



**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 Activity**

In view of

**National Intellectual Property Rights Day**

**“Intellectual Property Rights in Entrepreneurial Scenario”**  
**“Innovation”**

**Thrust area: Validation and Innovation & Business Model Development**

**On**

**26<sup>th</sup> April 2023**

**By**

**SRGEC TECHDOC**

**Innovation and Incubation Cell**

**For the Academic Year**

**2022-23**

**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)



**AICTE**

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<b>Semester 2</b>	<b>Thrust area: Validation and Innovation &amp; Business Model</b>  <b>Development</b>  <b>Quarter 3</b>
<b>Theme</b>	Innovation
<b>Activity Name</b>	Intellectual Property Rights in Entrepreneurial Scenario
<b>Mode of Conduct</b>	Offline
<b>Time</b>	One Day, 26 <sup>th</sup> April 2023
<b>Participants</b>	Students:92  Faculty:23

**Objective:**

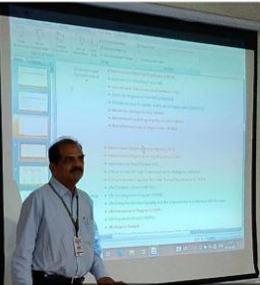
To Familiarize the need of IPR.

**Exemplary:**

SRGEC TECHDOC, Innovation and Incubation cell has conducted a motivational talk on “**Intellectual Property Rights in Entrepreneurial Scenario**” in association with Department of MAB for B.Tech students and PG students. Dr.Ch.Nirmal Chand, MBA, Ph.D Prof. and Head Dept. of Business and Management Studies SR Gudlavalleru Engineering College, delivered talk on the **Intellectual Property Rights in Entrepreneurial Scenario** on 26-04-2023. Total 126 students have attended this webinar. At the end of the talk, Dr. B. Mahesh Babu, IIC Coordinator of SRGEC, thanked the speaker for his valuable information, and given awareness on IPR and encouraged the participants to approach IIC cell of SRGEC with innovative ideas for patenting.



  
 "Entrepreneurship Dev  
 Intellectual Property Rights  
 Dept: 295-04-2023  
 Department of Business  
 with SRGEC/TECHDOC  
**Dr. Ch. Nirmal Chand, M.B.A., Ph.D.**  
 Prof. and Head,  
 Department of Business & Management Studies  
**SESHADRI RAO GUDLAV**  
 (An Autonomous Institute with  
 Seshadri Rao Knowledge Village)



**Gudivada, Andhra Pradesh, India**  
 CXJQ+2QV, Station Rd, Loyaada, Gudivada, Andhra Pradesh  
 521301, India  
 Lat 16.429655°  
 Long 80.989714°  
 26/04/23 11:26 AM GMT +05:30



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