

4. UGC Sponsored One day Work shop on “Intellectual Property Rights Issues and Challenges”(IPR)

Report:

UGC Sponsored One Day Workshop is organized on “Intellectual Property Rights Issues and Challenges” in collaboration with Krishna University on 23rd November, 2018. The Resource persons are Prof.KVSSarma, NALSAR University, Hyderabad, Prof C.S.N.Raju, Emeritus Professor, AcharyaNagarjuna University, Dr.Narasimha Reddy, University of Hyderabad, Dr.P.Veerabrahmachary, Dept of Bio – Technology, Krishna University

IPR- ISSUES & CHALLENGES

“Students are learners of business management should be well versed with business laws as they need to negotiate with various stakeholders and to take decisions, which might be having implications. Laws related to intellectual property are need to be understood to protect in organisations new products, processes and ideas”, remarked Prof KVS SARMA, Consumer laws chain professor, Nalsar University, Hyderabad. He was speaking to the participants as a keynote addressor and chief guest in the National workshop on Intellectual property Rights- Issues & challenges, organised by PG Department of commerce and Business administration, KBN College. He presented various legal provisions pertaining to design, patents, copy rights, trademarks etc. The workshop focused upon various aspects of IPRs Prof CSN Raju, remits professor, Acharyanagarjuna, spoke on reasons for growing importance of IPRs and overview of IPR. Another speaker Dr.Divakarbabu, Principal, smt.Durambasiddartha Law college, talked about TRIPS, Legal framework for IPR. Prof. D. Narasimhareddy, former professor, university of Hyderabad has highlighted about IPR in different sectors, Government policy towards IPRS, and problems in IPRs management. Another resource person Dr. P. Veerabrahmachari, Head, Bio-technology department, Krishna university spoke about Innovations Inventions and how to reshape futuse with Innovations. Around three fifty faculty members from various colleges took part in the workshop. Sri. T. Srinivasu, secretary& correspondent, Sri. V.HemachandraRao, president, Dr. V. NarayanaRao Principal KBN College participated in the programme. Prof Y.Narasimharao, Director, PG College, Prof.V.Narasimharao, Director, PG Centre, KBN College convenced the programme where all the faculty members of Department of Business Administration and commerce actively participated in organizing the event.



Address by Prof.KVSSarma. NALSAR University, Hyderabad



Faculty and participants gathering at the work shop