



SESHDRI RAO
GUDLAVALLERU ENGINEERING COLLEGE
(An Autonomous Institute with Permanent Affiliation to JNTUK, Kakinada)
SeshadriRao Knowledge Village, Gudlavalleru-521356, Krishna (Dt), AP,
India



A

Report on

Celebration Day Activity

In view of

World Intellectual Property Day

“Innovation”

Thrust area: Validation and Innovation & Business Model Development

On

25th to 26th April 2024

By

SRGEC TECHDOC

Innovation and Incubation cell

For the Academic Year

2023-24

Quarter-III

Semester-II



**Ministry of
Education**
Government of India



**MoE's
INNOVATION CELL**
(GOVERNMENT OF INDIA)



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)



Semester 2	Thrust area: Validation and Innovation & Business Model Development
	Quarter-III
Theme	Innovation
Activity Name	Celebration Day Activity
Mode of Conduct	Offline
Time	Two Days, 25th to 26th April 2024
Participants	Students: 123 Attended Faculty: 10 Attended

Objective:

The event aims to celebrate World Intellectual Property Day and raise awareness about the importance of intellectual property rights in fostering innovation and creativity.

Exemplary:

On the 26th of April 2024, Dr. K. Prudhvi Raj, IPR Coordinator of IIC, SRGEC, and Dr. K. Kalyan raj, Faculty Innovation Member from the Department of EEE, collaborated to organize a vibrant Celebration Day Activity in honor of World Intellectual Property Day. This event aimed to emphasize the significance of intellectual property rights in safeguarding innovations and fostering a culture of creativity and innovation. The Celebration Day Activity featured a diverse range of engaging workshops, interactive discussions, and insightful presentations focused on intellectual property rights and their role in driving innovation. Dr. K. Prudhvi Raj and Dr. K. Kalyan Raj curated an enriching program that explored various aspects of intellectual property, including patents, trademarks, copyrights, and trade secrets, and their relevance to innovation ecosystems. Participants had the opportunity to learn about the importance of protecting intellectual property assets, understanding the process of patenting and trademark registration, and leveraging intellectual property rights to fuel business growth and competitiveness. Through real-world case studies and examples, attendees gained practical insights into how intellectual property rights can be utilized as strategic assets to enhance innovation and create value.

The Celebration Day also served as a platform for fostering dialogue and collaboration among stakeholders from academia, industry, and the legal community. Participants engaged in thought-provoking discussions on emerging trends and challenges in intellectual property law and explored opportunities for interdisciplinary collaboration and knowledge exchange. As the event concluded, participants departed with a heightened awareness of the critical role that intellectual property rights play in driving innovation-driven growth and economic development. Dr. K. Prudhvi Raj and Dr. K. Kalyan raj commitment to promoting intellectual property literacy ensured that the Celebration Day Activity left a lasting impact, inspiring participants to prioritize the protection and commercialization of their creative and innovative endeavors.

The event garnered an overwhelming response from both students and faculty members, reflecting the collective dedication towards promoting environmental consciousness and sustainable development. The Principal, Dr. B. Karuna Kumar, and the IIC President, along with the Vice Principal - Academics, Dr. M.R.Ch. Sastry, expressed their heartfelt appreciation to the entire IIC team, for orchestrating such a successful event.

