

Date: 08th September, 2025

CIRCULAR

All the Students of B. Com, BBA and MBA are hereby informed to attend a One-Day Workshop on “Understanding Intellectual Property Rights: Protecting Ideas, Powering Innovation” on 12th September, 2025 by Dr Santosh Kumar Senapati, Assistant Professor, Department of Mechanical Engineering, IIPE Visakhapatnam. This session is being organized by the Department of Commerce and Management Studies(DCMS) of our College.

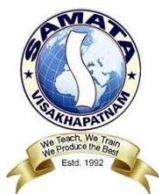
Venue: PG Seminar Hall

Time: 02:00 pm onwards.

Principal & Director

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Signature of Heads of Departments						TPO	OFFICE	LIBRARY	IQAC
B. Sc	BCA	BBA	B. Com	MBA	M.Sc. (CS)				



Date: 12/09/2025

PROGRAMME REPORT

Program Name	One-Day Workshop on “Understanding Intellectual Property Rights: Protecting Ideas, Powering Innovation”
Resource Person	Dr Santosh Kumar Senapati, Assistant Professor, Department of Mechanical Engineering, IIPE Visakhapatnam. Mail Id: sk.senapati@iipe.ac.in Contact No.: 7582022913
Date of Activity	12/09/2025
Organized by	Department of Commerce and Management Studies, Samata Degree College
Venue	PG Seminar Hall, Block B
No of Students Attended	48

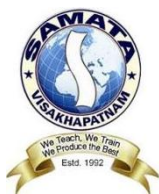
Title: A One-Day Workshop on " Understanding Intellectual Property Rights: Protecting ideas and Powering Innovation".

Objectives:

- To Provide participants with a clear understanding of what Intellectual Property Rights are and why they matter.
- It Explain patents, copyrights, trademarks, and designs, along with their scope and applications.
- It Demonstrate how protecting ideas encourages creativity, entrepreneurship, and technological advancement.
- It helps Familiarize participants with national and international laws governing intellectual property.
- To Share simple steps individuals and organizations can take to safeguard their innovations and creative works.
- It Promote respect for others' intellectual property and highlight the consequences of infringement.

Topics Covered

1. **Introduction to Intellectual Property Rights (IPR)** – meaning, importance, and relevance in today's world.
2. **Types of Intellectual Property** – patents, copyrights, trademarks, industrial designs, and trade secrets.
3. **IPR and Innovation** – how protecting ideas fosters creativity, entrepreneurship, and economic growth.



SAMATA DEGREE COLLEGE

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4. **Legal Framework and Procedures** – overview of national and international laws, filing processes, and enforcement.
5. **Case Studies & Practical Examples** – real-world success stories and challenges in protecting IP.
6. **Ethics and Challenges in IPR** – infringement issues, piracy, and promoting responsible use.

Outcomes:

- Participants gain **basic awareness** of IPR and its significance.
- Ability to **differentiate between types of IP** and understand their applications.
- Improved knowledge of **legal processes** for protecting innovations.
- Inspiration to **safeguard their own ideas** and respect others' intellectual property.
- Enhanced **innovation mindset**, linking creativity with protection and commercialization.
- Greater **ethical awareness** about infringement and responsible innovation practices.

Program Coordinator