



# SHRI GNANAMBICA DEGREE COLLEGE

(AUTONOMOUS)  
(Affiliated to S.V. University)



## REPORT ON ONLINE GUEST LECTURE

Organized by IIC (Institution's Innovation Council)  
Shri Gnanambica Degree College (Autonomous), Madanapalle

**Title of the Program:** Online Guest Lecture on "*IPR Basics for Innovators & Entrepreneurs*"

**Date:** 05-11-2025

**Organized by:** Institution's Innovation Council (IIC)

**Coordinator:** Dr. B. Madhusudhan Naik, Assistant Professor

**Resource Person:** Prof. B. Koteswara Rao Naik, IIM Mumbai

### Objective of the Program

The main objective of this guest lecture was to create awareness among students about Intellectual Property Rights (IPR), its significance in innovation and entrepreneurship, and how young innovators can protect their creative work. The session aimed to motivate students to understand patents, copyrights, trademarks, and their role in the startup ecosystem.

### Program Overview

The Institution's Innovation Council (IIC) of Shri Gnanambica Degree College organized an enlightening online guest lecture on "*IPR Basics for Innovators & Entrepreneurs.*" The session was delivered by **Prof. B. Koteswara Rao Naik from IIM Mumbai**, an eminent academician and expert in Intellectual Property Rights.

Prof. Rao Naik explained various components of IPR, including patents, copyrights, trademarks, design rights, and trade secrets. He highlighted the importance of safeguarding innovations, especially for budding entrepreneurs. The session also covered the process of filing patents, common challenges, and real-life case studies demonstrating the value of IPR protection.

The resource person also emphasized the role of IPR in fostering innovation, promoting creativity, and enhancing the growth of startups in India. Students actively participated and raised queries, which were addressed comprehensively.

### Outcome of the Program

- Students gained foundational understanding of Intellectual Property Rights.
- The session motivated young innovators to convert their ideas into protected intellectual assets.

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- Participants became aware of the procedures involved in filing patents and protecting inventions.
- Enhanced entrepreneurial mindset and understanding of legal aspects of innovation.

### **Conclusion**

The session was highly informative and beneficial for students aspiring to become innovators and entrepreneurs. The Institution's Innovation Council successfully organized the program, fulfilling its goal of promoting innovation and intellectual awareness among students.

  
Dr. B. Madhusudhan Naik  
Program Coordinator



Mrs. S. Ramadevi  
Principal

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