

15th Nov 2021

To
The Director
AIMBA, Sangamner

Sub: Two Days Workshop Report on **Intellectual Property Rights**

Dear Sir,

I am writing this report to provide an overview of the two-day workshop on Intellectual Property Rights (IPR) conducted at our institute during 13th-14th Nov 2021. The workshop aimed to enhance the knowledge and awareness of MBA students regarding the importance and intricacies of intellectual property protection in the business world. The workshop was organized as part of our commitment to providing a holistic education experience and equipping students with relevant industry insights.

1. Workshop Objectives: The primary objectives of the workshop were as follows: a. To introduce the concept of Intellectual Property Rights and its significance in business. b. To create awareness about different forms of intellectual property, including patents, copyrights, trademarks, and trade secrets. c. To discuss the legal framework and procedures for protecting intellectual property. d. To highlight the role of intellectual property in fostering innovation and competitiveness. e. To provide practical insights and case studies related to intellectual property in various industries. f. To encourage students to consider intellectual property strategies in their future entrepreneurial endeavors.

2. Workshop Agenda: The workshop was structured over two days, comprising a series of interactive sessions, presentations, case discussions, and hands-on activities. The agenda for each day was as follows:

Day 1:

- Introduction to Intellectual Property Rights and its relevance in the business landscape.
- Overview of different types of intellectual property and their characteristics.
- Understanding the legal aspects of intellectual property protection.
- Case studies on successful intellectual property strategies in various industries.
- Interactive discussions and Q&A sessions.

Day 2:



- In-depth exploration of patents, copyrights, trademarks, and trade secrets.
- Practical insights into the process of filing and obtaining patents.
- Copyright protection for creative works and its implications.
- Trademark registration and brand protection strategies.
- Workshops and group activities to develop intellectual property strategies for hypothetical business scenarios.
- Closing remarks and feedback session.

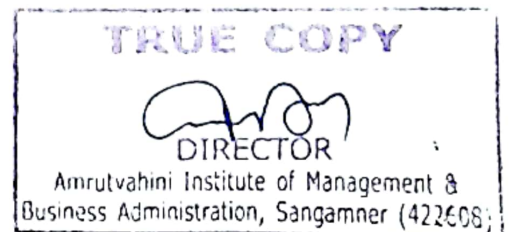
3. Workshop Facilitators: The workshop featured renowned experts in the field of intellectual property, including lawyers, industry professionals, and academics with significant experience in intellectual property law and management. Dr. Eknath Bayas, Asstt Professor, Amrutvahini Engg. Dr. Bharati Dole, IPR Expert and Mr H R Deochakke, Law Expert conducted the sessions on various aspects of IPR subthemes. Their diverse backgrounds and expertise provided participants with comprehensive insights and practical knowledge.

4. Participant Engagement: The workshop witnessed active participation from MBA students, who eagerly engaged in discussions, asked thought-provoking questions, and shared their perspectives on intellectual property-related issues. The interactive nature of the workshop allowed participants to apply their knowledge through case studies, group activities, and scenario-based exercises. Around 224 students benefited from the workshop.

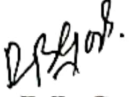
5. Key Takeaways: The workshop provided several key takeaways for the participants, including: a. A comprehensive understanding of intellectual property rights and their significance in the business context. b. Knowledge of the legal framework and procedures for protecting intellectual property. c. Insights into successful intellectual property strategies employed by organizations in different industries. d. Practical skills in analyzing intellectual property-related scenarios and developing effective strategies. e. Awareness of the ethical and social implications of intellectual property management.

6. Feedback and Evaluation: Participants expressed their satisfaction with the workshop content, delivery, and overall organization. Feedback surveys were distributed at the end of the workshop, allowing participants to provide detailed feedback on various aspects of the event. Overall, the feedback received was overwhelmingly positive, highlighting the effectiveness of the workshop in achieving its objectives.

7. Conclusion: The two-day workshop on Intellectual Property Rights successfully provided MBA students with valuable insights into the world of intellectual property and its importance in the business arena. The event fostered a learning environment that encouraged active

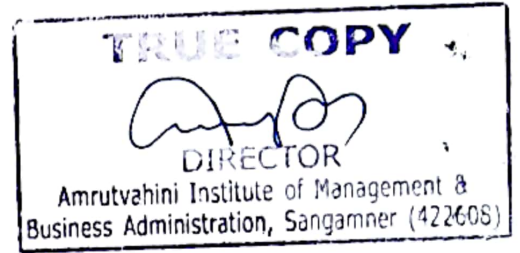


participation and stimulated critical thinking. We believe that the knowledge and skills gained during the workshop will benefit the participants in their future careers and entrepreneurial endeavors.



Dr. R.B. Gawali
Coordinator-Learning & Development

CC to : Sanstha Office



11/11/2021

NOTICE

All the MBA 1st year students hereby informed that the institute has organized a Two Days Workshop on "Intellectual Property Rights on 13-14th Nov 2021. The details of the program are as given below:

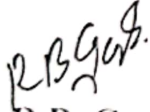
Two Days Workshop On "Intellectual Property Rights"

Date: 13th & 14th Nov 2021

Timing: 9.30 am to 3.30 pm

Venue: Seminar Hall

Institute dress code is must. Kindly note.



Dr. R.B. Gawali

Coordinator-Learning & Development



Dr. B.M. Londhe
Director

Two Days Workshop

On

“Intellectual Property Rights”

Date: 13th & 14th Nov 2021

Timing: 9.30 am to 3.30 pm

Venue: Seminar Hall

Workshop Schedule

Day 1 13/11/2021	Session I 10.30 am to 12.30 am “Introduction To Intellectual Property Rights” By Bharati Dole IPR Expert Pune	Session II 1.30 pm to 3.00 pm “Case Studies on IPR in Various Industries” By Bharati Dole IPR Expert Pune
	Day 2 14/11/2021	Session III 10.30 am to 12.30 am “Patents, Copyrights, Trademarks & Trade marks” By Advt H.R. Deochakke Sangamner

