



# 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	33	Dr. A. Sayibala, Sr. Assistant Professor, Gayatri Vidya Parishad for Degree & PG Courses.  Contact No: 9440326682, e-Mail Id: <a href="mailto:sayibala@gvpcdpgc.edu.in">sayibala@gvpcdpgc.edu.in</a>
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: 7674813351, e-Mail Id: <a href="mailto:gallavillasuguna@gmail.com">gallavillasuguna@gmail.com</a>
3.	A one-Day Workshop on Emerging trends on IPR Regime	12-12-2020	32	Dr. M.Satya Sagar, Principal, NBM Law College, Visakhapatnam.  Contact No: 8639121265, e-Mail Id: <a href="mailto:munthasatyasagar@gmail.com">munthasatyasagar@gmail.com</a>



**DIRECTOR**

**DIRECTOR**  
**SAMATA DEGREE COLLEGE**  
M.V.P. Colony, VISAKHAPATNAM-17



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Date: 14/04/21

## CIRCULAR

All the Students of MBA IV & BBA II Semesters are hereby informed to attend “A Research Seminar on Data Collection Methodologies Using Surveys” by Dr. A. Sayibala, 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 1

Time: 11:00am



Director & I/c Principal  
**DIRECTOR**  
**SAMATA DEGREE COLLEGE**  
M.V.P. COLONY, VISAKHAPATNAM-17

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

## 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, 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 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 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! Delve 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

22-04-2021  
ORGANIZED BY  
SAMATA DEGREE COLLEGE



**SAMATA DEGREE COLLEGE**

(APPROVED BY AICTE & AFFILIATED TO  
ANDHRA UNIVERSITY)

MVP COLONY, VISAKHAPATNAM- 530017

**CHIEF PATRON**

Prof. G. Srinivasa Rao  
Director

**CONVENER**

Prof. S. Madhavi Latha  
Research Director

**CO-CONVENER**

Mrs. D Hymavathi  
Asst. Professor, Management Dept.

**RESOURCE PERSON**

Dr. A. Sayibala  
Sr. Asst. Prof,  
Gayatri Vidya Parishad For Degree & P.G  
Courses,  
Visakhapatnam

**COORDINATOR**

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

**ORGANISING COMMITTEE**

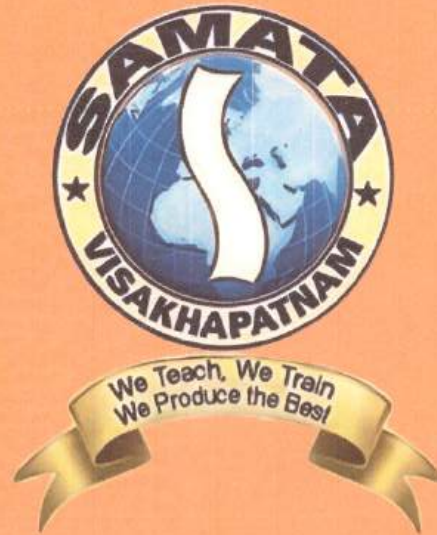
Mr. A. V. Koteswara Rao ,Asst. Professor

Mrs. K. Ramya Priya ,Asst. Professor

Mrs. R. Deepthi ,Asst. Professor

**STUDENT COORDINATORS**

AVULA RAMU  
BANDARU GREESHMA



For Details, Contact:

Mr. G. Ramesh

Asst. Professor

Department of Management Studies

Contact No: Contact No: 9392370507

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: \_\_\_\_\_

\_\_\_\_\_

Pin: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

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/**



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## 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	Ampavalli Bhargavi		A. Bheeg
2	pooja Kumari	MBA II yr	Pooja K.
3	A. POOJA SREE	MBA II year	Pooja
4	S. Kamali	MBA II year	Kamali
5	K. Sivaji	MBA II yr	K. S.
6	V. Sai lakshmi Harisha	MBA II year	Harisha
7	A. Anusha	MBA II yr	Anusha
8	C. Lalitha Manasa Priya	MBA II yr	Manasa
9	Ch. Manoj Kumar	MBA II yr	Manoj
10	K. PADMA Lavanya	MBA II yr	Padma Lavanya
11	C. P. Varun	MBA II yr	Varun
12	N. Rohith Kumar	MBA II yr	Rohith Kumar
13	D. Deepthi	MBA II yr	Deepthi
14	N. Rohith Kumar	MBA II yr	Rohith Kumar
15	K. SANGGETHA	MBA II yr	K. sanggetha
16	P. Mahalakshmi MAHURA	MBA II yr	Mahalakshmi
17	M. NIHARIKA	MBA II yr	NIHARIKA
18	D. RAJESWARI	MBA II yr	RAJESWARI
19	M. Anusha	MBA II yr	Anusha
20	Suggu Suresh	BBA 1 <sup>st</sup> year	S. Suresh
21	S. Neelima	BBA 1 <sup>st</sup> year	Neelima
22	N. Hanifah	BBA 1 <sup>st</sup> year	Hanifah
23	M. Lalitha Prasad	BBA 1 <sup>st</sup> year	Lalitha
24	K. HARIKA	1 <sup>st</sup> year	HARIKA

Page No: 1

Program Coordinator





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## 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. Madhan Laltha	Mgt Studies	Sul
2	G. Konek	Mgt Studies	Konek
3.	Mrs. D. Heemavalli	Mgt. Studies	Heemavalli
4.	A.V. Koteswara Rao	Mgt. Studies	Koteswara Rao
5.	H. Satya Sri	Mgt Studies	Satya Sri
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.	Mrs. B. Padmaja	Mgt Studies	Padmaja
10.	Mrs. Subba Lakshmi	mgt studies	S. Lakshmi

Page No: |

Program Coordinator



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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.
- Analyze 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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## A Research Seminar on Data Collection Methodology using Surveys





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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, Pydah College, Visakhapatnam. is being organized by Our College Entrepreneurship Development Cell (EDC) on 22/01/2021.

Venue: Seminar Hall 1

Time: 11:00 am



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Signature of All HOD'S						TPO	OFFICE	LIBRARY
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## ABOUT COLLEGE

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## 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

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MVP COLONY, VISAKHAPATNAM- 530017

**CHIEF PATRON**

Dr. S. Vijaya Ravindra  
Principal

Prof. B. Murali krishna  
Director

**CONVENER**

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

**CO-CONVENER**

DR. P.L. Padmaja  
Associate professor

**RESOURCE PERSON**

Mrs. G. Suguna  
Asst. Professor  
Pydah College.  
Visakhapatnam.  
Contact No: 7674813351

**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**

Behra Sri Lekha  
Bindu Madhavi

**ENTREPRENEURSHIP DEVELOPMENT CELL****ENTREPRENEUR**

For Details, Contact:

Mrs. P.J. Sarada Devi

Asst. Professor

Contact No: 9581541574

e-Mail Id: psarada6@gmail.com

**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/>**



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## LIST OF PARTICIPANTS

Name of the Program: *A one day Seminar on Impact of Technology on entrepreneurship*  
Date: *22/01/2021*

S. No	Name of the Participant	Year & Program	Signature
1.	Shafiqullah	BBA III Year	Shafiqullah
2.	Rowthu Prasad	BBA III yr	Prasad
3.	Mohammad Faruq	BBA III yr	Faruq
4.	MUDIDANA MADHURI	BBA III yr	Madhuri
5.	Meghna Minhas	BBA III yr	Minhas
6.	Malyani	BBA III yr	Malyani
7.	M. Ganapathi	BBA III yr	Ganapathi
8.	IMRAN	BBA III yr	Imran
9.	Jayanthi Surya	BBA III yr	Jay Surya
10.	Gr. SATISH	BBA III yr	Gr. Satish
11.	Gr. Priyanka	BBA III yr	Priyanka
12.	Asifkhan	BBA III yr	Asifkhan
13.	Baga Naveen	BBA III year	Naveen
14.	ABDUL SABOOR	BBA III year	Saboor
15.	A. Sai Ram	BBA III year	Sai Ram
16.	Talluri Sagar	MBA II year	Sagar
17.	P. Prasanna	MBA III year	Prasanna
18.	Ch. Anand	MBA II year	Anand
19.	S. Taruja	MBA II year	Taruja
20.	Siriki Srinu	MBA II yr	Srinu
21.	PUSHPA Kumari	MBA II yr	Kumari
22.	P. Mounika	MBA II yr	Mounika
23.	R. POWKI	MBA II yr	Powki
24.	R. priaveen	BBA II yr	Priaveen

*P.J. Sarada*

Program Coordinator

Page No: /





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## 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.	Prof S. Madhavi Latha	Mgt Studies	Sul
2.	Mrs. B. Padmaja	Mgt studies	Padmaja
3.	G. Ravech	mgt studies	Ravech
4.	A.V. Kotamrao Rao	Mgt. Studies	Kotamrao
5.	H. Satya Sai	Mngt Studies	Satya Sai
6.	Mrs. D. Hymavathi	mgt studies	Hymavathi
7.	MRS. P. Praveena	Mgt. Studies	Praveena
8.	Mrs. K. Ramya Priya	Mgt. Studies	Ramya
9.	M.S.N. Jaya Vardhan	mgt studies	Jaya vardhan
10.	MRS. Subba Lakshmi	mgt studies	S. Lakshmi



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



Date: 23/01/2021

## PROGRAMME REPORT

Programme Name	A One-Day Seminar on "Impact of Technology on Entrepreneurship"
Resource Person	Mrs. G. Suguna, Assistant Professor, Pydah College, Visakhapatnam. Contact No: 7674813351, e-Mail Id: gaklavillasuguna@gmail.com
Date of Activity	22/01/2021
Organised by	Samata Degree College
Venue	Seminar Hall-1
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.

*P.J. Sarada*  
**Programme Coordinator**



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## A One-Day Workshop on Impact of Technology on Entrepreneurship





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Date: 3/12/2020

## CIRCULAR








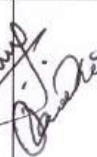
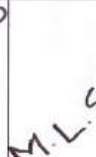
All the Students of MBA II & IV Semesters are hereby informed to attend “A One Day Workshop on Emerging trends on IPR Regime” by Dr. M. Sagar, Principal, NBM Law College, Visakhapatnam is being organized by our college on 12/12/2020.

Venue: Seminar Hall I

Time: 11:00 am



**DIRECTOR**  
**DIRECTOR**  
**SAMATA DEGREE COLLEGE**  
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## ABOUT COLLEGE

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## ABOUT WORKSHOP

Samata College is known for organizing informative IPR (Intellectual Property Rights) seminars. These seminars educate students, faculty on various IPR topics like patents, copyrights, trademarks, and designs. They likely 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

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

12-12-2020  
ORGANIZED BY  
SAMATA DEGREE COLLEGE



**SAMATA DEGREE COLLEGE**

(APPROVED BY AICTE & AFFILIATED TO  
ANDHRA UNIVERSITY)

MVP COLONY, VISAKHAPATNAM- 530017

**CHIEF PATRON**

Prof. B. Murali Krishna  
Director

**CONVENER**

Prof. S. Madhavi Latha  
Research Director

**CO-CONVENER**

DR.P.L.PADMAJA  
Associate professor

**RESOURCE PERSON**

Dr. M. Sagar,  
Asst. Professor,  
NBM Law College,  
Visakhapatnam  
Contact No: 8639121265

**COORDINATOR**

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

**ORGANISING COMMITTEE**

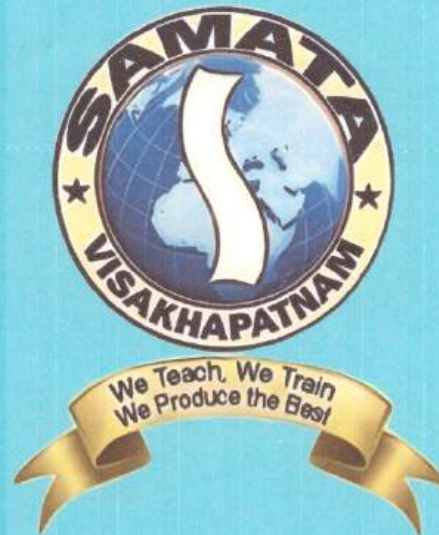
Dr.. P. L .Padmaja ,Asst. Professor

Mr. G. Ramesh ,Asst. Professor

Mrs .M. Satyasri ,Asst. Professor

**STUDENT COORDINATORS**

YAYAVARAM V JAHNAVI  
PAKKI PRASANNA KUMAR

**For Details, Contact:**

Mr. G. Ramesh  
Asst. Professor  
Department of Management Studies  
Contact No: 9392370507  
e- Mail Id: rganta7579@gmail.com

**REGISTRATION FORM****A One day workshop on Emerging trends  
on IPR Regime**

Name: Mr./Ms. : \_\_\_\_\_

Regd. No: \_\_\_\_\_

Department: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Pin: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

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/>**



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## LIST OF PARTICIPANTS

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

S. No	Name of the Participant	Year & Program	Signature
1.	B. Yasoda	MBA II yr	Yasoda
2.	Boddepalli Indu	MBA 2nd year	B. Indu
3.	Jhansi B	MBA 2nd Year	Jhansi
4.	B. SIVA KRISHNA	MBA 2nd yr	Siva
5.	C. Bhavani	MBA 2nd yr	Bhavani
6.	K. Raja	MBA 2nd year	Raja
7.	E. Kusuma	MBA 2nd year	Kusuma
8.	Botta Kusuma	MBA 2nd year	Kusuma
9.	Budumuru Vinod	MBA II yr	V. Vinod
10.	Bugutha Sairam	MBA II yr.	Sairam
11.	Ch. Sounabery	MBA II yr	Ch. Sounabery
12.	Alla Avinash	MBA II year	A. Avinash
13.	Balamoorthi	MBA II year	B. Moorthi
14.	S. Rupa	MBA 2 year	Rupa
15.	Begum Salma	MBA 2 year	Begum
16.	Amadi Lohitha	MBA II year	Lohitha
17.	P. D. Nishik Pandey	MBA	Nishik
18.	S. Priyanka	MBA - II year	Priyanka
19.	S. Mahapatra	MBA - 2 year	S. Mahapatra
20.	S. Ashwini	MBA - II year	Ashwini
21.	M. Manika	MBA II year	M. Manika
22.	Gummudu Sunetha	MBA II year	Sunetha
23.	Sabitha Vweb	MBA 2nd year	Sabitha
24.	Dalayi Gayatri	MBA 2nd year	Gayatri

Page No: 1

Program Coordinator





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## 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	Sul
2.	G. Parvath	mgt studies	Lika
3.	Ms. D. Hymavathi	mgt. studies	H
4.	Mrs. p. praveena	Mgt. studies	Praveena
5.	H. Satya Sri	Mgt Studies	Satya Sri
6.	A.V. Koteswara Rao	Mgt. Studies	Koteswara Rao
7.	M.S.N. Jaya Vardhan	mgt studies	Jaya vardhan
8.	Ms. T. Michael Sunder	mgt. studies	T. Michael
9.	Mrs. B. Sowjanya	mgt. studies	Sowjanya
10.	Mrs. M.L. Sujata	Mgt. Studies	Sujata
1			

Page No: 1

Program Coordinator



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Date: 15/12/2020

## PROGRAMME REPORT

Programme Name	<b>A One-Day Workshop on Emerging trends on IPR Regime</b>
Resource Person	Mr. M. Sagar, Assistant Professor, NBM Law College, Visakhapatnam Contact no: 8639121265, e-Mail Id: munthasagar@gmail.com
Date of Activity	12/12/2020
Organized by	Samata Degree College
Venue	Seminar Hall-1
No. of Students Attended	32

### Objectives:

- **Raise awareness:** Enhance understanding of the latest developments and challenges in intellectual property (IP) regimes.
- **Explore key trends:** Delve 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

