact of technology on entrepreneurship*

Date: *22.01.2021*

S. No	Name of the Faculty	Department	Signature
1.	<i>Prof. S. Madhavi Lalha</i>	<i>Mgt. Studies</i>	<i>Sul</i>
2.	<i>Mrs. B. Padmaja</i>	<i>Mgt. Studies</i>	<i>Padmaja</i>
3.	<i>G. Ramesh</i>	<i>Mgt. Studies</i>	<i>Ramesh</i>
4.	<i>A. V. Koteswara Rao</i>	<i>Mgt. Studies</i>	<i>Koteswara Rao</i>
5.	<i>H. Satya Sai</i>	<i>Mgt. Studies</i>	<i>Satya Sai</i>
6.	<i>Mrs. B. Hymavathi</i>	<i>Mgt. Studies</i>	<i>Hymavathi</i>
7.	<i>Mrs. P. Praveena</i>	<i>Mgt. Studies</i>	<i>Praveena</i>
8.	<i>Mrs. K. Ramya Prasa</i>	<i>Mgt. Studies</i>	<i>Ramya</i>
9.	<i>M.S.N. Jaya Vardhan</i>	<i>Mgt. Studies</i>	<i>Jaya Vardhan</i>
10.	<i>MRS. Subba Lakshmi</i>	<i>Mgt. Studies</i>	<i>S. Lakshmi</i>



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Sector – 10, MVP Colony, Visakhapatnam – 530 017. (A.P.)



Date: 23/07/2021

PROGRAMME REPORT

Programme Name	A One-Day Seminar on "Impact of Technology on Entrepreneurship"
Resource Person	Mrs. G. Saguna, Assistant Professor, Pydah College, Visakhapatnam. Contact No: 7674813351, e-Mail Id: gajlavillasaguna@gmail.com
Date of Activity	22/01/2021
Organised by	Samata Degree College
Venue	Seminar Hall-I
No of Students Attended	31

Objectives:

- Educate: Equip students with knowledge about how technology is shaping the entrepreneurial landscape.
- Empower: Provide insights and strategies on leveraging technology to launch, grow, and manage successful businesses.
- Inspire: Showcase innovative ways technology is being used by entrepreneurs to disrupt industries and create positive impact.
- Connect: Foster networking opportunities among entrepreneurs, investors, and technology experts.

Topics Covered:

- Emerging Technologies: Explore cutting-edge advancements like AI, block chain, automation, and cloud computing and their potential for entrepreneurs.
- Digital Transformation: Understand how technology is changing customer behavior, business models, and marketing strategies.



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- **Building a Tech-Savvy Business:** Learn best practices for integrating technology into core operations, from data analytics to cyber security.
- **Future of Entrepreneurship:** Discuss the trends and challenges shaping the future of business and how technology will play a crucial role.

Outcomes:

- Students gained a comprehensive understanding of the impact of technology on entrepreneurship.
- They equipped with actionable strategies and tools to leverage technology for their ventures.
- Attendees will be inspired by real-world examples of successful tech-driven businesses.
- Connections made during the seminar lead to valuable collaborations and partnerships.
- Overall, the seminar aimed to empower students to thrive in the technology-driven business landscape.

F. J. Sarada
Programme Coordinator



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SECTOR 10, MVP COLONY, VISAKHAPATNAM - 530 017, (A.P.)



A One-Day Workshop on Impact of Technology on Entrepreneurship





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Sector - 10, MVP Colony, Visakhapatnam - 530 017. (A.P.)



Date: 3/12/2020

CIRCULAR

All the Students of MBA II & IV Semesters are hereby informed to attend "A One Day Workshop on Emerging trends on IPR Regime" by Dr. M. Sagar, Principal, NBM Law College, Visakhapatnam is being organized by our college on 12/12/2020.

Venue: Seminar Hall I

Time: 11:00 am



DIRECTOR
DIRECTOR
SAMATA DEGREE COLLEGE
MVP Colony, VISAKHAPATHAM-17,

Signature of All HOD'S					TPO	OFFICE	LIBRARY
B.Sc	BCA	BBA	B.Com	MBA	M.Sc.(CS)		M.L. Sujatha

ABOUT COLLEGE

Samata Degree College, affiliated to Andhra University, and Approved by AICTE, was established in 2007 and has been offering quality education for the last 11 years. Samata offers BSc, BBA, BCA, B.Com, MSc and MBA courses. Besides a robust teaching pedagogy, Samata Degree College is also a leader in research and innovation with recognised research cell affiliated to Andhra University. Focus is given to activities beyond academics which includes from its infrastructure, extracurricular activities, and sports recognitions. The placement at Samata Degree College is varied, with recruitment options both in corporate and public sector as well as entrepreneurship.

ABOUT WORKSHOP

Samata College is known for organising innovative job orientational Property Rights seminars. These seminars educate students, faculty in various job topics like business, copyrights, trademarks, and designs. They also cover the importance of IPR protection and the legal procedures involved. Attending these seminars can benefit participants by raising awareness of IPR and its role in innovation and creativity.

ABOUT THE PROGRAM

Dive into the future of intellectual property! This one-day workshop explores emerging trends in the IPR regime, equipping you with the knowledge to navigate the evolving legal landscape. Gain insights from experts and network.

TOPICS COVERED

Contents of the course would touch up the following aspects, to achieve the objectives:

- Global Framework of IPR
- emerging challenges
- Finding solutions



SAMATA DEGREE COLLEGE

APPROVED BY AICTE, ACCREDITED TO
AICTE (1994/1995/1)

WIP-CC-0044, VISAKHAPATNAM-520017

**A ONE DAY WORKSHOP
ON EMERGING TRENDS
ON IPR REGIME**

12-12-2023
ORGANISED BY
SAMATA DEGREE COLLEGE



CHIEF PATRON

Prof. S. Murad Kashmiri
Director

CONVENER

Prof. S. Madhavi Lalitha
Research Director

CO-CONVENER

DR. P. LAKSHMI,
Associate professor

RESOURCE PERSON

Dr. M. Sagar,
Asst. Professor,
MBA Law College,
Visakhapatnam
Contact No. 888222065

COORDINATOR

Mr. G. Ramesh
Asst. Professor,
Department of Management Studies

ORGANISING COMMITTEE

Dr. K. L. Prudhvi's Asst. Professor

Mr. G. Ramesh, Asst. Professor

Mrs. M. Sathyani, Asst. Professor

STUDENT COORDINATORS

VATSAVAI V. JAYALAXMI
PANKI PRASADRA KUMAR

**REGISTRATION FORM**

A One day workshop on Emerging trends
on IPR Regime

Name: Mr./Ms.: _____

Regd. No. _____

Department: _____

Organization: _____

Address: _____

Pin: _____

Phone: _____

Fix: _____

E-Mail: _____

Signature of Participant _____

SAMATA DEGREE COLLEGE

MVP COLONY, VISAKHAPATNAM-17, A.P.

Phone Number: 0891 2504682

E-mail: samatacollege@gmail.com

Website: <https://samatacollege.co.in/>

For Details, Contact:

Mr. G. Ramesh
Asst. Professor
Department of Management Studies
Contact No: 9392370507
e-Mail id: rganta79@gmail.com



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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)

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LIST OF PARTICIPANTS

Name of the Program: A one-day workshop on Emerging Trends on
Date: 12/12/2020 BPR Regime

S. No	Name of the Participant	Year & Program	Signature
1.	B. Yasoda	MBA II yr	Yasoda
2.	Paddepari Indu	MBA 3 rd year	B. Indu
3.	Thansi. B.	MBA 2 nd year	Thansi
4.	B. SIVA KARTHANA	MBA 2 nd yr	Siva
5.	C. Bhavani	MBA II yr	Bhavani
6.	R. Raja	MBA II year	Raja
7.	E. Kusuma	MBA II nd year	Kusuma
8.	Beeta Kusuma	MBA 2 nd year	Kusumath
9.	RUDRANATH VIKRANT	MBA II Yr.	R. Vikrant
10.	Bhuvan Srinivas	MBA II yr	Srinivas
11.	Ch. Sureshbabu	MBA II yr	Ch. Suresh
12.	Alla Anurag	MBA II year	A. Anurag
13.	Balarajathi	MBA II year	Balarajathi
14.	S. Rupa	MBA II year	Rupa
15.	Begum Salma	MBA II year	Begum
16.	Smadi Lakshmi	MBA II year	Smadi
17.	P. NISHITHA KANAKA	MBA	Nishitha
18.	S. Priyanka	MBA - II year	Priyanka
19.	S. Mahapatra	MBA - II year	Mahapatra
20.	S. Ashwini	MBA - II year	Ashwini
21.	H. Manika	MBA II year	H. Manika
22.	Gururama Sureshtha	MBA II year	Gururama
23.	Sahaya Veda	MBA II year	Sahaya
24.	Vikranti Gayatri	MBA 2 nd year	Vikranti

Program Coordinator

Page No: 1



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Sector - 10, MVP Colony, Visakhapatnam - 530 017, (A.P.)

where the spirit

LIST OF FACULTY ATTENDED

Name of the Program: A one day workshop on Emerging Trends
Date: 12/12/2020 on IPR Regime

S. No	Name of the Faculty	Department	Signature
1.	Prof. S. Madhavi Lalitha	Mgt. Studies	
2.	Dr. Parash	Mgt. Studies	
3.	Mr. D. Hymavathi	Mgt. Studies	
4.	Mrs. P. Prasanna	Mgt. Studies	
5.	H. Satya Sri	Mgt. Studies	
6.	A. V. Koteswara Rao	Mgt. Studies	
7.	M.S.N. Jaya Vardhan	Mgt. Studies	
8.	Mr. T. Michael Sunder	Mgt. Studies	
9.	Mr. B. Sowjanya	Mgt. Studies	
10.	Mrs. M.L. Sujata	Mgt. Studies	
1			

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Program Coordinator

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Date: 15/12/2020

PROGRAMME REPORT

Programme Name:	A One-Day Workshop on Emerging trends on IPR Regime:
Resource Person	Mr. M. Sagar, Assistant Professor, NBM Law College, Visakhapatnam Contact no: 8639121265, e-Mail Id: musthasagar@gmail.com
Date of Activity	12/12/2020
Organized by	Samata Degree College
Venue	Seminar Hall-I
No. of Students Attended	32

Objectives:

- **Raise awareness:** Enhance understanding of the latest developments and challenges in intellectual property (IP) regimes.
- **Explore key trends:** Dive into specific areas like trade agreements, artificial intelligence (AI), biotechnology, and traditional knowledge.
- **Analyze impact:** Discuss the economic, social, and ethical implications of evolving IP practices.
- **Promote dialogue:** Facilitate cross-disciplinary exchange of ideas and perspectives on IPR.
- **Identify solutions:** Brainstorm potential approaches to address emerging issues and opportunities within the IPR landscape.

Topics Covered

- **The Impact of Technology:**
 - Explore how advancements in fields like Artificial Intelligence (AI) and Big Data are challenging traditional IPR frameworks.
 - Discuss the issue of ownership and protection of AI-generated creations.

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- Address the need for legal frameworks around 3D printing and its impact on copyright and trademarks.
- **Balancing Innovation and Access**
 - Examine the tension between strong IPR protection and promoting innovation and research, particularly in developing nations.
 - Analyze the role of IPR in the pharmaceutical industry and access to affordable medicines.
- **New Forms of Intellectual Property**
 - Introduce the concept of trade secrets and their growing importance in the knowledge economy.
 - Explore the potential for expanding IPR protection to new areas like genetic resources and traditional knowledge.

Outcomes

- A deeper understanding of the evolving landscape of intellectual property rights.
- Insights into the impact of technological advancements on IPR regimes.
- Increased awareness of the challenges and opportunities associated with balancing innovation and access.
- A framework for discussion on potential solutions to address enforcement challenges in the digital age.
- Exploration of new forms of intellectual property and their implications.

Programme Coordinator



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A One-Day Workshop on Emerging trends on IPR Regime



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