



**Acharya Bangalore B-School**

(Affiliated to Bangalore University, Approved by AICTE & Recognized by Govt. of Karnataka)  
(Re-accredited with NAAC 'A' grade)

Aspire. Accelerate. Achieve.

## **CRITERIA - 3**

**3.2.2**

# **WORKSHOPS/SEMINARS**

**2016-2021**

### **Abstract**

**Number of workshops/seminars conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship during the last five years**



## WORKSHOPS/SEMINARS

<b>Year</b>	<b>Page No</b>
<b>2016-17</b>	<b>3-15</b>
<b>2017-18</b>	<b>16-32</b>
<b>2018-19</b>	<b>33-46</b>
<b>2019-20</b>	<b>47-62</b>
<b>2020-21</b>	<b>63-131</b>



  
 Principal  
 Acharya Bangalore B-school  
 Andrahalli Main Road, off Magadi Road,  
 Bengaluru-560091



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**2016-2017**

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Contact us: 080 23090600, M: +91 91417 07070, [admissions@abbs.edu.in](mailto:admissions@abbs.edu.in)  
[www.abbs.edu.in](http://www.abbs.edu.in)



**Report On**

**Govt. of Karnataka  
Visvesvaraya Trade Promotion Centre  
In association with  
Acharya Centre for Entrepreneurial Development  
Conducted**

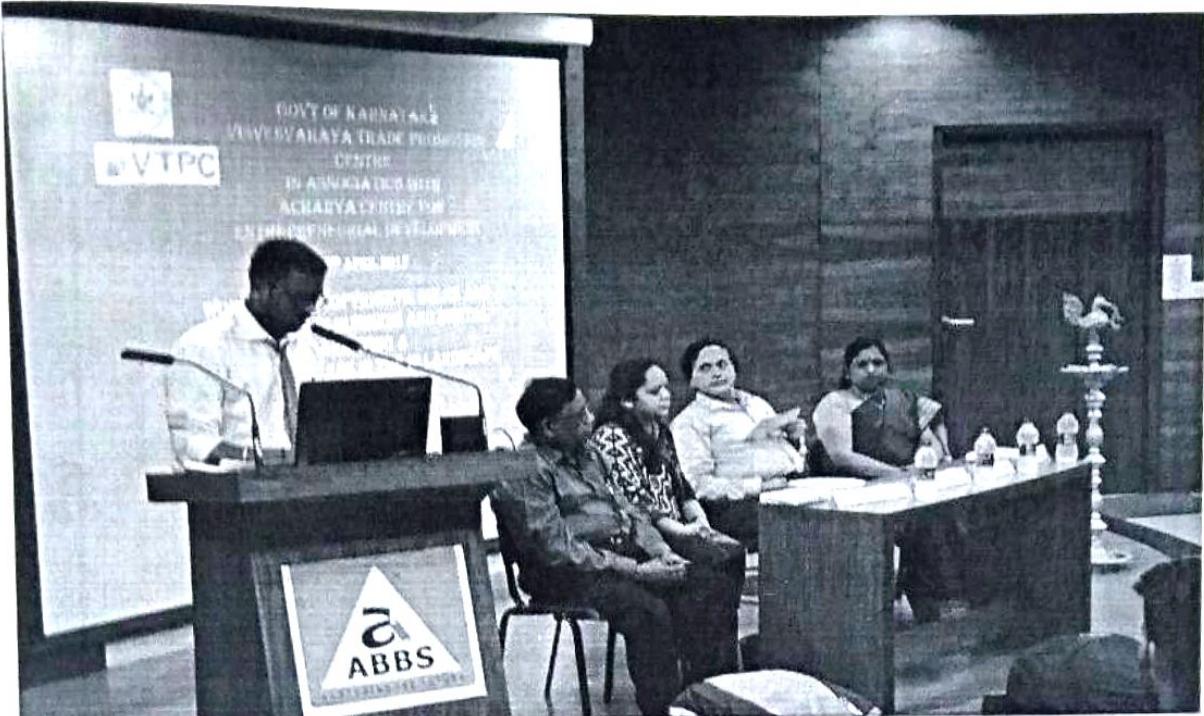
**Workshop on Copyrights: Rules and  
Legal risks in Business & Digital Marketing &  
Emerging Careers in the IP Landscape**

**ON 25<sup>TH</sup> APRIL 2017**

**Supported by**



Event Pics:







ACHARYA CENTRE FOR ENTREPRENEURIAL DEVELOPMENT



## PROGRAMME SCHEDULE



Govt of Karnataka  
Visvesvaraya Trade Promotion Centre  
Department of Industries & Commerce

In association with  
Acharya B School, Bengaluru

Workshop on Intellectual Property Rights  
Copyrights: Rules and Legal risks in Business and Digital Marketing  
and Emerging Careers in the IP landscape

25<sup>th</sup> April 2017  
Acharya Business School, Bengaluru

### Program Agenda

Time	Session	Speaker
10.30 a.m – 11 a.m	Opening Session:	Prof Venkatesh Director Acharya B School Bengaluru  Prof Anilkumar Acharya B School Bengaluru



	<b>Perspective: Towards a robust IP Eco System</b>	<b>Smt.Prabhavathi Rao</b> Program Coordinator WTO & IPR Relay Cell Visvesvaraya Trade Promotion Centre Dept of Industries & Commerce Govt of Karnataka
<b>11 a.m – 12.15 p.m</b>	<b>Overview of the IPR Spectrum, Emerging Trends and Burgeoning Careers in the IP landscape</b>	<b>Dr. S Rama Murthy</b> Senior Advisor Orgin IP Solutions Bengaluru
<b>12.15 p.m – 12.30 p.m</b>	<b>Q &amp; A Session and Tea Break</b>	
<b>12.30 p.m – 1.30 p.m</b>	<b>Copyrights: Rules and Legal risks in Business and Digital Marketing</b>	<b>Ms.Smitha H S</b> Partner HSS Murthy & Advocates
<b>1.30 p.m – 1.45 p.m</b>	<b>Q &amp; A and Close of Session</b>	

#### LIST OF RESOURCE PERSON

SL.N O	Name	Designation	Organisation
1	Dr.S.Rama Murthy	Senior Advisor	Orgin IP Solutions
2	Ms.Smitha	Partner	HSS Murthy & Advocates
3	Smt.Prabhavathi Rao	Program Coordinator	WTO & IPR Relay Cell, VTPC, Govt. of Karnataka
4	Prof.Anilkumar.R	Head / IPR Cell / Incubation	ABBS



**Report On**  
**Innovation Management Workshop**  
**For M.B.A Students**  
**24<sup>th</sup> September, 2016**  
**Sponsored by VTPC, Govt. of Karnataka**



**Organized by**  
**Acharya Centre for Entrepreneurial Development**  
**Bengaluru**

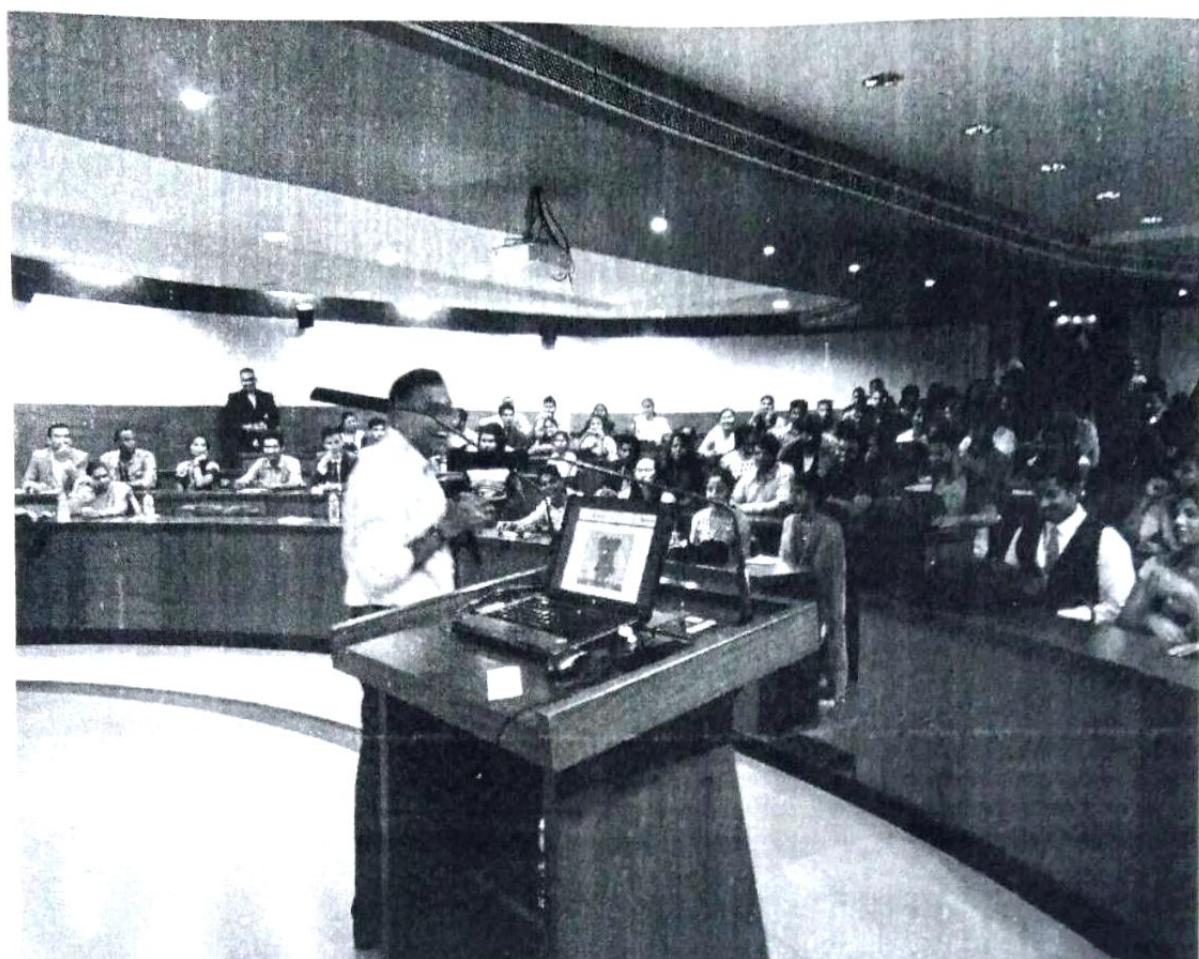
**Coordinator: Prof. Anilkumar.R**

**Supported by**





**ACHARYA  
BANGALORE  
B-SCHOOL**



**ACHARYA  
BANGALORE  
B-SCHOOL**



### INDUSTRY VISIT

## Program Schedule

Workshop on Innovation Management  
 The Art of Innovation to (W) innovation

Date: 24<sup>th</sup> September, 2016  
 Venue: Acharya Business School, Bengaluru

Time	Session	Speaker
2 p.m – 2.15 p.m	Opening Session:	Prof Anil Acharya B School Bengaluru
	Theme Facilitation	Smt.Prabhavathi Rao Program Coordinator WTO & IPR Relay Cell Visvesvaraya Trade Promotion Centre Dept of Industries & Commerce Govt of Karnataka
2.15 p.m – 3.30 p.m	Creativity-Innovations- Opportunities for Entrepreneur	Sri. D P K Muthukumaraswamy Innovation Leadership Consultant Innomantra Consulting Bengaluru
3.30 p.m – 3.45 p.m	Q & A Session and Tea Break	
3.45 p.m – 5 p.m	Systematic approach to Innovation through Functional Innovation	Sri. D P K Muthukumaraswamy Innovation Leadership Consultant Innomantra Consulting Bengaluru
5 p.m – 5.30 p.m	Q & A Session & Valedictory	

**ANNEXURE -I**  
**LIST OF PARTICIPANTS FROM ABBS AND OTHER COLLEGE**  
**STUDENTS PARTICIPANT SHEET- WORKSHOP ON WTO**

ACHARYA BANGALORE B-SCHOOL			
S. No.	Name	S. No.	Name
1	ANOOPK	52	A. K. MAITREYA
2	CHEETHANG	53	AKHIL DEV. P. V.
3	JAIMOHAN V	54	ALEN JOSE JOHNY
4	JISHNU PP	55	ANMOL CHATURVEDI
5	ANNAPOORNA OLI	56	ANUPAMA. M
6	NANDEESH. N	57	B. DHIKSHITHA
7	VINUTHA D V	58	CHERIAN JOHN
8	DARSHAN KUMARK R	59	DEEPTHI LAHIRI
9	SONU B	60	G LOKESH
10	DARSHAN KURI	61	GYANESH G. KAMATH
11	ABHIJITH H	62	JISHNU. K. M.
12	SURESH	63	KARTHIK KUMARN
13	HARI SANKAR. R S	64	L BOSU GOVINDA SANKAR BABA
14	ABHISHEK NAGABHUSHAN HIREMATH	65	MADHUSHREE H N
15	NAVEEN KUPPAST	66	MANSI KUMARI SINGH
16	DATTATHREYA. A. G	67	MD. RASHID
17	DEEPIKA TOPPO	68	MITHUN
18	VARTIKA KUMAWAT	69	MUHAMMED SHAHID. A. S
19	JOHN LUTH MAJOCK ZORDAR	70	NANDANAN
20	K NITHIN CHOWDARY	71	NISHANTH. U
21	ADARSH AR	72	PAVAN KUMAR K
22	AKSHATHA BL	73	POOJA VS
23	ALOK PRADHAN	74	PRAVEEN H S
24	ANOOP B S	75	R MANISH
25	ARAMIND NIDUGUNDI	76	RAHUL YADAV
26	BASUNDHARA PANDEY	77	S PUNEETH VENKAT
27	CHE THANAKUMARA TM	78	SAJTH K UNNI
28	DENSON D'CRUZ	79	SHAIK SHARUKH
29	G. HARISH	80	
30	SOURABH CHANDRAKAR	81	HAMS AVENI M
31	SUDARSHAN N	82	JITHIN J THOMAS
32	ARUN KUMAR	83	KARTHIKAYINI .P
33	CHARAN KUMARR	84	UKITH D



34	SANTOSH MALLAPPA MAGADUM	85	MAHAMMED AZAAN
35	MUHAMMED NAFID K T	86	MANUJAKSHI
36	RANEESH ALI. N.K	87	MD SAFVAN
37	ABHISHEK M H	88	MOHAMMED DANISH JAMAL
38	CHARAN SMHA N	89	MUTTAPPA MADELLI
39	NITHIN V. K	90	NAVEEN H JOSEPH
40	YASHASWINI SN	91	P. KIRAN RAJU
41	A P GANAPATHI	92	PAVAN S
42	CH BALAJI VARMA	93	PRADEEPA KN
43	HARSHITH M NAIK	94	PRAVITH TP
44	VINAYAK HERALGI	95	R NIKHIL KUMAR
45	SHIVRAJ H C	96	RASHIQ. P
46	NATESHA D M	97	SACHIN HD
47	HEMAVATHI S KUNA	98	SANDEEPAB K
48	ZAKIRHUSEN	99	SHARON MASH
49	YASHWANTH. M	100	SHIVAKUMAR
50	RUSHIKULYA PRIYADARSANI	101	SRIDURGA N
51	SHARATH . N	102	SUDARSHAN ONAVE
		103	SUNIL M G

#### LIST OF FACULTY / RESOURCE PERSON

SL.NO	Name	Designation	Organisation
1	Smt. Prabhavathi Rao	Program Coordinator	WTO & IPR Relay Cell Visvesvaraya Trade Promotion Centre Dept of Industries & Commerce Govt of Karnataka
2	Sri. D P K Muthukumaraswamy	Innovation Leadership Consultant	Innomantra Consulting Bengaluru
3	Prof. Anilkumar.R	Ecell Head	Acharya Bangalore B school



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# **2017-2018**

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Contact us: 080 23090600, M: +91 91417 07070, [admissions@abbs.edu.in](mailto:admissions@abbs.edu.in)  
[www.abbs.edu.in](http://www.abbs.edu.in)



**One Day**  
**Workshop**  
for  
**Entrepreneurships Awareness**  
( 11.08.2017)

Time	Topic	Resource Person
9.00 - 10.00	A word blessing  Introduction of Resource Persons and Topics	Dean - Academics Director - MBA  Prof. Swaminathan
10.00 - 11.00	Importance of Entrepreneurships for MBA Grads	Dr. Rajesh. C Prof. Ravi Aditya
11.00- 11.15	Tea / Coffee Break	
<del>11.15</del> <del>11.15 - 1.15</del>	Idea Generation	Prof. Viswanathan M
1.15 - 2.00	Lunch Break	
2.00 - 4.00	Business Canvas	Dr. VS Chauhan
4.00 - 4.25	Concluding Remarks	Dr. HR Venkatesha

## **SEBI Sponsored Financial Education Workshop at Acharya Bangalore B-School**

### **Report**

Date of Activity: 20/09/2017

Venue: Seminar Hall

Duration: 11:15 AM – 1:15 PM

Resource person: Mr. Prakash Rao

Co-ordinating Faculty: Prof. Ashwin R. John

Audience: 1<sup>st</sup> Sem MBA Students

The workshop conducted introduced the concept of Savings and Investments to the students. It provided insights to the students on the importance of investment and the various avenues available for investment.

The following topics were covered:

- ✓ Introduction to Savings and Investments
- ✓ Basics of Budgeting, Inflation effects on investments, Risk and Return, Power of Compounding and Time Value of Money.
- ✓ Choosing the Right Investment Options.
- ✓ Asset Allocation Strategy and various products available.
- ✓ Investor Protection and Grievances re-dressal mechanism.

Co-ordinating Faculty

Riceator



## Faculty Development Programme

# ENTREPRENEURS' CONCLAVE

(An Interactive Workshop)



Saturday, 09<sup>th</sup> Dec, 2017 | 9:00 a.m.

Venue : APJ Abdul Kalam Hall

**ACHARYA BANGALORE B-SCHOOL**



ABBS

# ONE DAY WORKSHOP

on

## FINAL YEAR MBA RESEARCH PROJECT

- RESEARCH METHODOLOGY
- DATA ANALYSIS
- PREPARATION OF DISSERTATION



Thursday, 1st March 2018  
9:00 am - 4:00 pm



APJ Abdul Kalam Hall  
Acharya Bangalore B School

### **Coordinator**

Dr. R.Jayanthi  
Professor

Acharya Bangalore B School

ONE DAY WORKSHOP ON IV SEM MBA RESEARCH PROJECT

(RESEARCH METHODOLOGY, DATA ANALYSIS AND PREPARATION OF DISSERTATION)

For

IV sem MBA Students-2018

Report

Project dissertation is compulsory paper for the 4<sup>th</sup> sem MBA students. The dissertation is equivalent to 12 credits or two elective courses. Students are expected to carry out their work with commitment, quality and integrity. It carries a maximum of 200 marks and 50 marks for the Viva-voce examination.

A one day workshop is organized to give an insight about how to do the dissertation,

on 1<sup>st</sup> of March 2018 , Abdul Kalam Hall-Venue

10.10 to 11.30 am: Key note address 'Dissertation/ Project-Connecting link between Academia and Industry -Dr. V R.Rajesh Kumar, Academician.

The workshop was attended by 4<sup>th</sup> sem students to understand how a project should be done, session were handled by internal faculty, end of which feedback was taken.

Time	Topic	Gallery 1 (Finance)	Gallery 2 (HR and Marketing)
9am to 10am	Selection of Topic	Prof.Ashish	Dr. VS Chauhan
11.45 to 12.30	Review of Literature/ Research Gaps	Prof. SS .Patil	Prof. Ravi Aditya
12.30 to 1pm	<b>LUNCH BREAK</b>		
1 to 1.45 pm	Research design/Sampling Data Collection	Prof. Anand Shashikumar	Dr. K R Swaroop
1.45 to 2.30pm	Data Analysis/SPSS	Prof. Ellur Anand	Dr.Yavana Rani
2.30 pm to 3pm	Research Report writing/Plagiarism	Prof. Ashwin John	Dr. Viswanathan
3.15 -4pm	Projects in Employment Market	Mr. Arun Rajput (Placement)	Dr. Swamynathan (Placement)

**Coordinator: Dr.R.Jayanthi, Professor**

**ABBS**

Acharya Bangalore B School

ONE DAY WORKSHOP ON IV SEM MBA RESEARCH PROJECT

(RESEARCH METHODOLOGY, DATA ANALYSIS AND PREPARATION OF DISSERTATION)

For

IV sem MBA Students-2018

Project dissertation is compulsory paper for the 4<sup>th</sup> sem MBA students. The dissertation is equivalent to 12 credits or two elective courses. Students are expected to carry out their work with commitment, quality and integrity. It carries a maximum of 200 marks and 50 marks for the Viva-voce examination.

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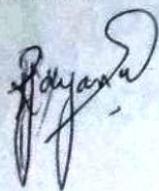
on 1<sup>st</sup> of March 2018 , Abdul Kalam Hall-Venue

10.10 to 11.30 am: Key note address 'Dissertation/ Project-Connecting link between Academia and Industry -Dr. Rajesh , Educationist and Free lancer

Time	Topic	Gallery 1 (Finance)	Gallery 2 (HR and Marketing)
9am to 10am	Selection of Topic	Prof.Ashish	Dr. VS Chauhan
11.45 to 12.30	Review of Literature/ Research Gaps	Prof. SS .Patil	Prof. Syed Kazim
12.30 to 1pm	<b>LUNCH BREAK</b>		
1 to 1.45 pm	Research design/Sampling Data Collection	Prof. Anand Shashikumar	Dr. K R Swaroop
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2.30 pm to 3pm	Research Report writing/Plagiarism	Prof. Ashwin John	Dr. Viswanathan
3.15 -4pm	Projects in Employment Market	Mr. Arun Rajput (Placement)	Dr. Swamynathan (Placement)

Coordinator: Dr.R.Jayanthi

Professor



**ACHARYA BANGALORE B SCHOOL**  
**GUEST LECTURE FEEDBACK**

Name of the Guest: Dr. Rajesh Kumar

Topic: Project

Date: 01/03/18 Time: 10 - 11:30

Student Name: Thesas k.v

	<b>5. Totally Agree</b>	<b>4. Agree</b>	<b>3. Somewhat</b>	<b>2. Disagree</b>	<b>1. Totally Disagree</b>
1 Topic of the speaker was relevant to my area of interest					2
2 Speaker was able to explain the topic clearly and used relevant examples					3
3 Presentation skills of speaker was engaging					4
4 Would recommend speaker for the next session					1
5 Suggestions:					

Signature: Rajesh

Student Name: Usman Rafeeq. V.P

	<b>5. Totally Agree</b>	<b>4. Agree</b>	<b>3. Somewhat</b>	<b>2. Disagree</b>	<b>1. Totally Disagree</b>
1 Topic of the speaker was relevant to my area of interest					5
2 Speaker was able to explain the topic clearly and used relevant examples					5
3 Presentation skills of speaker was engaging					5
4 Would recommend speaker for the next session					5
5 Suggestions:					

Signature: Usman

Student Name: MADHAVI WOMAN. K

	<b>5. Totally Agree</b>	<b>4. Agree</b>	<b>3. Somewhat</b>	<b>2. Disagree</b>	<b>1. Totally Disagree</b>
1 Topic of the speaker was relevant to my area of interest					5
2 Speaker was able to explain the topic clearly and used relevant examples					4
3 Presentation skills of speaker was engaging					5
4 Would recommend speaker for the next session					4
5 Suggestions:					

Signature: Madhavi

**LIST OF DELEGATES: ENTREPRENEURS' CONCLAVE (ABBS)**

<b>Sl No</b>	<b>Name</b>	<b>Designation</b>	<b>Organisation</b>	<b>Email ID</b>
1	Dr. J.W. Lobo	Managing Director	Albertsons International Pvt Ltd	<a href="mailto:mdoj.albertsons@...">mdoj.albertsons@...</a>
2	Dr. Jacob Crasta	Founder Chairman CME Group	CME Group	<a href="mailto:crasta@cme.com">crasta@cme.com</a>
3	Dr. Biswajit Roy	Managing Director	Chromous Biotech Pvt Ltd	<a href="mailto:biswajit@chromous.com">biswajit@chromous.com</a>
4	Mr. Raman Gujral	Regional Co-ordinator	Entrepreneurship Development Institute of India	<a href="mailto:ramangujral@eduidia.org">ramangujral@eduidia.org</a>
5	Mr. Bharath Rajanna	Founder & CEO	Edu Pinnacle	<a href="mailto:bharath@edupinnacle.com">bharath@edupinnacle.com</a>
6	Mr. Vinod Prabhu B	Managing Director	Seventh Sense- Talent Solutions	<a href="mailto:vinod.prabhu@seventhsensetalent.com">vinod.prabhu@seventhsensetalent.com</a>
7	Mr. Lokesh V	Managing Director	Innomantra Consulting Private Limited	<a href="mailto:lokeshv@innomantra.com">lokeshv@innomantra.com</a>

8	Mr. Arindam Ghosh	CEO & Country Delivery Head, India-Executive Search & Selection	Staffers India Consulting	<a href="mailto:arindam.ghosh@staffersindia.com">arindam.ghosh@staffersindia.com</a>
9	Mr. Nivedan Nempe	Founder & CEO	Mystic Aromatics	<a href="mailto:nivedan.nempe@gmail.com">nivedan.nempe@gmail.com</a>
10	Mr. Jayant Nadiger	Trade Commissoner Of Flanders-Belgium	Flanders-Investment & Trade	<a href="mailto:jayant.nadiger@fitagency.com">jayant.nadiger@fitagency.com</a>
11	Mr. K Ravi	Sr. Vice President	Federation Of Karnataka Chambers Of Commerce & Industry	<a href="mailto:sr.vp@fkCCI.in">sr.vp@fkCCI.in</a> / <a href="mailto:kravi@kraviassociates.com">kravi@kraviassociates.com</a>
12	Mr. Ramasamy Purusotman	Founder , CEO	Amano Enzyme- Malaysia	<a href="mailto:ramasamy_purusotman@amano-enzyme.com">ramasamy_purusotman@amano-enzyme.com</a>
13	Mr. R V Bhargava Ramana	Chief Executive officer	Maruthsakha Aerospace and Aviation Pvt Ltd	<a href="mailto:bhargava@maruthsakha.com">bhargava@maruthsakha.com</a>
14	Mr.Ashok Chhajer	Director	Krishna Lamicoat Pvt Ltd	<a href="mailto:ashok@krislam.com">ashok@krislam.com</a> / <a href="mailto:exports@krislam.com">exports@krislam.com</a>
15	Dr. Chinmaya P Chigateri	Director & CEO	HealthMinds Consulting Pvt Ltd	<a href="mailto:chigateri@healthminds.in">chigateri@healthminds.in</a>

16	Mr. Rajiv Prakash	Chief Manager	State Bank of India	<a href="mailto:rajiv.p@sbi.co.in">rajiv.p@sbi.co.in</a>
17	Ms. Anu Krishnan	Founder & CEO	Wordweave	<a href="mailto:anuk@wordweave.in">anuk@wordweave.in</a>
18	Ms. Babita Jaishankar	Founder & CEO	Wsol Fashion Pvt Ltd	<a href="mailto:designer@babitajaishankar.com">designer@babitajaishankar.com</a>
19	Ms. Nageshwari Murthy	Founder & CEO	Ideatiger.Com	<a href="mailto:nageswari@ideatiger.com">nageswari@ideatiger.com</a>
20	Ms. Aishvarya Nandyappa	National President	Confederation of Women's Chamber of Commerce & Industry	<a href="mailto:aishvarya21@gmail.com">aishvarya21@gmail.com</a>
21	Mr. Gaurav Singh	Regional Manager-South	Wadhwani Foundation	<a href="mailto:gaurav.singh@wfglobal.com">gaurav.singh@wfglobal.com</a>
22	Ms. Nidhi Singh	Chief Operating Officer	Woknstove Food Works Pvt ltd	<a href="mailto:nidhisingh@samosasingh.com">nidhisingh@samosasingh.com</a>
23	Ms. Cavita Mehra	CEO	Mindskillz Pvt Ltd	<a href="mailto:cavitam@mindskillz.in">cavitam@mindskillz.in</a>
24	Mr. Guhesh Ramanathan	CEO and Director	Excubator Consulting	<a href="mailto:guhesh.ramanathan@excubator.org">guhesh.ramanathan@excubator.org</a>
25	Mr. Sameer Gupta	Founder & CEO	S S Able	<a href="mailto:sameer.gupta@ssable.com">sameer.gupta@ssable.com</a>

## **ACHARYA BANGALORE B SCHOOL**

### **3 Day Workshop on SPSS for MBA students**

**Objectives of the workshop:** The main purpose of the workshop is to familiarize students with the application of SPSS in research. Each day is an intensive hands-on experience with the software.

#### **Workshop Schedule**

Date	Time	Topics covered
7 <sup>th</sup> May 2018	3.00 to 4.00 pm	Introduction to SPSS( Types of files in SPSS, Data view, variable view). Data entry in SPSS, Descriptive statistics, Cross tabulation
8 <sup>th</sup> May 2018	3.00 to 4.00 pm	Simple regression and multiple regression
9 <sup>th</sup> May 2018	3.00 to 4.00 pm	Test of Hypothesis

**Co-ordinator and Trainer:** Prof Anand Sasikumar

#### **Note:**

1. Worshop would be conducted in gallery 02
2. All participants must carry laptop (fully charged).

**Students were selected based on an entrance test which covered the concepts related to statistics and research methodology. The test was conducted in gallery 2 , Acharya Bangalore Business school.**



Screening test for SPSS workshop at gallery 2



Screening test for SPSS workshop at gallery 2

The list of the students for SPSS workshop is as below:  
 (Based on Screening Test Scores):

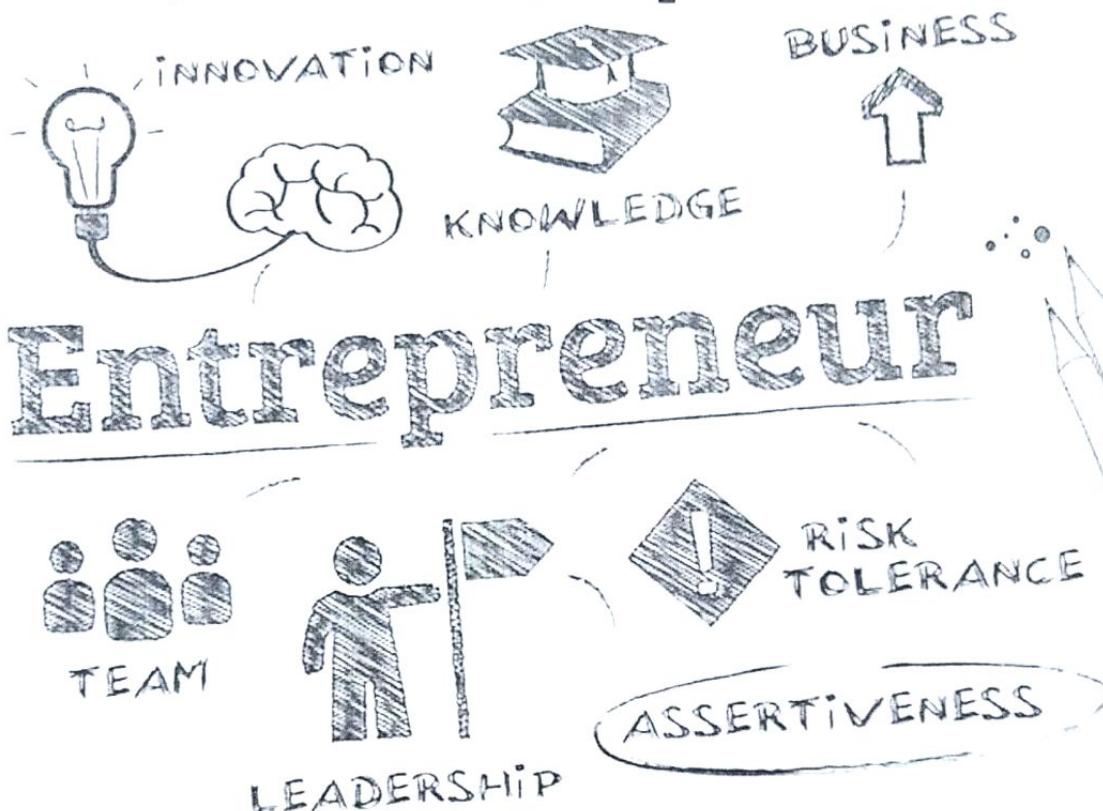
Sl.No	Student Name	Section	Sl.No	Student Name	Section
1	G.Vishnuvardhan	A	14	P.Mounika	C
2	K Vamsi sri Harsha	A	15	Gouthami.J	C
3	P Akhilesh	A	16	Sree Charan	C
4	Sahana B.V	A	17	Narasimhula Saikrsihna	C
5	Raji.L	A	18	A.Harikiran	C
6	Rashmi R.D	B	19	Anusreya Nag	C
7	Priyanka Malik	B	20	Nikhil thakare	C
8	Sharun AD	B	21	S.Navya Shree	C
9	Aishawarya R	B	22	Heena Kousar	D
10	Muhammed Haseeb	B	23	Javadh P.P	D
11	Sukant singh	B	24	SLaghana .L	D
12	Kailash Salian	C	25	Nikita Maru	D
13	D. HARika	C			

**Attendance list for the Workshop**

SL.N o	Student Name	Sectio n	7 <sup>th</sup> Ma y	8 <sup>th</sup> Ma y	9 <sup>th</sup> Ma y	SL.N o	Student Name	Sectio n	7 <sup>th</sup> Ma y	8 <sup>th</sup> Ma y	9 <sup>th</sup> Ma y
1	G.Vishnuvardha n	A	P	P	P	14	P.Mounika	C	P	P	A
2	K Vamsi sri Harsha	A	P	P	P	15	Gouthami.J	C	P	A	A
3	P Akhilesh	A	P	P	P	16	Sree Charan	C	A	P	A
4	Sahana B.V	A	P	P	P	17	Narasimhul a Saikrsihna	C	P	P	A
5	Raji.L	A	P	P	P	18	A.Harikiran	C	P	P	A
6	Rashmi R.D	B	P	P	P	19	Anusreya Nag	C	P	P	A
7	Priyanka Malik	B	P	P	P	20	Nikhil thakare	C	P	P	P
8	Sharun AD	B	P	P	P	21	S.Navya Shree	C	A	A	A
9	Aishawarya R	B	P	P	P	22	Heena Kousar	D	P	A	A
10	Muhammed Haseeb	B	P	P	P	23	Javadh P.P	D	P	P	P
11	Sukant singh	B	A	A	A	24	SLaghana .L	D	P	P	P
12	Kailash Salian	C	P	A	A	25	Nikita Maru	D	P	A	P
13	D. Harika	C	P	P	A						



# One Day Workshop on Achieving Success Through Entrepreneurship Skills



Wednesday, 9th May 2018

10:00 am - 4:30 pm

APJ Abdul Kalam Hall

Coordinator  
Prof. Syed Kazim  
Entrepreneurship Cell

Acharya Bangalore B School

Lingadheeranahalli, Andrahalli Main Road, Off Magadi Road, Bengaluru - 560091



**Acharya Bangalore B-School**

(Affiliated to Bangalore University, Approved by AICTE & Recognized by Govt. of Karnataka)  
(Re-accredited with NAAC 'A' grade)

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# **2018-2019**

**principal@acharyabbs.ac.in**

Andrahalli Main Road, Off Magadi Road, Bengaluru-560091, Karnataka, India  
Contact us: 080 23090600, M: +91 91417 07070, [admissions@abbs.edu.in](mailto:admissions@abbs.edu.in)  
[www.abbs.edu.in](http://www.abbs.edu.in)



Knowledge Partner



# One Day Workshop on **Discover Design Thinking & Innovation for Growth**



**Wednesday, 26th September 2018**

**9:30 am - 4:30 pm**

**APJ Abdul Kalam Hall**

Coordinator  
**Prof. Syed Kazim**  
Entrepreneurship Cell

**Acharya Bangalore B School**  
Lingadheeranahalli, Andrahalli Main Road, Off Magadi Road, Bengaluru - 560091



Visvesvaraya Trade Promotion Centre  
Department of Industries & Commerce

In association with  
Acharya Bangalore Business School (ABBS), Bengaluru

Workshop on  
*Entrepreneurship Development for Prospective Business Leaders*  
*"Discover Design Thinking & Innovation for Growth"*

Date: 26<sup>th</sup> September, 2018  
Venue: Acharya Bangalore Business School, Bengaluru

### Program Agenda

Time	Session	Speaker
10 a.m - 11 a.m Inaugural Session and Theme Facilitation	Address Trends in the Innovation and Intellectual Property Space and Key Initiatives from Government of Karnataka Centre for Export Promotion	Dr.Venkatesha Director Acharya Bangalore Business School  Smt.Prabhavathi Rao Program Coordinator WTO & IPR Relay Cell Visvesvaraya Trade Promotion Centre Department of Industries & Commerce Government of Karnataka
11 a.m - 12.15 p.m	The Creative Journey through Systematic Innovation and Design Thinking  (a)Introduction to Systematic Innovation (b) Discover Design Thinking or Growth	Shri V Lokesh Managing Director Innomantra Consulting Bengaluru
12.15 p.m - 12.30 p.m	TEA BREAK	
12.30 p.m - 1.30 p.m	Experimenting 4 Questions of Design Thinking  (Interactive Group Based Session)	Shri V Lokesh Managing Director Innomantra Consulting Bengaluru
1.30 p.m - 2.15 p.m	LUNCH BREAK	

<b>3.15 p.m - 3.30 p.m</b>	<b>Systematic Approach to Innovation using Functional Analysis</b>	<b>Dr. Kumudini Ravindra</b> Strategic Innovation & Research Innomantra Consulting Bengaluru
<b>3.30 p.m - 4.15 p.m</b>	<b>Systematic Ideation Tools and Techniques (including Work outs)</b>	<b>Dr. Kumudini Ravindra</b> Strategic Innovation & Research Innomantra Consulting Bengaluru
<b>4.15 p.m - 4.30 p.m</b>		<b>Open House and Valedictory Session</b>

Acharya Bangalore B School

MBA Dept

III Sem- MBA

One Day Workshop on project Report

Date: 12/10/2018

Time	Selection of Topics	Finance Gallery- 1	Marketing/HR Gallery- 2	Sign
11:15am-11:45am	University Guidelines for Project	Dr. H R Venkatesha	Dr. R Jayanthi	
11:45am- 12:15pm	Selection of Topic/introduction & Content	Prof. Ravi Aditya / Prof. SS Patil	Dr. Geevarathna 	
1:00pm- 1:45pm	Review of Literature, Identifying & Research Design	Prof. Ravi Aditya / Prof. Shalini 	Dr. Ravi Shankar B 	
1:45pm- 2:15pm	Research Sampling, Data Collection & Analysis	Prof. Anand Sasikumar	Dr. Yavana Rani 	
2:15pm- 2:45pm	Findings, Conclusions & Annexure -Report Writing	Prof. Ravi Aditya	Prof. M Viswanathan 	

**Acharya Bangalore B-School**

**MBA Department**

**III Sem -MBA**

**A Report on One day Workshop on Project Report**

**Date: 12/10/2019**

One day workshop was conducted on preparation of Project report as per the Bangalore University guidelines in order to help students to prepare their project report in a structured way. The session was handled by experienced faculties in respective specializations.

Dr. H R Venkatesha Sir, Director, MBA Department and Dr. R. Jayanthi, Head of the Department, MBA Department handled the session for students of Finance and Marketing/HR specialization. The session provided explanation on the university guidelines for preparing MBA Project report.

Second session was engaged by Prof. Ravi Aditya, Faculty co-ordinator, and Prof. S S Patil giving an overview of selection of suitable project topics and introduction and content in finance area and Dr. Geevarathna addressed marketing/ HR students on selection of suitable topics.

Afternoon, first session was handled by Prof. Ravi Aditya along with Prof. Shalini explaining how to write review of literature, identifying the research problem in a particular organization and the method of designing the research for that particular problem in finance area. Dr. Ravi Shankar Bhakat addressed marketing and HR students regarding the same set of topics.

Second session in the afternoon was handled by Prof. Anand Sasikumar giving the students an in depth idea of how to take research sampling and method of data collection and analyzing the collected data using suitable statistical tools. For marketing/ HR students Dr. Yavana Rani took the same session.

The last session of the day was handled by Prof. Ravi Aditya and Prof. M. Viswanathan for finance and marketing/HR students respectively. The session provided information about recording findings, conclusions and contents of annexure. The session also provided the inputs about how to write a project report.



# **Role of Future Leaders in the Eco System of Entrepreneur**

**A One Day  
Workshop**



 **Saturday, 27th Oct. 2018**

 **9:30 am - 4:30 pm**

 **APJ Abdul Kalam Hall**

Coordinator  
**Dr. Syed Kazim**  
Entrepreneurship Cell



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**Acharya Bangalore B School**

Lingadheeranahalli, Andrahalli Main Road, Off Magadi Road, Bengaluru

**REPORT**  
**ONE DAY WORKSHOP ON**  
**ROLE OF FUTURE LEADERS IN THE ECO-SYSTEM OF ENTREPRENEUR**

The EDC of Acharya Bangalore B-School in alliance with National Entrepreneurship Network (NEN) conducted a one-day workshop on "Role of future leaders in the eco-system of entrepreneur" on 27<sup>th</sup> October 2018 from 9.30 am - 4.30 pm.

The workshop was led by Gaurav Singh, Regional Manager, Karnataka of Wadhwani Foundation. The morning session was focused on the personal qualities of leaders, qualities which assist in attaining success as a manager. The interactive session covered how education is all about attaining skills which forms the basis for being a successful. The important qualities of a manager and how those qualities should be attained were also discussed. Further, the speaker interacted with students individually understanding their backgrounds, their interests and provided them with ways to improve and to build on their dreams.

The afternoon session highlighted the several analyses that should be done when one has to take up entrepreneurship. How they help aspirants to grow their ideas acting as incubators. The workshop was concluded by few students sharing their experience from the workshop and the director sharing his thoughts on entrepreneurship to the students. A total of 46 students benefited from the program. The workshop was a great learning for the students and helped them to identify their domain of interest and help them further in being successful entrepreneurs.





**Report**  
**ENTREPRENEURSHIP FOR ALL**

'Entrepreneurship for All' is the half-day workshop conducted on 22<sup>nd</sup> November 2018. The duration of the workshop was 3 hours. This workshop was conducted 2<sup>nd</sup> year MBA students of EDC to the 1<sup>st</sup> year students.

The events were conducted in the following order:

- 1. Introduction of EDC:** The first event where we explained the importance of entrepreneurship cell and the way it is helping students to be an entrepreneur.
- 2. Video Screening:** The second event was we played the video of entire EDC activities which was conducted throughout last semester and E week activities. We also showed them some of the success stories of entrepreneur.
- 3. Win as Much as You Can (Activity):** This is the third activity of the event. In this activity the entire class was divided into 4 groups and they were asked to perform the task.
- 4. Discussion:** In this session we discussed about the activities that we had conducted and the outcome of that particular game. Students expressed their views.
- 5. Rules for B-Plan:** In this session we discussed the rules and regulation of the business plan event that will be held in the December. The entire guidelines were presented in the form of PPT.

Around 200 students benefited from the program. All the students actively participated in the workshop. The workshop concluded on a positive note.



## REPORT

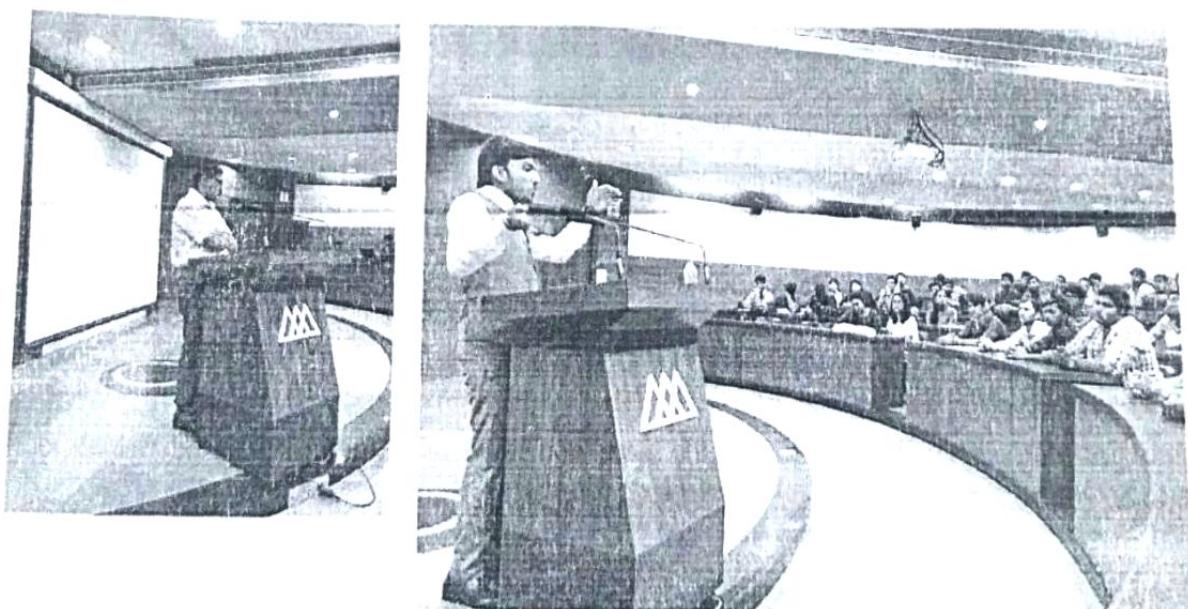
### WORKSHOP ON HARNESSING THE POWER OF ATTITUDE AND THE BUSINESS IDEA

The EDC of Acharya Bangalore B-School in alliance with Entrepreneurship Garage conducted a half-day workshop on "Harnessing the power of attitude and the business idea" on 3<sup>rd</sup> November 2018 from 9.30 am – 12.30 pm.

The workshop was led by Prakash Chowdary, partner at Entrepreneurship Garage. The interactive session involved activities called "zero to ten", to discover business ideas staged in the early 90's scenario. Audience was divided into 8 groups and given each problem to solve by creating a product. Various groups came with excellent ideas which can be implemented in the present market.

The session further involved how to arrange various essentials on the basis of their priority for a start-up. Further the ideal stages of entrepreneurship were discussed i.e. training, mentoring and funding. The age structure on when business ideas should be explored and by when one should set their mark was also put forward by the speaker.

The workshop was concluded by students clarifying their doubts. A total of 77 students benefited from the program. The workshop gave an insight to students on how training themselves is important for entrepreneurship and also allowed them to search for problems to solve and how to find business ideas.



## ACHARYA BANGALORE B-SCHOOL

Date: 04.04.2019

### One Day Research Methodology Workshop for IV Semester Students

Date: 10-April-2019

Venue: BMR Auditorium

#### Program Schedule:

Time	Activity
9:00AM to 9:30AM	<b>Attendance</b>
9:30AM to 10:00AM	<b>Inaugural</b>
10:00AM to 11:00AM	<b>Importance of IV Semester dissertation- By Director</b>
11:00Am to 11:30AM	Placement office support for dissertation- By Mrs. Kala Sridhar
11:30AM to 12:00Noon	<b>Tea Break</b>
12:00Noon to 12:45PM	Synopsis Preparation- Dr. Jayanthi & Team
12:45PM to 1:45PM	<b>Lunch Break</b>
1:45PM to 2:45PM	Research Methodology and Report Preparation- Dr. Iqbal
2:45PM to 3:00PM	<b>Finance Dissertation- Topics and Process - By Prof. Ravi Aditya</b>
3:00PM to 3:15PM	Marketing Dissertation- Topics and Process - By Dr. Rajesh C
3:15PM to 3:30PM	<b>HR Dissertation-Topics and Process - By Dr. R. Jayanthi</b>
3:30PM to 4:00PM	<b>Tea Break</b>
4:00PM to 4:30PM	<b>Q &amp; A, Conclusion and Open Discussion</b>



**Director**

ACHARYA BANGALORE B SCHOOL

IV SEM MBA- BATCH 2017-19

RESEARCH WORKSHOP ON 10<sup>TH</sup> APRIL 2019

REPORT

The research workshop was conducted with the objective of:

- a) to familiarize students about the format and procedure of doing their dissertation
- b) to imbibe research culture among students
- c) to give information about completing their dissertations project for MBA program

This workshop was Organised by Research Center, approved by PAQI.

The session started with small inauguration by Director HR Venkatesha, continued by highlighting the importance of Dissertation and how students should create impressive dissertation report to bag a good placement.

2<sup>nd</sup> session was by Ms Kala Sridhar, highlighted about the placement department help for completing dissertation

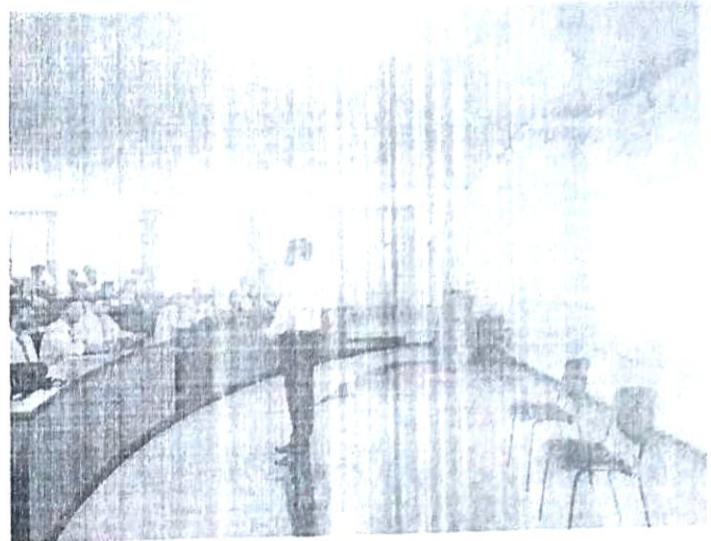
3<sup>rd</sup> session was by Dr.R.Jayanthi, regarding writing a synopsis, procedure and contents of synopsis that has to be submitted by students by 22<sup>nd</sup> April

4<sup>th</sup> session after lunch was conducted by Mr. Iqbal-Career Launcher conducted a session, on Contents of report writing and converting a project report into research paper.

5<sup>th</sup> session was conducted by Dr.Rajesh C on –contemporary topics of Marketing

6<sup>th</sup> session was conducted by Prof.Ravi Aditya – Contemporary topics in Finance

Followed by question answer session and all faculty guides met their students for personalized guidance.





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# **2019-2020**

**principal@acharyabbs.ac.in**

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[www.abbs.edu.in](http://www.abbs.edu.in)



Visvesvaraya Trade Promotion Centre  
Department of Industries & Commerce

In Association with  
Acharya Bangalore B School

**One Day Workshop on the Significance of Intellectual Property Tools for Management Discipline and in Entrepreneurship**

Date: 11<sup>th</sup> June 2019

Venue: Acharya Bangalore Business School, Bengaluru

**Program Agenda**

<i>Time</i>	<i>Session</i>	<i>Speaker</i>
10 a.m-10.30 a.m	Theme Facilitation: Significance of IP Tools for Entrepreneurs	Smt. Prabhavathi Rao Program Coordinator IP Initiatives, WTO & IPR Relay Cell Visvesvaraya Trade Promotion Centre Department of Industries & Commerce Government of Karnataka
	Opening Remarks	Dr. Venkatesh Director ABBS
10.30 a.m – 11.45 a.m	Unleashing Creativity and Demystifying the Intellectual Property Rights Spectrum	Dr. M N Bheemesh Senior Advisor ALMT Legal
11.45 a.m – 12 p.m		Tea Break
12 p.m – 1.15 p.m	Introduction to Copyrights and Plagiarism and their relevance to academia	Dr. S Ramamurthy Senior Advisor Origin IP Solutions
1.15 p.m – 2 p.m		Question Hour and Break for Lunch

<i>2 p.m – 3.15 p.m</i>	IP tools revolving around India	<b>Dr. Farah Deeba</b> Senior IP Specialist and Consultant CMR University
<i>3.15 p.m – 3.30 p.m</i>		<b>Tea Break</b>
<i>3.30 p.m – 4.45 p.m</i>	<b>Trademarks and the Power of the Brand: Significance of Trademarks as an IP tool for Entrepreneurs</b>	<b>Shri Vivekananda Sagar</b> IP Attorney and Consultant, Patent Information Centre Karnataka State Council for Science & Technology Bengaluru
<i>4.45 p.m – 5.15 p.m</i>		<b>Question Hour/Valedictory and Close of Session</b>

# Certificate of Participation

This is to certify that Mr./Ms.

of Acharya Bangalore B School has participated in the One Day Workshop on

'Significance of Intellectual Property Tools for Management Discipline and in

Entrepreneurship' on 11th June, 2019.



**Dr. H R Venkatesha**  
Director  
ABBS

**Dr. Syed Kazim**  
Coordinator - EDC  
ABBS

**Mr. S R Satheesha**  
Managing Director  
VTPC  
Dept. of Industries and Commerce  
Government of Karnataka



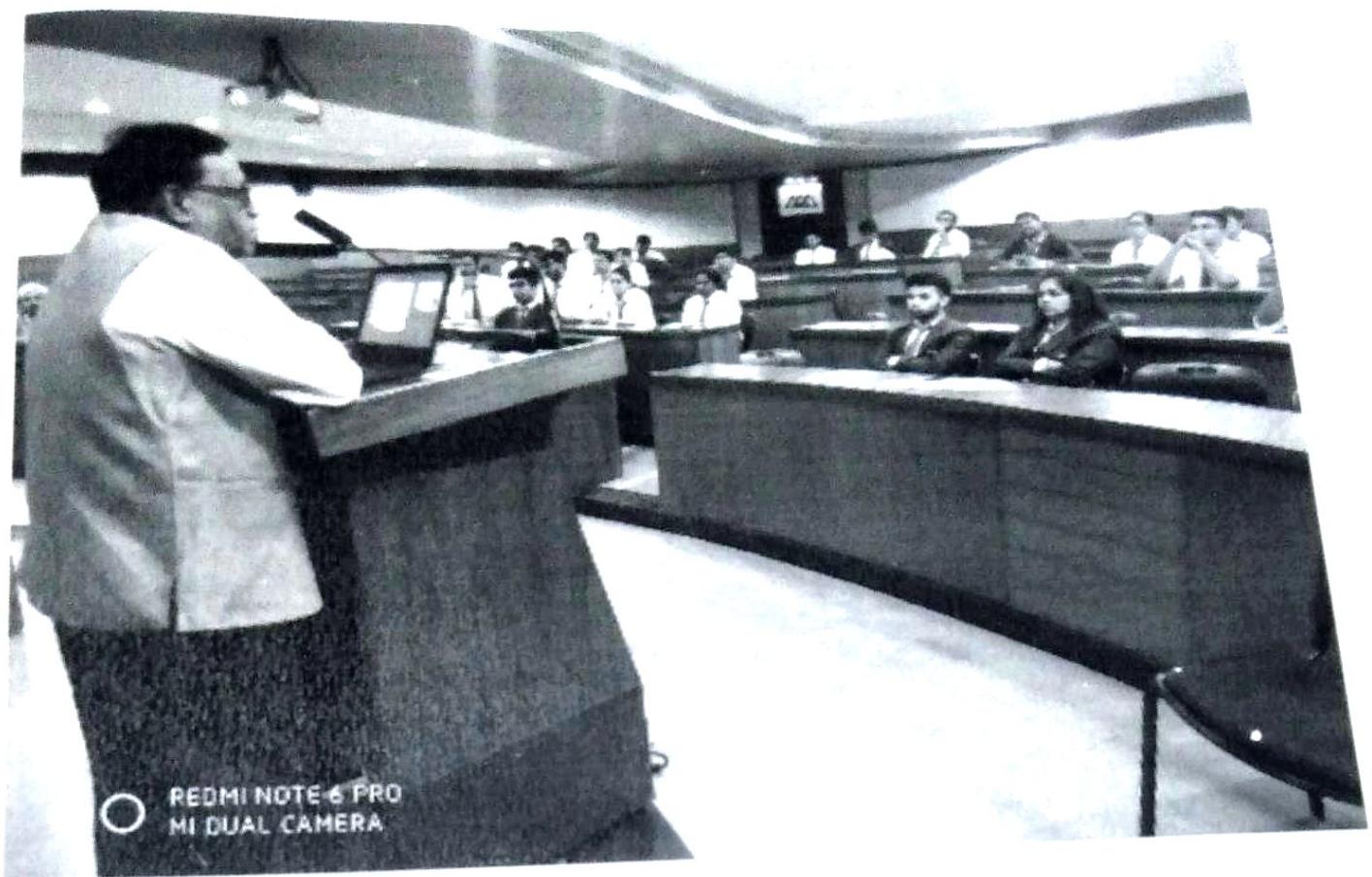
## **WORKSHOP ON SIGNIFICANCE OF INTELLECTUAL PROPERTY TOOLS FOR MANAGEMENT DISCIPLINE AND IN ENTREPRENEURSHIP**

11/06/2019

These One day workshop about intellectual property these bring awareness to the students that how to protect their ideas and inventions. The day started with the inaugural speech of Smt. Prabavathi Rao she gave a glimpse about what is intellectual property and what are the steps taken by the government. Next speaker was Dr. M N Bheemesh he spoke about creativity and how to protect that in right pattern.

The third speaker of the session was Dr. S Ramamurthy he gave a clear idea about plagiarism, citations , fair use, ethical exception, etc. where he gave an idea to students that how to do citations and what are their significance. Afternoon section was followed by Dr. Farah Deeba she spoke about bio piracy, role of India in bio diversity, India's biological advantages and how the IP Tools are revolving. Finally session came to last by the resource person named Shri Vivekananda Sagar he gave a clear about trade mark and its significance and how entrepreneurs should move further to get patterns and copyrights also he mentioned the what are the process to be done for preserving the ideas. Finally session came to conclusion with a valedictory session.





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**Acharya Bangalore B-School**

**MBA Department**

**Technical Analysis Workshop**

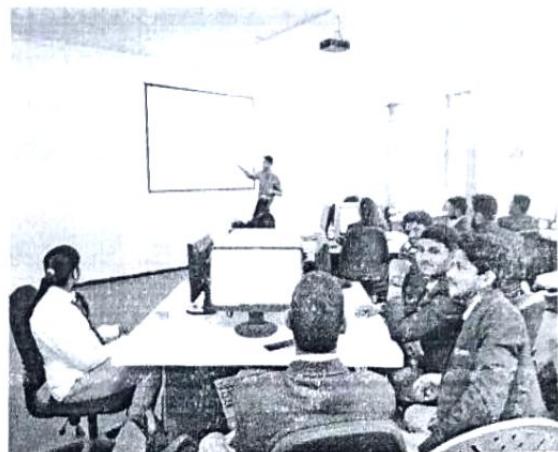
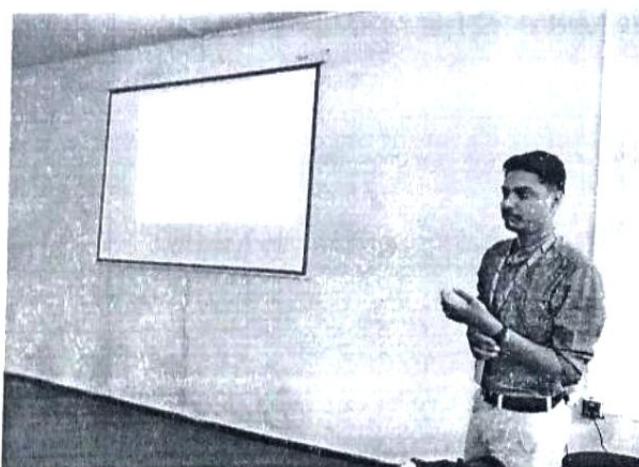
Date: 18<sup>th</sup> November 2019

Time: 10am-12.15pm

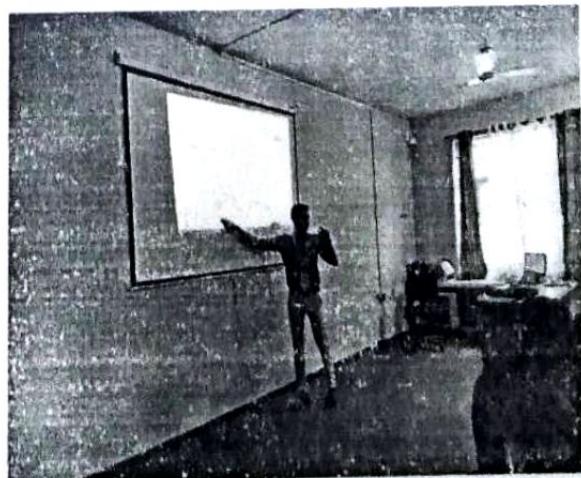
Faculty co-ordinator: Dr. Shalini H S

Venue: Computer Lab

Technical analysis session was conducted from 10am to 12.15pm on 18<sup>th</sup> November 2019. Mr. Kumar Sanu, Regional Manager, South, Zerodha discussed about making buy or sell decision using Technical charts.



The resource person explained Line Chart pattern and the Japanese Candlestick pattern with live trading chart as it was a trading day. The students who had already opened demat account with Zerodha and who had access to their demat account were also able to see the chart pattern. The session was organised by Dr. Shalini H S and it was for 3<sup>rd</sup> Semester Finance students.



**Two Day Workshop on Projects and Operations Management – Network Analysis**

**Report on Two day Workshop held on 21 & 22 November, 2019 in APJ Kalam Seminar Hall in ABBS Campus, Bengaluru.**

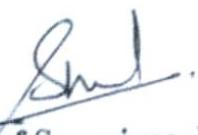
Two day Workshop on Projects and Operations Management was conducted for MBA III Semester Students, ABBS Bangalore B-School, on 21<sup>st</sup> & 22<sup>nd</sup> November, 2019 in APJ Kalam Seminar Hall in ABBS Campus.

Prof.C.R. Krishnaprasad, Department of Management Studies, Bangalore Institute of Technology (BIT), Bengaluru was the resource person for the session (CV enclosed). The session was started at 9.30 AM and got over by 4.30 PM on both the days. MBA III Semester Section A & B, 85 Students attended the workshop on Day 1 and Section C & D, around 40 Students attended the workshop on Day 2 (Attendance sheets enclosed). The resource person had covered the various topics of the core course including the network analysis, facilities location problems, plant layout and forecasting techniques. He also worked out numerical problems during the workshop.

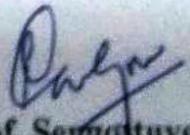
The session was conducted on interactive mode and a couple of case studies were also discussed. Mr. Mayuddin Mustak Kidiya (Section A) and Ms.Neha Thomas (Section C) III Semester Students have introduced the resource person to the participants.

At the end of the session Student feedbacks were received. Placed along with this brief. Feedback was encouraging and many students have rated the programme as 'Very good' and found useful (feedback forms enclosed).

Dr.Sreenivas D.L and Dr.Sengottuvelu, C, Professors have coordinated the workshop.



(Prof.Sreenivas, D.L)



(Prof. Sengottuvelu,C)

## **Acharya Bangalore B School**

### **Department of Commerce & Management**

#### **Report on Guest lecture**

**Date: 17-03-2020**

**Time: 11.30 -12.30 pm**

**Course: B.com/ BBA/BBA-Aviation**

**Venue: APJ Abdul Kalam Hall**

**Topic: Overview On Intellectual Property Rights**

**Resource Person: Prof. Arathy, Bangalore Law College**

#### **Objective:**

- To help students understand the importance of protecting their innovations.
- To inculcate awareness among students regarding patents, trademarks, copyrights, Industrial property.

The Session gave an overview on Intellectual property rights given to person over the creation of their minds. The exclusive rights given to certain person for his creation, the different types of IP such as patents, trademarks, copyrights, trade secrets were discussed. A brief discussion on who and how to apply for trademarks and copyrights their registration process, which product and idea comes under which category their discrimination were also discussed. Also thrower a light on Industrial Property which gave an idea about how to distinguish the goods or services of one undertakings from those of other undertakings. Their geographical indication.

There was also a short briefing about the TRIPS agreement which gave an overview about legal agreement between all member nations of the world, the set of preamble and highlights on it.



## **Outcome:**

- Students were able to distinguish between different types of properties.
- Students were able to know the procedure for registration of any of the intellectual property.
- Students found the session interesting and informative.



## PROFILE

**ARATHY.K.B.**

**B.A.L., LL.M, MA, LL.M., (PGDMLE),**

**ADDRESS:** # 230, II floor, Hegganahalli, Peenya II Stage, GKW Layout, Opp.to GKW Park, Bangalore.

**Contact No.** 9141854580/8867798579

**Mail Id:** arathykesturbasavaraj@gmail.com

**OBJECTIVE:**

Dedicated educator willing to contribute for the challenges in academic position and to build and refine my legal skills and knowledge.

**SKILLS AND ABILITIES:**

I am a person with high energy, quick learner, skilled in time management, leadership, can easily coach, communicate, coordinate, develop and advise.

**EDUCATION:**

**(PGDMLE) Presently enrolled for Post Graduate Diploma in Medical Law and Ethics at National Law School of India, Bangalore, 2020**

**LL.M.** in Corporate and Commercial law, 2018-2019, University Law College, Bangalore University, Bangalore.

**M.A.** in Political Science, 2006-2008, (Distance) from Bangalore University, Bangalore.

**LL.M in Criminal Law,** 2000-2002, University Law College, Bangalore University, Bangalore.

**LL.B.** 1993-1997, Vivekananda College of Law, Bangalore University, Bangalore.



**P.U.C.** 1993, Vidya Vardhaka College for women, Bangalore.

**S.S.L.C.** 1990, Anupama English School, Bangalore.

#### **OFF CAMPUS STUDY:**

**Now enrolled for a Diploma in Medical Law and ethics at NLSIU**

L.P.O. training from Rainbow.

Certificate Diploma Course in Human Rights, National Law School, Bangalore.

U.G.C. Academic Staff College Teachers Training Programme for Environmental Law from National Law School, Bangalore.

#### **EXTRA CIRCULAR ACTIVITIES:**

Participated in Moot Court Competition at Kurukeshtra and many other places.

Helped Under trials in jail to get bail from legal Aid Board.

#### **WORK EXPERIENCES:**

- **Presently working for Bengaluru Law College**

**2019**

- Worked as a Guest Faculty at University Law College, Bangalore

**2017-18**

- Worked as part time lecturer at SJR College for Women, Bangalore.

**2014-15**

And also worked for “My Bhumi” A trust for Global Consciousness, for a unique initiative called MYBSAT (My Bhumi School for Applied Thinking)

- Worked as a part-time faculty at Dr. Ambedkar Institute of Technology, Bangalore.

**2015**

- Worked as a full-time faculty in Al-Ameen College of Law, Bangalore.

**2010-14**



- Worked as full-time faculty in Acharya Institute of Management, Bangalore. 2007
- Worked as full-time faculty in SJR college of Law, Bangalore 2003-2007
- Worked as full-time faculty in K.L.E. College of law, Bangalore. 2000-2002

### **LEGAL PRACTICE:**

Worked as a lawyer in the field of Civil, Criminal, Appeal and Labour matters. Also represented cases before various levels of courts like High Court, Civil court, Criminal courts, labour courts, Tribunals and Commissions.

### **DETAILS OF PROJECT/DESSERTATION:**

#### **1. LL.M. Dissertation**

Title: Problems related to women under trials with special reference to Bangalore Central Jail.

Description: In brief the study is explained below:

- Meaning of convicts and under trials.
- Whether criminals are born or made?
- Human Rights protection to criminals.
- Problems of women in Bangalore Central jail. (Non-Doctrinal study)
- Reasonable solutions for the same.

#### **2. LL.M. Dissertation:**

Title: A Study of Comparative Advertisement and Trade Mark Infringement Viz-a- Viz Judicial Response in India

Description:

- The concept of Comparative Advertisement
- Comparative Advertisement and infringement of trade marks
- Advertising Regulations in India and Comparison with other countries Regulations
- Evolving interpretations by the Judiciary in response to Comparative Advertisements in India.
- Conclusion and suggestions



**ARTICLES PUBLISHED:**

A Perspective – To change the Indian Jail Reforms towards under trials.

**PAPERS PRESENTED:**

- At International Seminar at Bangalore University on “INDO-UK PERSPECTIVES ON PUBLIC AND TRANSACTIONAL LAWS” on the topic “Reforming Indian Legal Education to meet the Global Challenges”
- At a National Seminar at Tamil Nadu Dr.Ambedkar Law University, Chennai on the Topic “Grounds of Compensation and other Reliefs”.

**SEMINARS ATTENDED:**

I have also attended many national and international seminars and workshops on various topics.

Recently attended a Faculty Development Programme organized by BMS college of Law, Bangalore.

**PERSONAL DETAILS**

Father's name: K.N.Basavarajaiah

Date of birth: 05.02.1974

Marital Status: Married

Permanent address: No. 1297, 8<sup>th</sup> Main, 11<sup>th</sup> B cross, West of Chord Road, Mahalakshmpuram, Nagpura, Bangalore.

**DECLARATION**

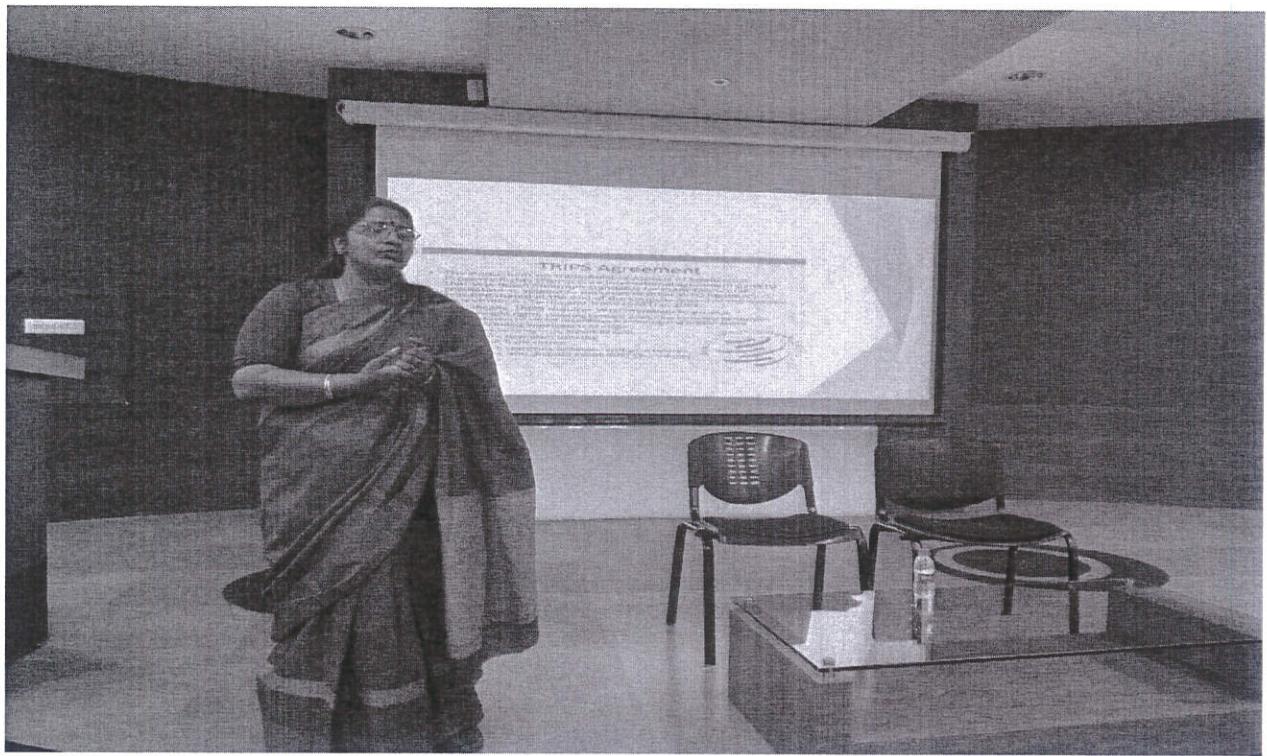
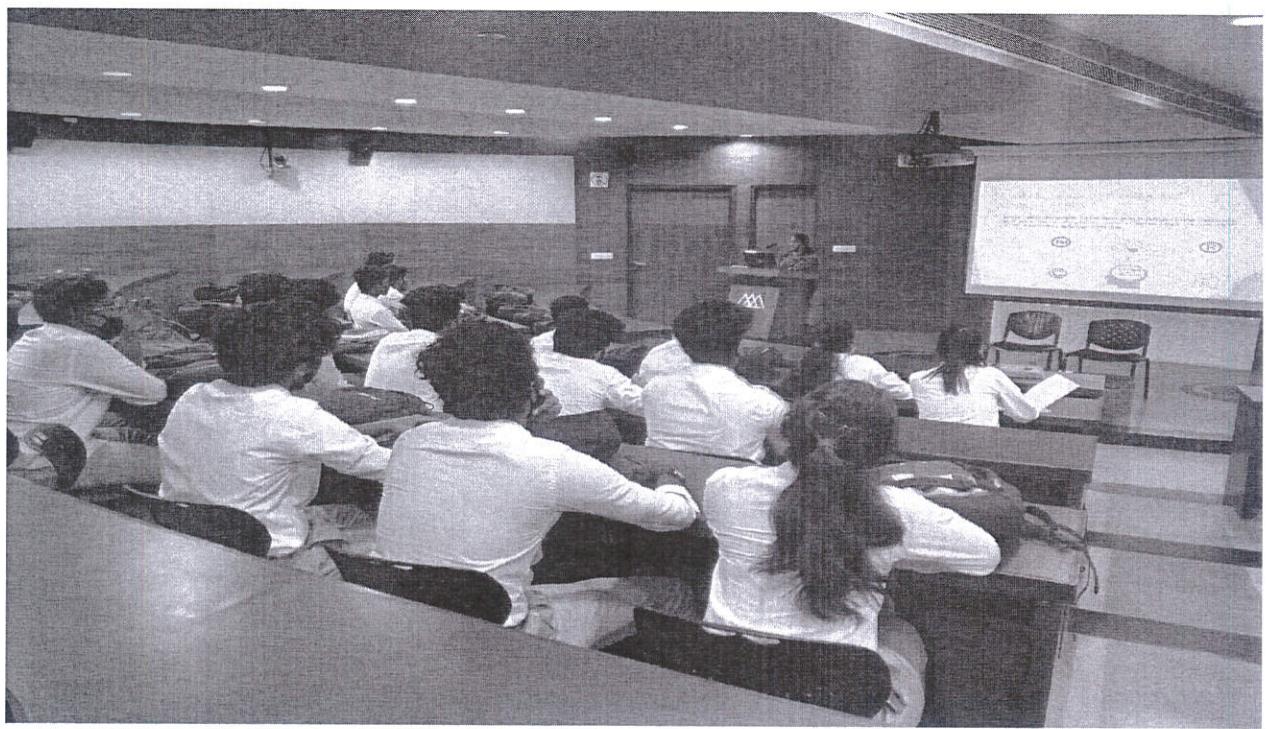
The above information is true to the best of my knowledge.

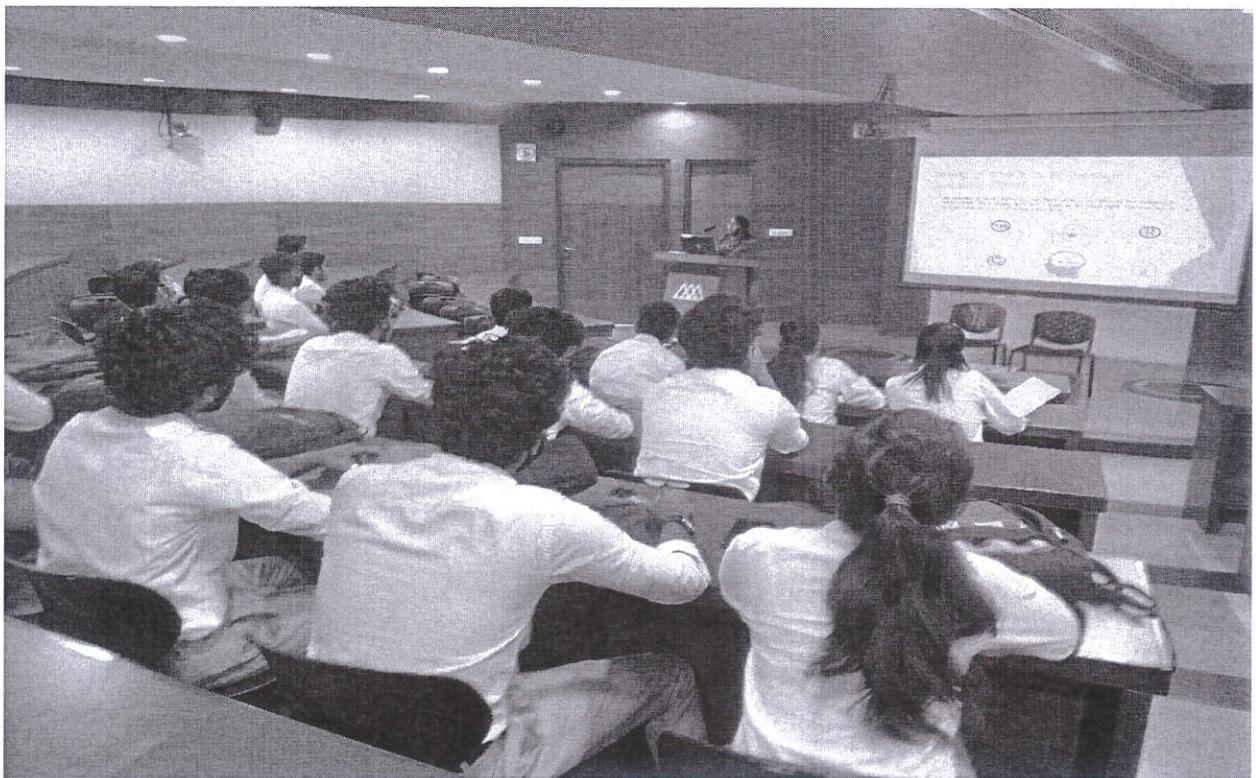
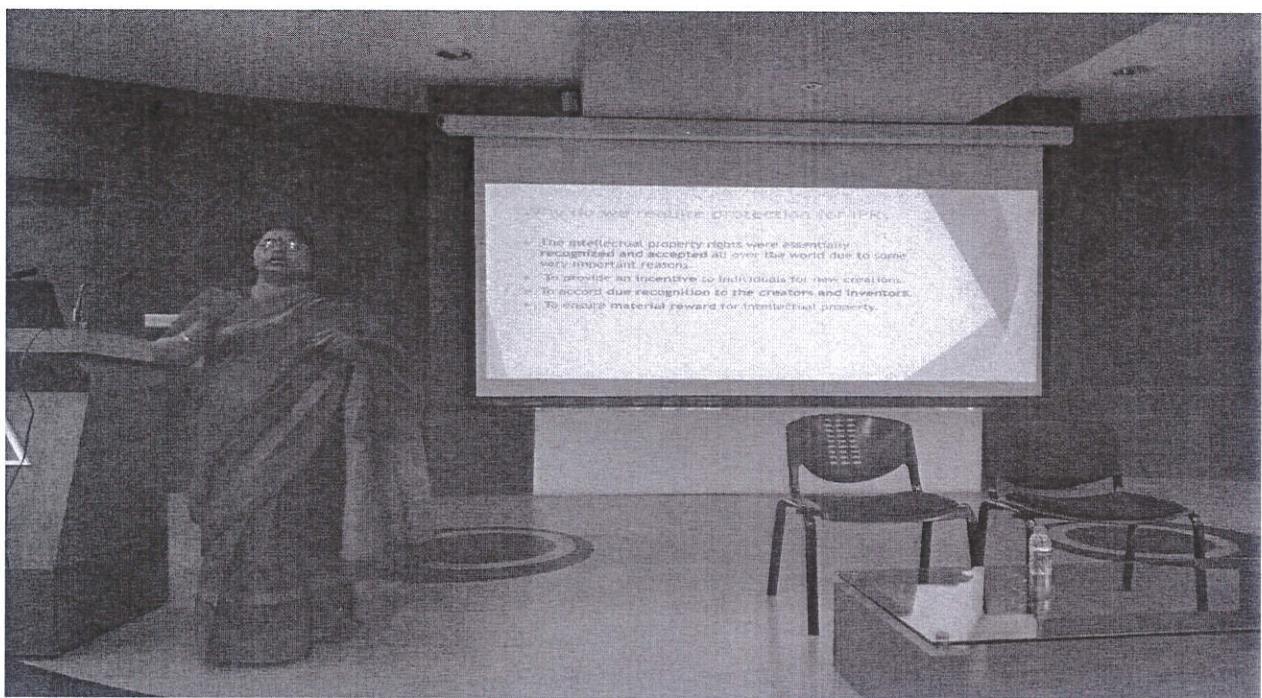
**Place:** Bangalore

**SIGNATURE**

**Date:** 24.09.2020







*Arayalé*  
Principal  
Archarya Bangalore B-school  
Andrahalli Main Road, off Magadi Road  
Bengaluru-560091  
E-mail: [info@archaryabangalore.com](mailto:info@archaryabangalore.com)





**Acharya Bangalore B-School**

(Affiliated to Bangalore University, Approved by AICTE & Recognized by Govt. of Karnataka)  
(Re-accredited with NAAC 'A' grade)

Aspire. Accelerate. Achieve.

**2020-2021**

**principal@acharyabbs.ac.in**

Andrahalli Main Road, Off Magadi Road, Bengaluru-560091, Karnataka, India  
Contact us: 080 23090600, M: +91 91417 07070, [admissions@abbs.edu.in](mailto:admissions@abbs.edu.in)  
[www.abbs.edu.in](http://www.abbs.edu.in)

# ACHARYA BANGALORE B-SCHOOL

Date: 30/12/2020

## One Day Research Methodology Workshop for III Semester MBA

Date: 30/12/2020

Venue: Gallery 02

### Schedule of Workshop : 3<sup>rd</sup> SEM MBA: Section A & B

Time	Activity	Faculty
9:00AM to 9:30AM	Inaugural	Dr.H R Venkatesha
9:30 AM to 9.45AM	Importance & Guidelines	Dr.R.Jayanthi
9.45AM to 10.45AM	Designing Title, Objectives & Research design	Prof. Ravi Aditya
10.50Am to 11.15AM	Review of Literature	Dr.Shalini H S <i>SK</i>
11.15AM to 11:30	Break	
11:30 to 12:00PM	Data Analysis	Dr.Shalini H S <i>SK</i>
12:00PM to 12.30PM	How to write Findings, Conclusion & Bibliography	Dr. Sengottvelu C <i>AV</i>

### Schedule of Workshop: 3<sup>rd</sup> SEM MBA: Section C, D, E

Time	Activity	Faculty
1:00PM to 1.15PM	Inaugural	Dr.H R Venkatesha
1:15PM to 1:30PM	Importance & Guidelines	Dr. Rajesh C <i>CR</i>
1.30 PM to 2:00PM	Designing Title, Objectives & Research design	Dr.Prema Rajan <i>PR</i>
2:00PM to 2.45PM	Review of Literature, Questionnaire & Data Collection	Dr.Syed Kazim <i>SK</i>
2.45PM to 3:00PM	Break	
3:00PM to 3.45PM	Data Analysis	Dr. V.P.Sriram <i>VPS</i>
3.45PM to 4.15PM	How to write Findings, Conclusion & Bibliography	Dr. Geevarathna <i>GG</i>

*Sanjeev*

DIRECTOR

# ACHARYA BANGALORE B SCHOOL

ATTENDENCE III SEM MBA 2019-21 BATCH - FINANCE B SECTION

ONE DAY RESEARCH METHODOLOGY WORKSHOP DATE-30.12.2020

SL. NO.	REG. NO.	STUDENT NAME	SIGNATURE
1	19YUCMD115	MULUPURI HARI LALITH KRISHNA	<i>M. Hari</i>
2	19YUCMD116	MUSKAN BALODIA	<i>Muskhan</i>
3	19YUCMD117	N JAYAPRAKSH	<i>Jayaprakash</i>
4	19YUCMD118	NEELA M KOKATI	
5	19YUCMD120	NEHA M JAIN	<i>Neha</i>
6	19YUCMD123	NIHAL SIDHEEQUE P	<i>Nilah</i>
7	19YUCMD124	NIJANAND JUNJA	<i>Nijanand</i>
8	19YUCMD128	NISHADHI	<i>Nishadhi</i>
9	19YUCMD130	NITESH K JANGID	<i>Nitesh</i>
10	19YUCMD137	PRABHUL H B	<i>Prabhu</i>
11	19YUCMD138	PRAGATHI K	
12	19YUCMD140	PRASHANTH K M	<i>Prashanth K.M</i>
13	19YUCMD141	PRATEEK PRASHANT PATIL	
14	19YUCMD143	PREETHI T	<i>Preethi.T.</i>
15	19YUCMD144	PREMKUMAR MAHAVEER SHETTI	
16	19YUCMD146	RAHUL V S	<i>Rahul</i>
17	19YUCMD147	RAJESH BHAGATH K R	<i>Rajesh</i>
18	19YUCMD148	RAKSHIT D	<i>Rakshit</i>
19	19YUCMD149	RAKTIM RANJAN HARIDWAS	<i>Raktim</i>
20	19YUCMD150	RAMYA S M	<i>Ramya S. M.</i>
21	19YUCMD151	RANGANATHA V P	<i>Ranganatha</i>
22	19YUCMD155	REVATHI M BILAGI	<i>Revathi</i>
23	19YUCMD158	ROHIT R BHATT	
24	19YUCMD160	RONITH BERNARD DJ	
25	19YUCMD162	RUSHIKA RAJU RATHOD	<i>R.R.Rathod</i>
26	19YUCMD163	SACHIN S (1234)	
27	19YUCMD165	SAGAR SURESH AMATHE	<i>S.S.Amathe</i>
28	19YUCMD168	SANASAM ARUNA	
29	19YUCMD171	SANKET PHADNIS	<i>Sanket</i>
30	19YUCMD172	SARVOTHAM SHENOY B	

# **ACHARYA BANGALORE B SCHOOL**

## **One day Research Methodology Workshop**

FEEDBACK

Date: 30.12.2020

	5. Totally Agree	4. Agree	3. Somewhat	2. Disagree	1. Totally Disagree
1					
1	The workshop content was relevant to my area of interest				4
2					
2	Speakers were able to explain the concepts clearly and used relevant examples				5
3					
3	Workshop was engaging and informative				4
4					
4	The Program was conducted as scheduled				3

1

Overall the Program was



**Signature:**

~~✓~~ ✓

GHTISHAN



Acharya Bangalore B School

## ENTREPRENEURIAL INNOVATION CENTER

"Explore your business potential."

Workshop on

# "IDEA TO EXECUTION"

Resource Person:

Dr. V. S. Chauhan  
Professor, Management Studies, ABBS

27 MARCH 2021 11.30 AM

GALLERY 2

Co-ordinators:

Dr. Devaraj Nayaka - 9964140355

Prof. Janaki - 8431558813

abbs.edu.in





# Acharya Bangalore B-School

## “Entrepreneurial Innovation Centre”

“Explore Your Business Potential”

Workshop on

### “IDEA TO EXECUTION”

**Date:27-03-2021, Time:11.30AM Venue: Gallery 2**

<b>1</b>	<b>Welcome Speech :</b>	Prof.Janaki Assistant Professor of Aviation, ABBS
<b>2</b>	<b>Introduction about Resource Person</b>	Dr.Devaraj Nayak,K.M. Associate Professor of Commerce
<b>3</b>	<b>Inaugural Address:</b>	Dr.Vijaya Bhaskar, K. Principal, ABBS
<b>4</b>	<b>Address by Chief Guests and Resource Person :</b>	Dr.V.S.Chauhan Professor, Management Studies, ABBS
<b>5</b>	<b>Vote of Thanks :</b>	Dr.Devaraj Nayak,K.M. Associate Professor of Commerce



## **WORKSHOP - IDEA TO EXECUTION 2020-2021 REPORT**

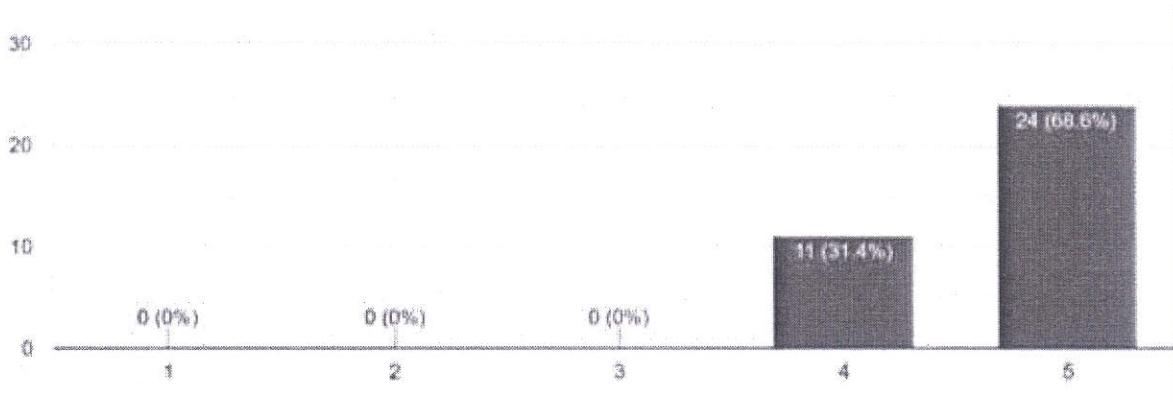
On 27<sup>th</sup> March (Saturday), the Entrepreneurial Innovation Centre (EIC) has organised workshop on ‘Idea to Execution’ and also successfully conducted in Seminar Hall-2, started at 11.30AM, to welcome the new Entrepreneurial Innovation Centre members and also Prof. Janaki Bai (Coordinator) gave the welcome speech and Introduction of Resource person to the students. Dr.V.S.Chauhan, Professor, Management Studies, ABBS successfully handled workshop on the topic, Idea to Execution with news paper based exercise and detailed process has been explained to motivate the students towards Idea generation regarding Entrepreneurship and Innovation. Further conclude the program by Dr.Devaraja Nayaka extended the vote of thanks to the all guests of the program and to the all the students. More than 65 members participated in the event and feedback has been collected.

### **Outcome:**

- Students were able to list out few ideas individually using newspaper with a time limit of 15 minutes.
- Students found it to be more practical and interesting and more over interactive session.
- Students understood how small negligible ideas also can be converted into business opportunity.
- How any problem can be seen as a business opportunity.

### **Participants Feedback**

The below chart indicates the overall effectiveness of the session in providing awareness about new business idea generation.



## Logo Designing Competition for Entrepreneurial Innovation Centre

Date- 27-03-2021 to 31-03-2021

The Entrepreneurial Innovation Centre is looking for a new visual identity and needs your help. We are seeking talents from our student's community who can design a creative, innovative and professional logo design for the centre. Please read below for more details regarding logo design, contest rules & submission requirements.



Acharya Bangalore B School  
ENTREPRENEURIAL INNOVATION CENTER  
"Explore your business potential."

**Do you have a Creative Mind?**

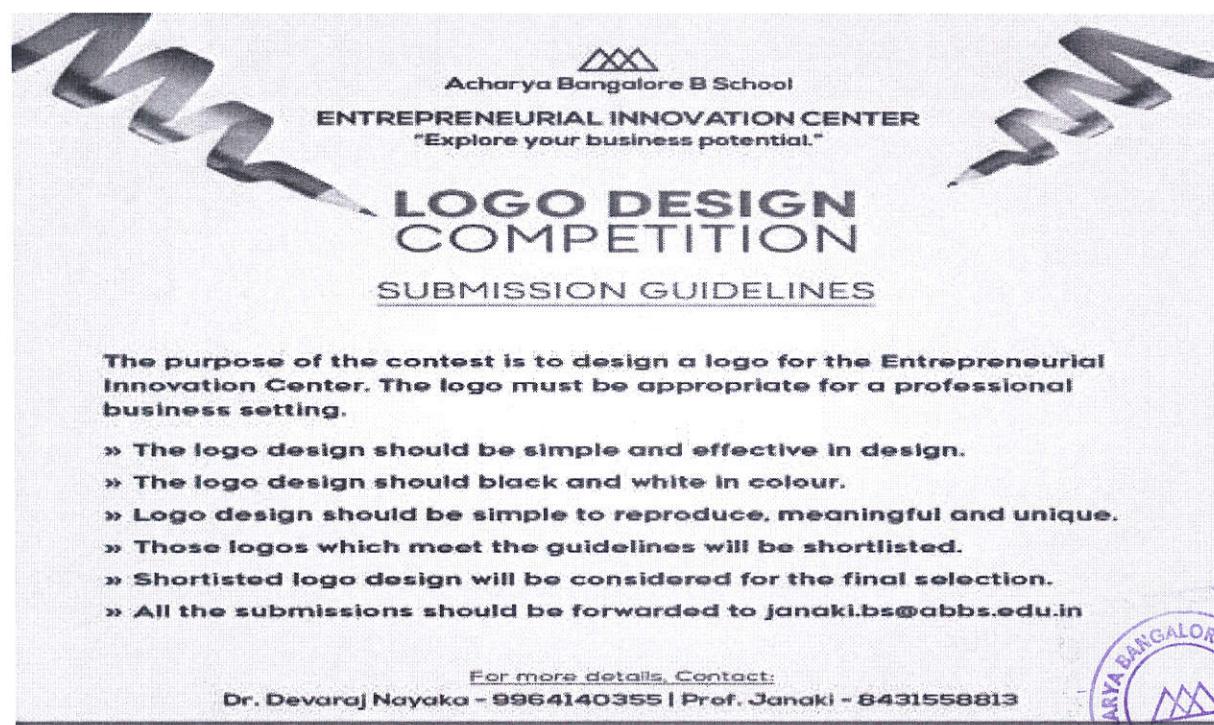
**LOGO DESIGN COMPETITION**

The purpose of the contest is to design a logo for the Entrepreneurial Innovation Centre.

Last date for submission  
**31 March 2021**

Submission Email Id:  
**janaki.bs@abbs.edu.in**

For more details, Contact:  
**Dr. Devaraj Nayaka - 9964140355 | Prof. Janaki - 8431558813**



Acharya Bangalore B School  
ENTREPRENEURIAL INNOVATION CENTER  
"Explore your business potential."

**LOGO DESIGN COMPETITION**

**SUBMISSION GUIDELINES**

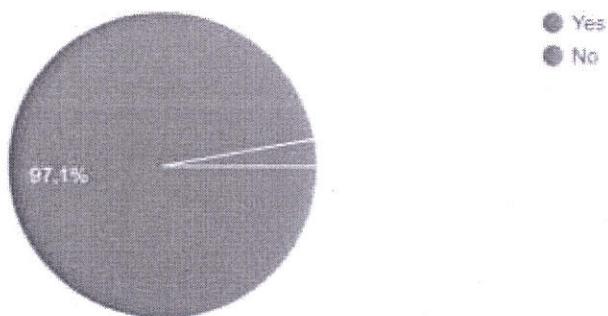
The purpose of the contest is to design a logo for the Entrepreneurial Innovation Center. The logo must be appropriate for a professional business setting.

- » The logo design should be simple and effective in design.
- » The logo design should black and white in colour.
- » Logo design should be simple to reproduce, meaningful and unique.
- » Those logos which meet the guidelines will be shortlisted.
- » Shortlisted logo design will be considered for the final selection.
- » All the submissions should be forwarded to **janaki.bs@abbs.edu.in**

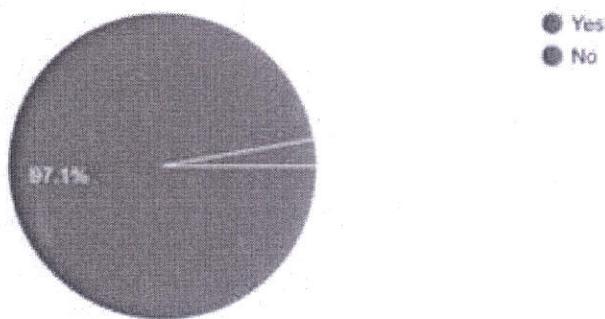
For more details, Contact:  
**Dr. Devaraj Nayaka - 9964140355 | Prof. Janaki - 8431558813**



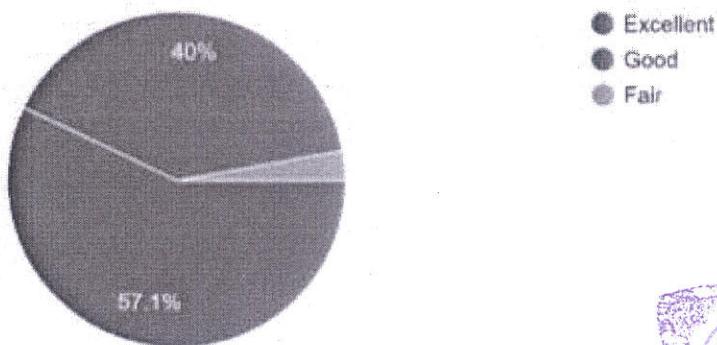
The session was highly successful in stimulating the students interest entrepreneurship. The data below details the effectiveness of the session in stimulating the interest.

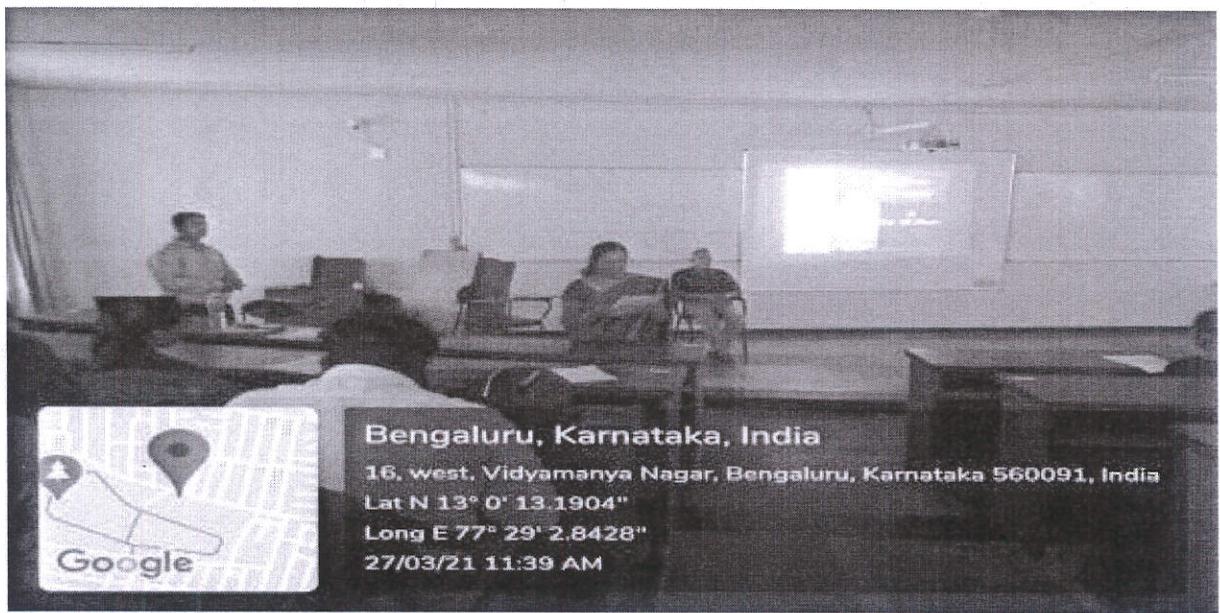


The speaker also demonstrated few exercises for easy understanding of concepts. The below data indicates the effectiveness of the message.



Overall, the session was liked by all students and faculty.





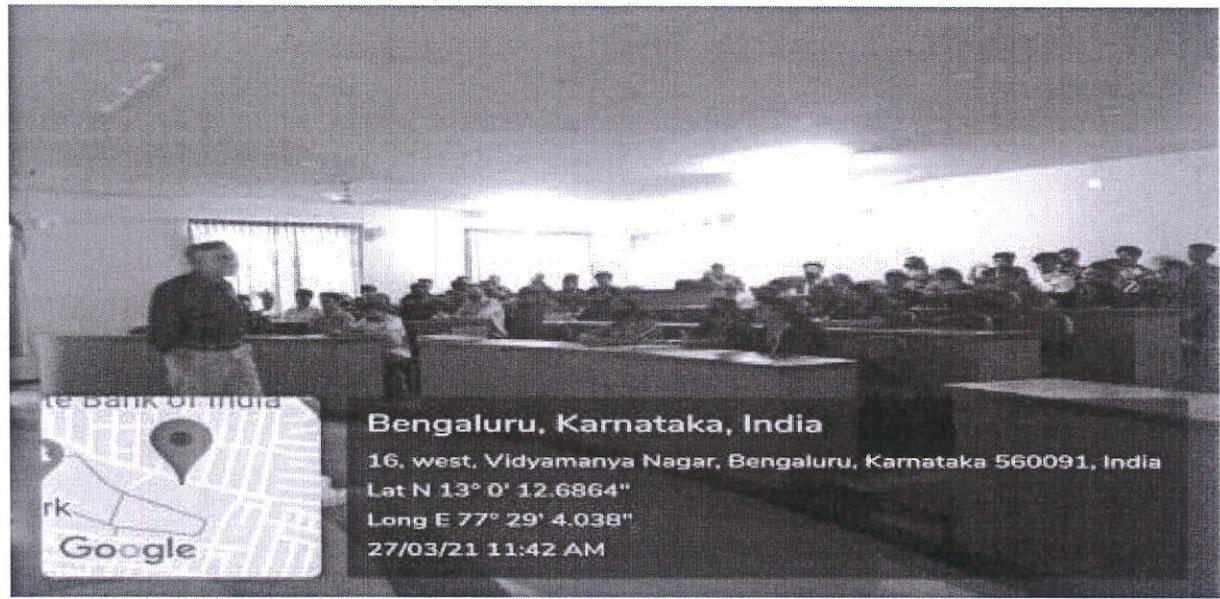
Bengaluru, Karnataka, India

16, west, Vidyamanya Nagar, Bengaluru, Karnataka 560091, India

Lat N 13° 0' 13.1904"

Long E 77° 29' 2.8428"

27/03/21 11:39 AM



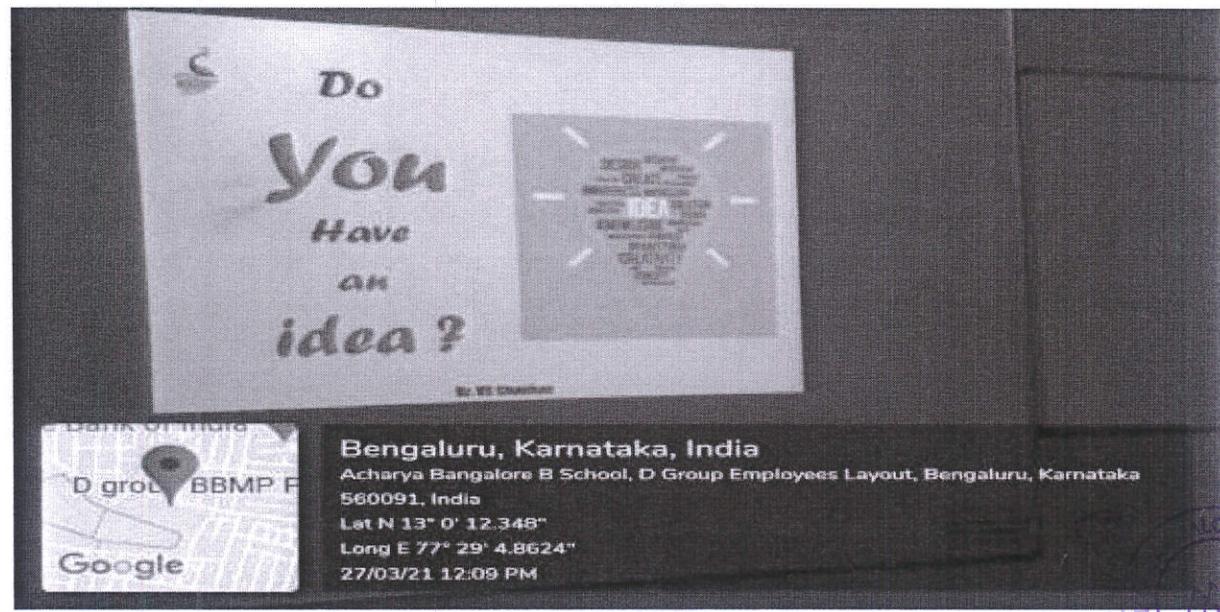
Bengaluru, Karnataka, India

16, west, Vidyamanya Nagar, Bengaluru, Karnataka 560091, India

Lat N 13° 0' 12.6864"

Long E 77° 29' 4.038"

27/03/21 11:42 AM



Bengaluru, Karnataka, India

Acharya Bangalore B School, D Group Employees Layout, Bengaluru, Karnataka 560091, India

Lat N 13° 0' 12.348"

Long E 77° 29' 4.8624"

27/03/21 12:09 PM





**Acharya Bangalore B-School**  
**Department of \_\_\_\_\_**  
**Analysis report for Feedback forms**

Analysis report on Workshop on "Idea to Execution"

Session for \_\_\_\_\_ Semester, Conducted on 27/3/2021

**Objective:**

To bring out business ideas using activity based learning  
To Encourage out of the box thinking in Students

**Outcome Expected:**

Students were able to list out few ideas individually  
using newspaper with a time limit of 15 minutes  
Students found it more Interested due to hands on Experience

**Feedback**

Total number of students participated in the program:	72
No. of students who gave Negative feedback towards the program:	-
No. of students who gave positive feedback towards the program:	46

**Suggestions given by the students:**

*[Signature]*  
Director/Co-ordinator  
INTERNAL QUALITY ASSURANCE CELL  
ABBS

*[Signature]*

**Quality Circle Co-ordinator:**

Submitted to IQAC, to review. :



*[Signature]*  
Principal  
Acharya Bangalore B-school  
Andheri Main Road, off Magadi Road,  
Bangalore-560091

**ACHARYA BANGALORE B- SCHOOL**  
**Feed Back Form**

**Title:** Idea To Execution  
**Date/ Time:** 27/3/2021, 11.30 a.m **Venue:** Gallery -2  
**Resource Person:** Professor, Dr. V.S Chauhan

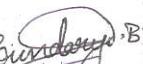
It was a great session. A new insight on ways to find new ideas was provided.

**Name:** Sadhana K. M

**Signature:** 

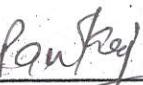
It was more fun learning. I thought we couldnt should sit & think to generate an idea but sir showed it is possible through a news paper.

**Name:** Soundarya B.M

**Signature:** 

It was wonderful session. I learnt how to convert Society Problem into opportunities to be a entrepreneur.

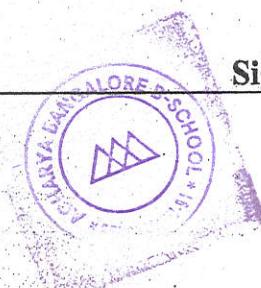
**Name:** Pardeep Singh Sehgal

**Signature:** 

It was great session. We just learn that how we can think creatively in very small things.

**Name:** Namratha . R.

**Signature:** 



# ACHARYA BANGALORE B- SCHOOL

## Feed Back Form

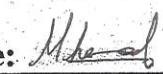
Title: \_\_\_\_\_

Date/ Time: \_\_\_\_\_ Venue: \_\_\_\_\_

Resource Person: \_\_\_\_\_

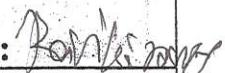
I got from this how to generate idea.  
Money is not a important for the  
Startup.

Name: Muhammad p

Signature: 

I got to know how innovative idea  
improve life.

Name: Ravikiran. H

Signature: 

Name:

Signature:

Name:

Signature:

## ACHARYA BANGALORE B- SCHOOL

### Feed Back Form

**Title:** "Idea to Execution"  
**Date/ Time:** 27/3/2021 / 11.30 a.m **Venue:** Gallery - 2  
**Resource Person:** Dr. V.S. Chauhan

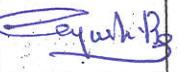
I think having this centre can come up with ideas and societal problem is the way to us to make money which I learnt. Thank you.

Name: Sanvesh

Signature: 

It's our honourable feel having this Centre in our college and I'm very lucky to be part of this and observe the knowledge from it. Thank you

Name: Ajinkya B.S

Signature: 

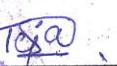
It was my pleasure to be the part of this workshop and making us realize about how can we explore the ideas and also get benefited by them.

Name: YUKTA .R

Signature: 

Entrepreneurship development centre a very good platform and learnt about the opportunities, ideas and resources required to how to generate ideas.

Name: Tejaswini D Thank you

Signature: 



# ACHARYA BANGALORE B- SCHOOL

## Feed Back Form

Title: \_\_\_\_\_

Date/ Time: \_\_\_\_\_ Venue: \_\_\_\_\_

Resource Person: \_\_\_\_\_

It helped us to know new opportunities and makes us to think. From this session, we learnt about ideas and resources how to generate ideas.

Name: K shravani

Signature: Shro

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

### About ABBS

Acharya Bangalore B-School (ABBS) was established in the year 2008. MBA is the flagship program of ABBS. In the subsequent year, 2009 ABBS School of Management was established to offer PGDM program. The institution has a vast campus with state-of-the-art infrastructure and other facilities to create a world class environment in learning. The campus is located in Bengaluru, Off Magadi Road. ABBS offers undergraduate and post graduate programs in Commerce, Management, Arts and Science. The Institute is accredited nationally and internationally. IACBE, USA has accredited ABBS and ABBS School of Management in 2015 for seven years. In both cycles (for 5 years each) ABBS is accredited by NAAC with 'A' Grade. The recent accreditation is from 2017 to 2022. The MBA program of ABBS is accredited by NBA in 2019.

### Patrons

Dr. B. Vijaypal Reddy, MD, DCH, Chairman, ABBS  
Mrs. Poornima Reddy, Managing Director, ABBS  
Mr. Ajitesh Basani, B.E, MS (USA), Executive Director, ABBS  
Dr. H.R. Venkatesha, Director, ABBS.

### Workshop Co-ordinator:

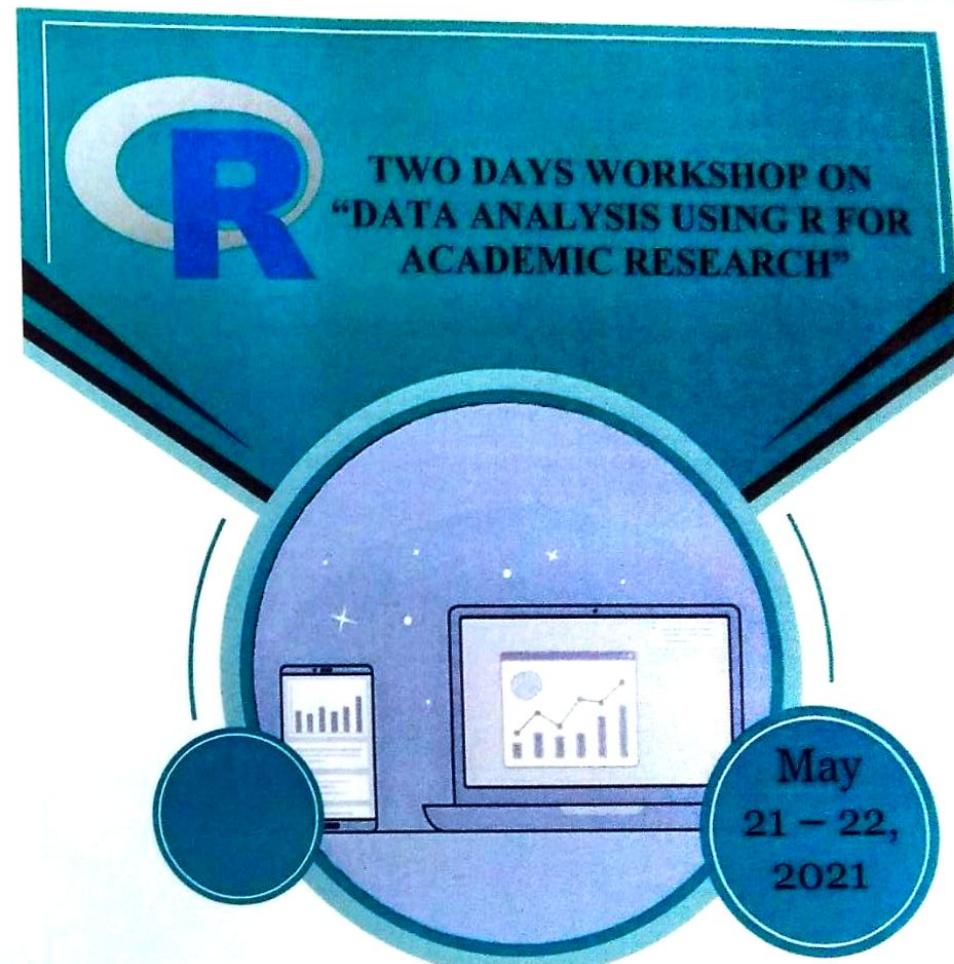
Dr. R.K. Prema, Associate Professor

### Workshop Organizing Committee:

Dr. R. Jayanthi, HoD  
Dr. V.S. Chauhan, Professor  
Dr. C. Sengottuvelu, Professor  
Dr. C. Rajesh, Associate Professor  
Prof. Ravi Adithya, Associate Professor  
Dr. V.P. Sriram, Associate Professor  
Dr. Geevarathna, Associate Professor  
Dr. Syed Kazim, Associate Professor  
Dr. Shalini H.S, Asst. Professor  
Dr. M.V. Alagesan, Associate Professor  
Prof. R. Girish, Asst. Professor  
Prof. Peram Dattatreya Reddy, Asst. Professor  
Dr. B. Arul Senthil, Asst. Professor

### For Further Details Contact:

Dr. R.K. Prema, Associate Professor  
M: +919739035729  
Email Id: [dr.rkprema@abbs.edu.in](mailto:dr.rkprema@abbs.edu.in)



Organized by  
**Department of MBA**



**ABBS**

**Acharya Bangalore B-School**

Andrahalli Main Road, Off Magadi Road,  
Bengaluru -560091, Karnataka, India.



### **Objectives of the workshop**

The significance of Data and its effective analysis is unavoidable to have a good piece of research and to make a fruitful decision. From students to scholars, individual researchers to research institutes throughout the world come across this data analysis part to carry out their research. Statistics and Statistical analysis plays a crucial role in research and analyzing data. The aim of this workshop is to provide hands on training in understanding the concepts in statistical analysis using R programming which is one of the most widely used open source package in the field of statistics across the world. This workshop will help participants in improving their Data analysis skills by applying various statistical techniques using R programming.

### **Course Outcomes**

- Understanding the basics of Data Analysis
- Programming Knowledge on R landscape
- Knowledge about categories of Data Analytics
- Exploratory Data Analysis
- Visualizing and Manipulation
- Hands on training in R landscape

### **PROGRAMME METHODOLOGY**

1. Interactive lectures and Discussion

2. Hands on Practice

At the end of the workshop, participants should be able to:

- ✓ Get familiar with R Programming language
- ✓ Representation of data using basic graphs in R.
- ✓ Understand statistical analysis using R programming.
- ✓ Explore how to analyze the research data using R programming.

### **Resource Persons**

#### **DR. NAVEEN POL (MBA, M.COM, PHD)**

Dr Naveen Pol, currently holds the position of Assistant Professor in Management Development Institute, Murshidabad has twelve years of work experience. He worked for FMCG and Telecom sector. He has published 16 research articles in peer reviewed journals of which six are in UGC/UGC Care listed. One of his recent paper is published with Scopus Journal having Cite Score of 0.19 & his Google index has 15 Citations followed with h-index 2 and i10 index 1. Earlier he was faculty at Acharya Bangalore B-School.



#### **Proficiency with Analytical Tools**

SPSS, AMOS, PLS, and R. Pursuing Certification program with "Simplilearn" on Python, PowerBI, and Tableau.

#### **DR.K.M.KAVYASHREE (MBA, PH.D., PDF)**

She has completed her Post Doctoral Fellow from IIM Udaipur where she worked as a Research Associate and Manager for MHRD funded project. She has 12+ years of experience in Teaching and Research. She has received certifications from various online platforms in Data Science and Machine Learning using R – Programming. She has hands on experience working with statistical tools like R, Python, Jamovi, SPSS, Smart PLS. She is also an "Abhinandana Rising Star Awardee".



### **Target Participants**

Academicians, Industry Professionals, Current and Prospective Research Scholars, PG students from all disciplines.

**Online Registration:** <https://forms.gle/qMxDNP2pAo9uM8ZZA>

2

### **Registration Fee**

For Students & Research

Scholars :Rs. 500/-

For Academicians :Rs. 750/-

For Industry Persons :Rs.1000/-

### **Details for Payment**

Beneficiary Name	:	Acharya Bangalore B School
Account No.	:	0399053000015083
Centre (Location)	:	Bangalore
Name of the Bank	:	South Indian Bank
Branch	:	Indiranagar
IFSC Code	:	SIBL0000399

**REPORT ON TWO DAYS WORKSHOP**  
**ON "DATA ANALYSIS USING R FOR**  
**ACADEMIC RESEARCH"**

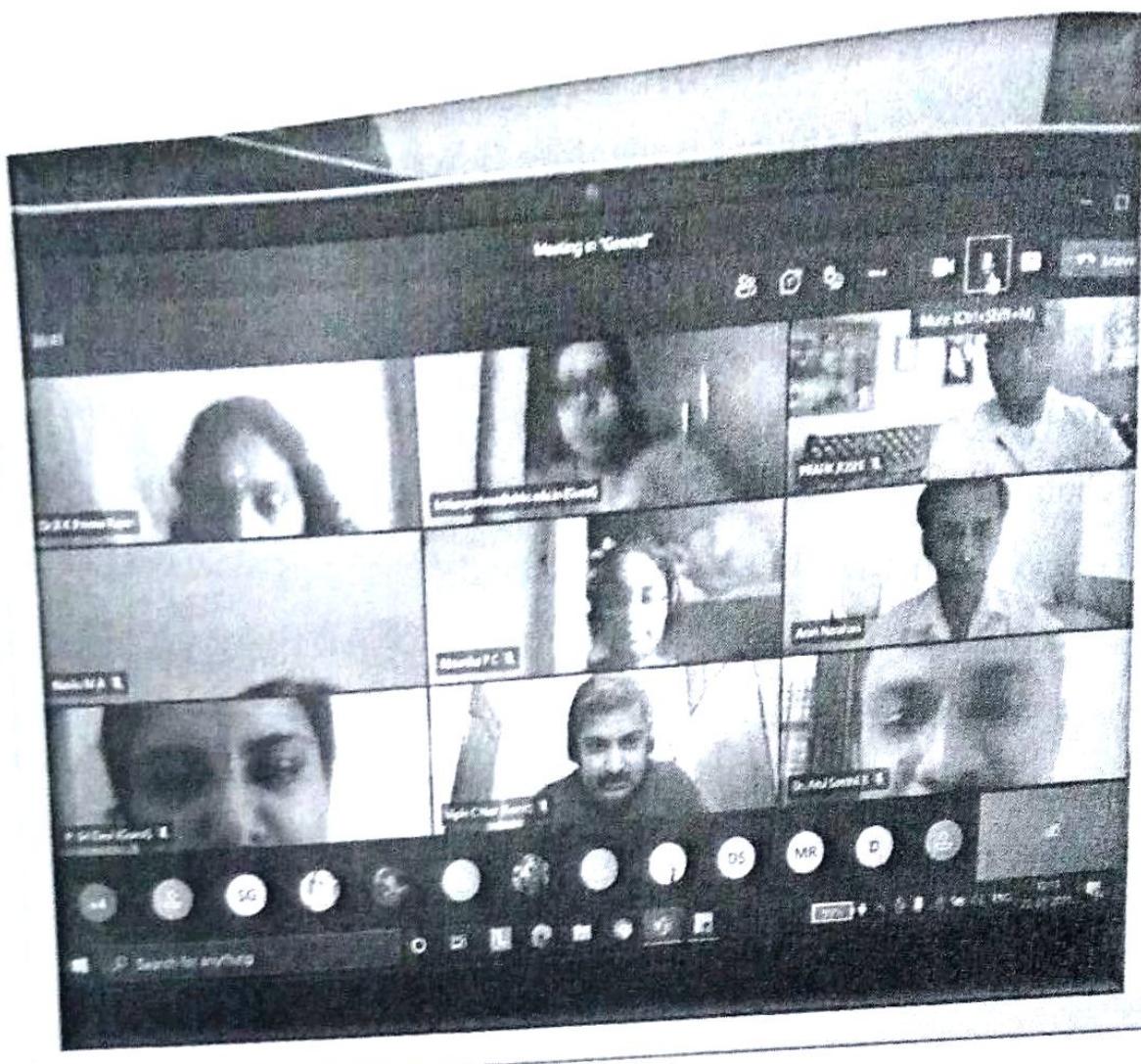
**Acharya Bangalore B-School**  
**Bangalore**

The R Programming workshop took place online on 21-22 May 2021, Organized by Acharya Bangalore B School, Bangalore. Dr. B.Vijaypal Reddy, MD, DCH, Chairman, ABBS,Mrs. Poornima Reddy, Managing Director, ABBS ,Mr. Ajitesh Basani, B.E, MS (USA), Executive Director, ABBS,Dr. H.R.Venkatesha, Director, ABBS preside over the two day workshop, convened by Dr R K Prema, Associate Professor and supported by student co-ordinator Mr Monish I MBA, ABBS, Bangalore.

The session was hosted by Prof. R K Prema, AP, ABBS. The session was streamed to a total of 30+ participants from different states, comprises of People from academics, Industry and students. Day I was addressed by Dr V Naveen Pol, MDI Murshidabad and Day II was addressed by Dr Kavyashree from IIM-Udaipur.



**Glimpse of Resource Person Day I Dr Naveen Pol with the attendees.**



### Glimpse of Resource Person Day 2 Dr Kavya Shree with the Participants.

The idea of the workshop holds the significance of Data and its effective analysis is unavoidable to have a good piece of research and to make a fruitful decision. From students to scholars, individual researchers to research institutes throughout the world come across this data analysis part to carry out their research. Statistics and Statistical analysis plays a crucial role in research and analyzing data. The aim of this workshop is to provide hands on training in understanding the concepts in statistical analysis using R programming which is one of the most widely used open source package in the field of statistics across the world. This workshop will help participants in improving their Data analysis skills by applying various statistical techniques using R programming.

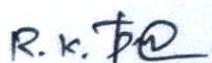
Further details of the workshop is attached herewith as Annexures:

1. Brochure
2. Schedule
3. Certificate

#### Outcomes of the Workshop

- Understanding the basics of Data Analysis
- Programming Knowledge on R landscape
- Knowledge about categories of Data Analytics
- Exploratory Data Analysis
- Visualizing and Manipulation
- Hands on training in R landscape

The reach out of the program is excellent and add value to the learning of the participants. The participants registered their thanks to the Institution. Dr R K Prema, AP, ABBS deliver the vote of thanks and close the session with great remarks.



WORKSHOP CO-ORDINATOR



DIRECTOR



ACHARYA BANGALORE B SCHOOL  
STUDENT FEEDBACK FORM – GUEST LECTURE

Guest: Mr. C R Krishna Prasad

Topic: "Project Management-Network Analysis"

Date: 21.11.2019

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Topic of the guest lecture was relevant to my area.	✓				
The Speaker was able to explain the topic clearly.	✓				
Presentation skills of the speaker was engaging.	✓				
The Speaker gave new insight on the topic.	✓				
The speaker gave justification for the lecture from recent development/ industry/ research perspective.		✓			
Would recommend speaker for one more session in other areas of the topic		✓			
Would recommend speaker for my peers and juniors.	✓				

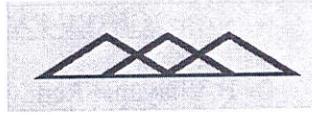
Any additional comments?

Name of the student: *Nimmy Paul*

Semester and Section: *Sec : D*

Registration No.: *16YUCMD127*

Signature: *Nimmy*



## Acharya Bangalore B-School

(Affiliated to Bangalore University)

Andrahalli Main Road, Off Magadi Road, Bengaluru-91, Karnataka, India

Institution Accredited with NBA & NAAC 'A' Grade, Recognised by UGC under 2f and  
12B

Internal Quality Assurance Cell (IQAC)

Presents

FIVE DAYS NATIONAL WEBINAR

ON

### "INTELLECTUAL PROPERTY RIGHTS (IPR) AND FUTURE BUSINESS REVOLUTION"

Date: 11-07-2021 to 15-07-2021, Platform: Microsoft Team



### CHIEF PATRONS

Dr.B.Vijayal Reddy-Chairman, ABBS  
Mrs.Poornima Raddy-Managing Director, ABBS  
Mr.Ajithesh Basani-Executive Director, ABSS

### PATRONS

Dr.D.M.Mahishi, IQAC Director, ABBS  
Dr.Vijaya Bhaskar K, Principal, ABBS

**Organizing Committee Coordinators**  
Dr.Devaraja Nayaka,K.M.  
Associate Professor, ABBS.  
Mrs. Arathy,  
Assistant Professor, ABBS  
Mr.Thirupathi,  
Assistant Professor, ABBS

**Organizing Committee Members**  
Mr.Raghavendra,K., Assistant Professor, ABBS  
Mr.Praveen Kumar, Assistant Professor, ABBS  
DR.Shilpashree, Assistant Professor, ABBS  
Ms.Niveditha, Assistant Professor, ABBS  
Mrs.Janaki, Assistant Professor, ABBS

### **ABOUT THE INSTITUTION**

Acharya Bangalore Business School (ABBS) was founded in 2008 as a sterling management institute under the umbrella of Samagra Sikshana Samithi Trust. Since then, it has become a coveted business school in South India, drawing a considerable number of applications from across the world each year.

At ABBS, we pride ourselves on our unique quiver of *avant-garde* learning tools, setting us apart as one of India's most future-fit business schools. Our differential learning programmes have been crafted by seasoned industry leaders and feature an array of elements including industry interfacing, entrepreneurship development, live workshops, Management Development Programmes and publication development.

ABBS offers a bouquet of courses across management, commerce, life sciences, media and communication, each with a careful blend of classroom learning and practical experience. The success of our programmes is mirrored in the variety of collaborations we have established with corporate houses in the past few years. We draw valuable insights from industry liaisons, and our alliances are geared towards student enhancement, enrichment and recruitment. Located in India's Garden City Bengaluru, ABBS is surrounded by five sprawling acres of greenery and sunshine. With aesthetically designed classrooms, well-equipped hostels and state-of-the-art sports facilities, one can discover an ecosystem that is tailored to the needs.

### **ABOUT IQAC**

Internal Quality Assurance Cell (IQAC) of our institution is a dynamic system ensuring continuous quality enhancement since its inception in 2008 by initiating and nurturing the best practices. It strives to reorient and revamp the quality of educational and institutional culture by identifying and eliminating deficiencies, if any. It acts as a nodal agency for all the quality

related activities of the college. IQAC has organised several seminars, workshops, conferences and webinars during the pandemic on various domains of higher education at national and state levels. The think-tank of the College is striving hard to elevate the institution to greater heights.

## INTRODUCTION TO WEBINAR

Intellectual Property Rights (IPRs) are legal rights that provide creators a protection for original works, inventions, or the appearance of products, artistic works, scientific developments, and so on. IPRs play a key role in every sector and have become the basis for crucial investment decisions. IPRs are exclusive rights and therefore there is always a challenge to strike a balance between the interests of innovators and the interests of the society at large. Another important factor is to have an adequate legal framework to protect the interests of innovators and inspire confidence in an intellectual property being protected with the objective of triggering further innovation.

The primary objective of IPR is to promote awareness and encourage the innovation across various disciplines by encouraging inventions and innovations and thereby by promoting their protection and utilization so as to contribute to the development of Industries. This in turn contributes to the promotion of technological innovation and also to the transfer and dissemination of technology. Successful ventures are based on innovative products and services. Innovation is the oil needed for accelerating the engine of the economy. Innovators work hard to come up with their innovations and hence these innovations are protected under the various Intellectual Property Laws. This five days' National Webinar focused on the relevance of intellectual property rights to business, filing and legal aspects of patents, trademarks and geographical indications, copyrights in digital world, and funding aspects of entrepreneurship and future business revolution, between 11-07-2021 and 15-07-2021.

## OBJECTIVES OF THE PROGRAMME :

- (1) To discuss on the Relevance of Intellectual Property Rights to Business.
- (2) To create awareness to the faculty and students regarding Filing and Legal Aspects of Patents, Trademarks and Geographical Indications
- (3) To get the knowledge about Copyrights in Digital world, Patents and Trade Marks.
- (4) To get the knowledge about Funding Aspects of Entrepreneurship.
- (5) To motivate the faculties and students to actively participate in the webinar to know about Future Business Revolution.



## PROGRAMME SCHEDULE BETWEEN 11-07-2021 and 15-07-2021

<b>INAGURATION PROGRAM</b>			
Day 1: 11-07-2021 <b>Prof.Raghavendra K Prof.Janaki</b>	2.30PM- 3.00PM		
	Time	Topic	Resource Person
	Session-1 3.00PM- 4.30PM	Relevance of Intellectual Property Rights to Business	<b>Dr.Gagan,K.</b> Independent Legal Consultant, Mysuru. Karnataka
Day 2: 12-07-2021 <b>Prof.Arathy</b>	Session-2 2.30PM- 4.30PM	Filing and Legal Aspects of Patents, Trademarks and Geographical Indications	<b>Dr Viswesh Sekhar,</b> Advocate, Bengaluru, Karnataka
Day 3: 13-07-2021 <b>Prof.Praveen Kumar</b>	Session-3 2.30PM- 4.30PM	Copyrights in Digital World	<b>Dr.Avishek Chakraborty</b> Assistant Professor, School of Law, CHRIST (Deemed to be University) Hosur Road, Bengaluru-560029, Karnataka
Day 4: 14-07-2021 <b>Dr.Shilpashree</b>	Session-4 2.30PM- 4.30PM	Funding Aspects of Entrepreneurship	<b>Dr. Dhanalakshmi,</b> Assistant Professor, PG Department of Management, M.S. Ramaiah Institute of Management Sciences, Bangalore, Karnataka.
Day 5: 15-07-2021 <b>Prof.Niveditha Prof.B.S.Gopinath</b>	Session-5 10.00AM- 11.30AM	Future Business Revolution	<b>Dr.Sriram Anandan,</b> Author, Educator, Entrepreneur, Speaker, Investor, Canada.
	11.30AM- 12.00AM	<b>VALEDICTORY PROGRAM</b>	



## **DAY 1- INAUGURATION AND SESSION 1**

### **TOPIC – RELEVANCE OF INTELLECTUAL PROPERTY RIGHTS TO BUSINESS**

**Resource Person– Dr.Gagan K**

**Date – 11.07.2021**

**Time - 2:30PM to 4:30 PM**

#### **EVENT REPORT**

The five days National Webinar started with a welcome address delivered by Dr.Vijaya Bhaskar, Principal ABBS. A warm welcome was extended while briefing the participants about the essence and objectives of the program and expected outcome. Madam also extended appreciation to all the participants who had joined from across the country and also the nationals from five different countries. This was followed by a introduction session by Dr,Devaraja Nayaka, Associate professor and Co-ordinator of the webinar briefing on the overview of topics covered on this five days program. Mr.AjiteshBasani, Executive Director of ABBS delivered the keynote address and explained the importance of IPR in new age business and the traditional ones too. While expressing his view on the topic some important and thought-provoking examples were mentioned to make the participants quickly realise the importance of IPR in business. Followed by this was Dr.D.M.Mahishi, Dean & IQAC Director, who explained the growing importance of IPR in the current market scenario and how business ideas are to be protected irrespective of its scale.

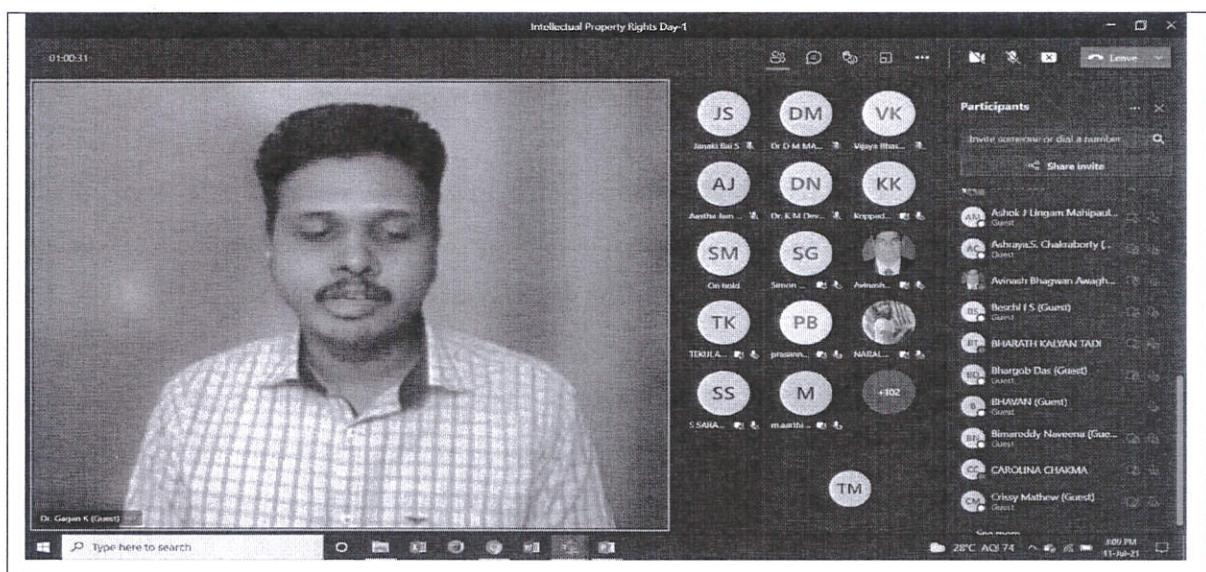
The day 1 of five days national webinar was on the topic relevance of intellectual property rights to business. The resource person was Dr.Gagan.K, a independent legal consultant from Mysore. He was introduced to the participants by Prof.Janaki, ABBS. The session on Intellectual Property Rights and its relevance to business was very informative, interactive and highly thought provoking to the participants. The session had a lot of interactions between the participants and the speaker. The speaker asked several questions to the participants to learn their opinions of certain vital aspects of business. The session started with the speaker briefly highlighting on the structure of the session's presentation. The speaker received the opinions of participants on purpose of the business. Whether it is profits all the time or is there a purpose much beyond? Also,an important discussion was made with the participants about what constitutes capital in business. Participants gave very interesting answers and it was appreciated. The speaker mentioning examples from the quotes of Adam Smith and the how Greek civilization protected their culinary practices way back in history, made the participants realise that IPRs are much older than most of us really think. The speaker highlighted that IPR are also an important part of Capital in business.

The speaker further explained that IPR gives the much-needed competitive advantage to companies in the present market scenario. Reiterating the importance of IPR to business, some examples were given from some successful companies like McDonalds and Apple. McDonalds



follows several IPR protections like process patent, package patent, Machine design patent, logo, tagline, product names etc. were mentioned by the speaker. This made the participants realise different layers of patents for protecting IPR that big brands follow. The speaker also explained the meaning of IPR to participants on different perspectives in relevance to business. The important characteristics of IPR were explained and different types of IPR and the purpose of each one of them were also explained with examples. The speaker had a question-and-answer session at the last and several questions were taken and a healthy conversation marked the end of the program. Prof.Sujay extended concluding remarks and Vote of thanks to all the persons who were part of the Day 1 of the program.

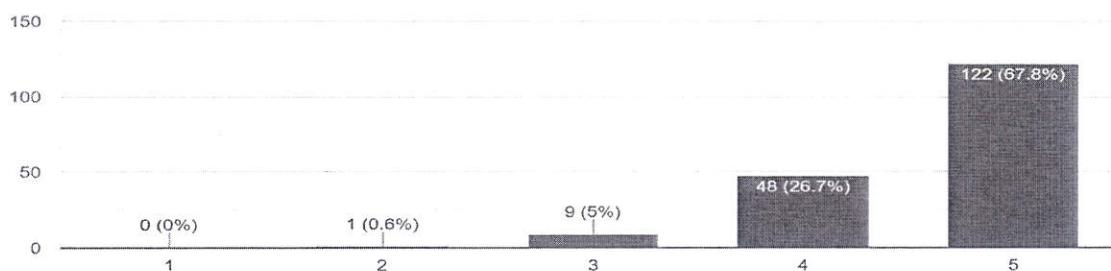
## PHOTO GALLERY-DAY 1





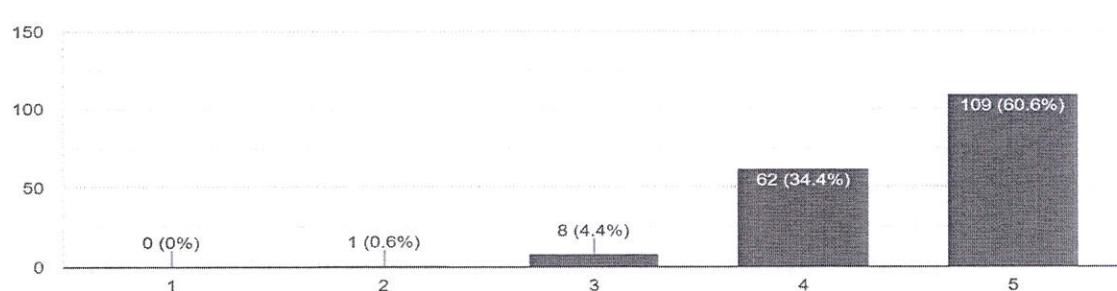
## FEEDBACK ANALYSIS- DAY 1

Do you find this webinar useful to you and society  
180 responses



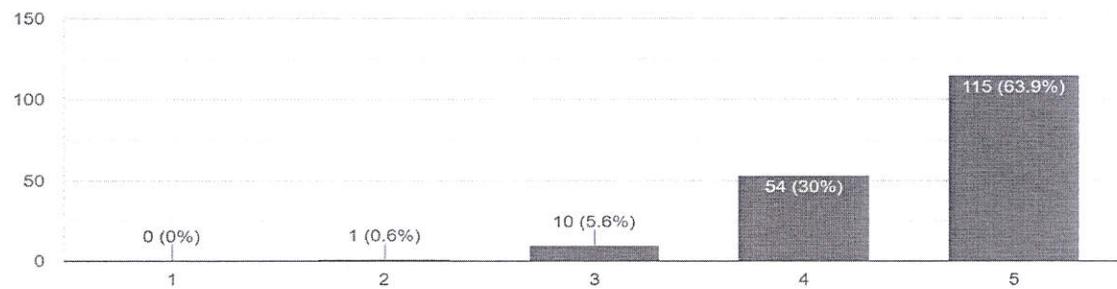
Do you find that the presentations in the Webinar covered the latest information pertaining to the topic

180 responses



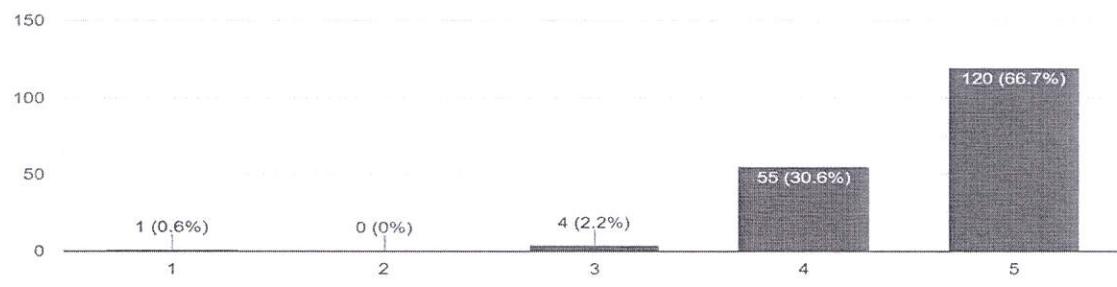
Did the webinar stimulate your mind in evolving new perspective about the concepts of the subject.

180 responses



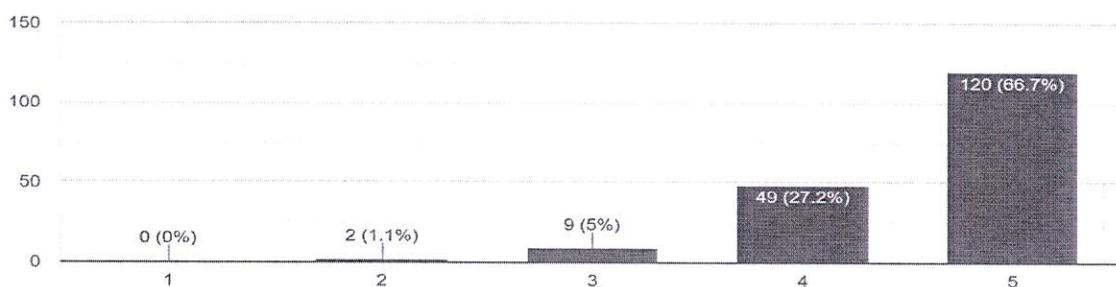
Do you think the organizers are updating the message about the Sessions on the Programme

180 responses



### Overall, assessment about the Day -1 Session

180 responses



**DAY 2- SESSION**  
**TOPIC – FILING AND LEGAL ASPECTS OF PATENTS, TRADEMARKS AND  
GEOGRAPHICAL INDICATIONS**

**Resource Person– Dr Viswesh Sekhar, Advocate, Bengaluru, Karnataka.**

**Date – 12.07.2021**

**Time - 2:30PM to 4:30 PM**

**EVENT REPORT**

The session for Day 2 was organized as part of the Five-Day National Webinar on IPR to acquaint the participants with the law relating to IPR and the procedures for filing Patents, Trademarks and Geographical Indications. The guest for the day, Dr. Viswesh Shekhar emphasized the importance of filing for IP protection which will enable individuals and organizations to protect themselves and avail of the rights available under IP law. The speaker discussed the procedures for filing the various IP protections and discussed the resources available online and the costs involved. The session concluded with an exchange between the participants and Dr. Viswesh during which he comprehensively clarified the doubts raised by the audience.

**PHOTO GALLERY-DAY 2**



## **PROGRAMME SCHEDULE- DAY 2**

### **Topic: Filing and Legal Aspects of Patents, Trademarks and Geographical Indications**

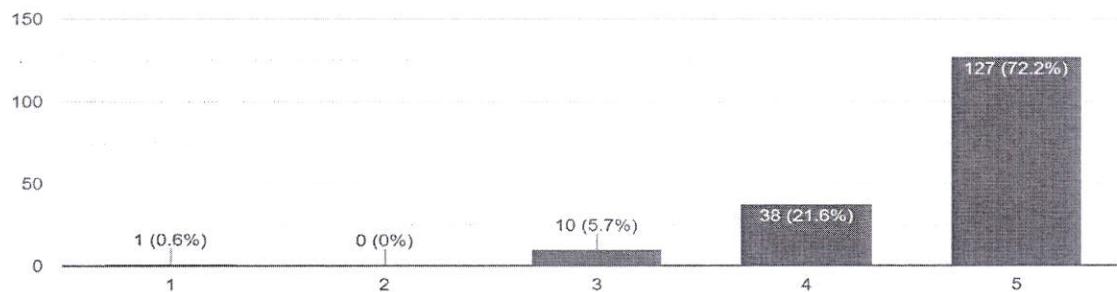
**Date:12-07-2021, Time: 2.30PM-4.30PM**

<b>Sl. No</b>	<b>Event Particular</b>	<b>Name</b>
1	Master of Ceremonies (MC)	Mr.Sai Datta Vamshi, Student of Acharya Bangalore B-School
2	Welcome address	Ms.T.N. Khachitri, Student of Acharya Bangalore B-School
5	Introduction of Resource Person	Prof. Arathy KB Assistant Professor and Coordinator of the Webinar, Acharya Bangalore B-School
6	Resource Person Address	<b>Topic: Filing and Legal Aspects of Patents, Trademarks and Geographical Indications</b>
7	Question and Answers session	Dr Viswesh Sekhar, Advocate, Bangaluru, Karnataka
8	Concluding remarks and Vote of Thanks	Prof. Sarah Pauly Assistant Professor, Acharya Bangalore B-School

## **FEEDBACK ANALYSIS- DAY 2**

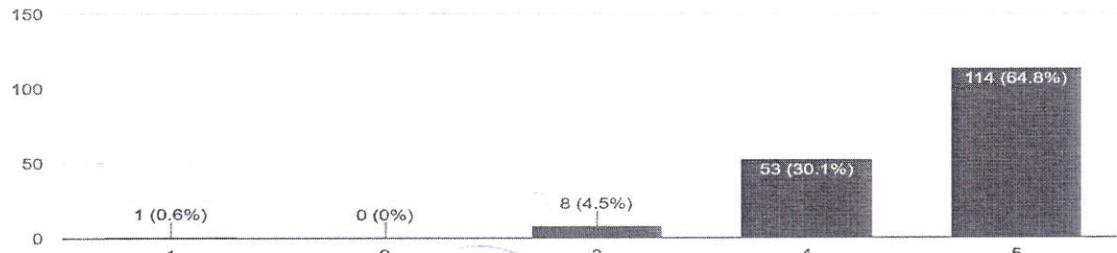
**Were the objectives of the webinar achieved?**

176 responses



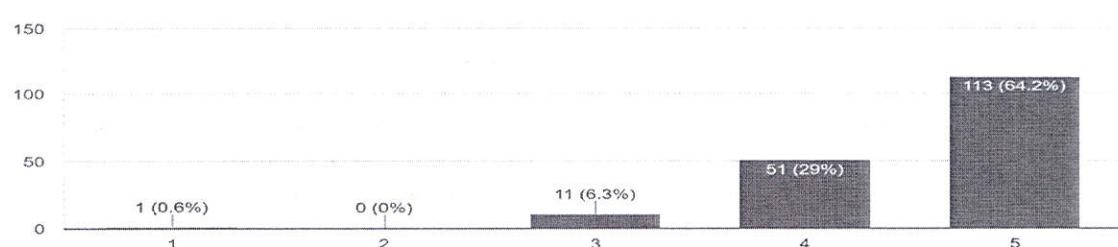
**Do you find this webinar useful to you and society**

176 responses



Do you find that the presentations in the Webinar covered the latest information pertaining to the topic

176 responses



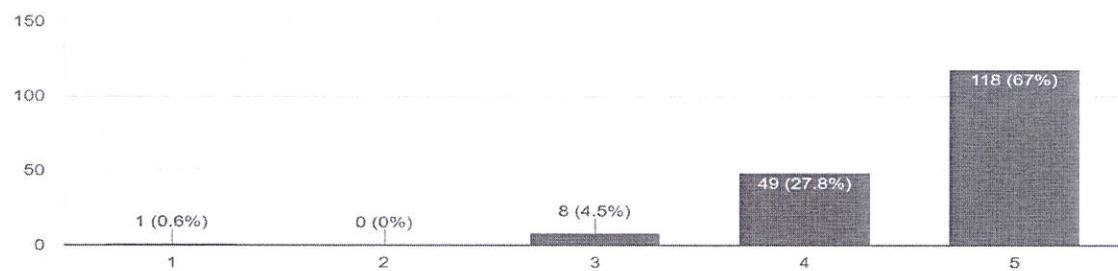
Did the webinar stimulate your mind in evolving new perspective about the concepts of the subject.

176 responses



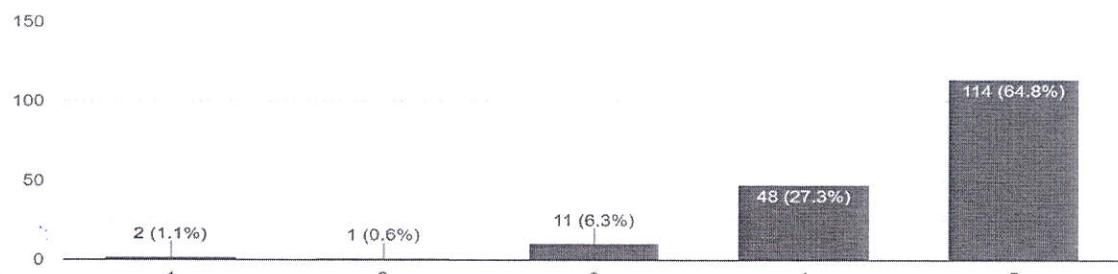
Do you think the organizers are updating the message about the Sessions on the Programme

176 responses



Overall, assessment about the Day -2 Session

176 responses



**DAY 3- SESSION**  
**TOPIC – COPYRIGHTS IN DIGITAL WORLD**

**Resource Person– Dr.Avishek Chakraborty**, Assistant Professor, School of Law, CHRIST (Deemed to be University) Hosur Road, Bengaluru-560029, Karnataka.

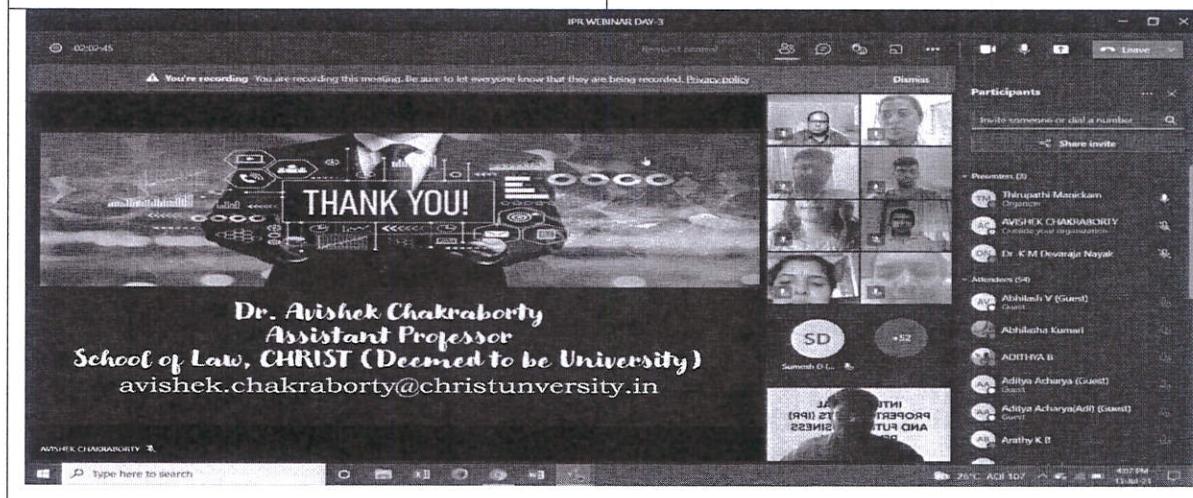
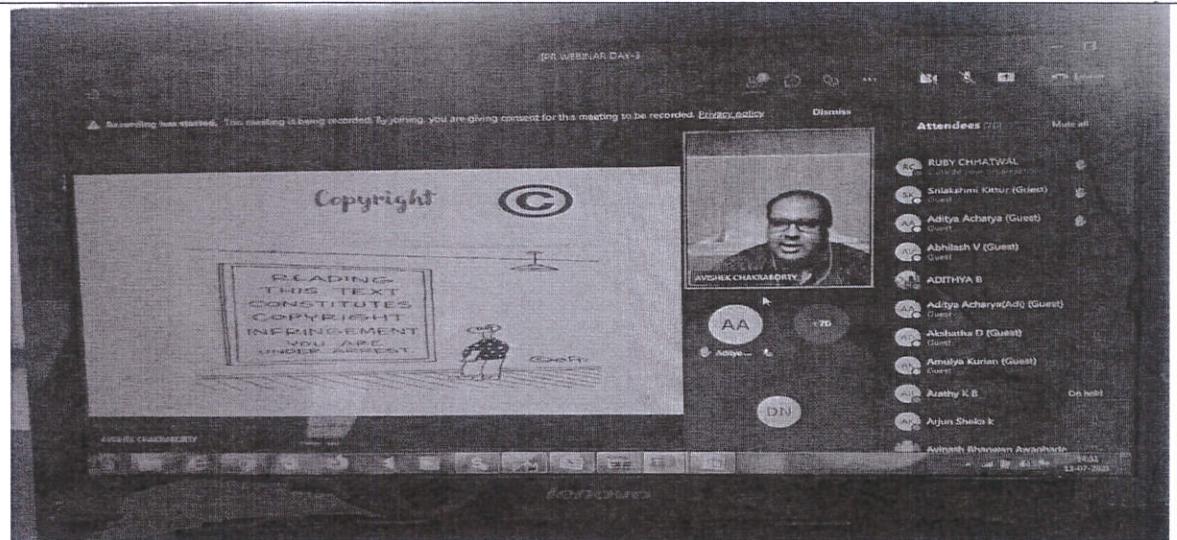
**Date – 13.07.2021**  
**Time - 2:30PM to 4:30 PM**

**EVENT REPORT:**

The day 3 of five days national webinar was on the topic Copyrights in digital world. The resource person was Dr.Avishek Chakraborty,Assistant Professor, School of Law, Christ( Deemed to University), Bangalore. Welcome address was given by Prof Arpana, ABBS and he was introduced to the participants by Prof.Krishna, ABBS. The session on Copyrights in digital world was very informative, interactive and highly thought provoking to the participants. The session had a lot of interactions between the participants and the speaker. The speaker started the seeion with basic explanation of Copyrights. The session started with the speaker briefly highlighting on the structure of the session's presentation. The speaker received the opinions of participants on Copyrights, where and what and all the copy rights are applicable?. The speaker clearly explained what are copyrights, for what and all the copyrights can be applicable and what is the duration of validity of copyrights for each category is explained clearly. The speaker explained the difference between the digital copyright and non digital copyrights. The speaker asked several questions from the real time. Participants gave very interesting answers and it was appreciated. The speaker highlighted that IPR and the relevant topics are very much need for an hour. The speaker further explained the technical aspects on copyrights with involving software, hardware and networking for Digital support. The speaker had a question-and-answer session at the last and several questions were taken. Prof.PraveenKumar V, ABBS extended concluding remarks and Vote of thanks to all the persons who were part of the Day 3 of the program.

**PHOTO GALLERY-DAY 3:**





## PROGRAMME SCHEDULE -DAY 3:

### Topic: Copyrights in Digital World

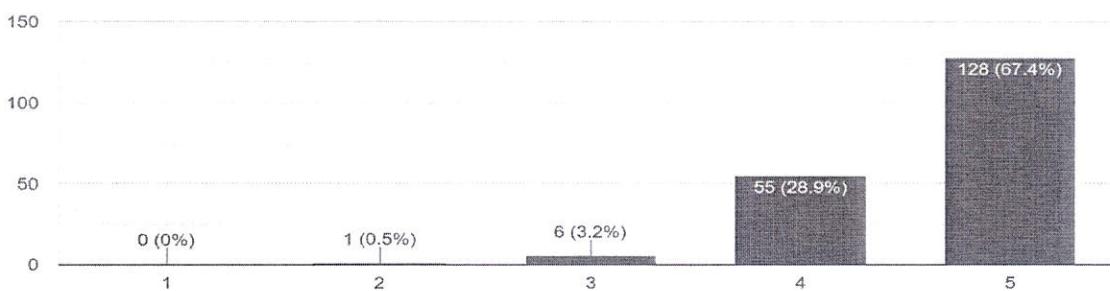
Date: 13-07-2021, Time: 2.30PM-4.30PM

Sl. No	Event Particular	Name
1	Master of Ceremonies (MC)	Ms.Saadhana, K.M. Student of Acharya Bangalore B-School
2	Welcome address	Ms.Arpana Assistant Professor, Acharya Bangalore B-School
5	Introduction of Resource Person	Prof.Krishna Assistant Professor, Acharya Bangalore B-School
6	Resource Person Address	<b>Topic: Copyrights in Digital World</b>
7	Question and Answers session	Dr.Avishek Chakraborty Assistant Professor, School of Law, CHRIST (Deemed to be University) Hosur Road, Bangalur-560029, Karnataka
8	Concluding remarks and Vote of Thanks	Prof.Praveen Kumar, Assistant Professor, Acharya Bangalore B-School

## FEEDBACK ANALYSIS- DAY 3

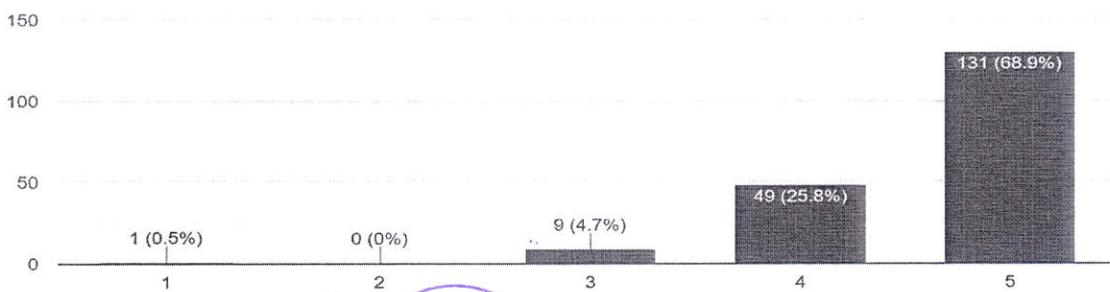
Were the objectives of the webinar achieved?

190 responses

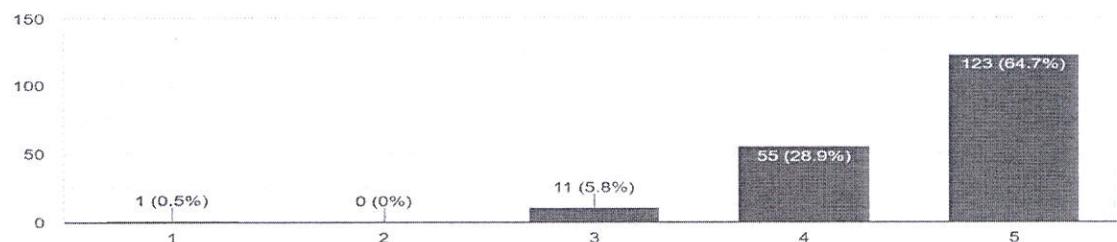


Do you find this webinar useful to you and society?

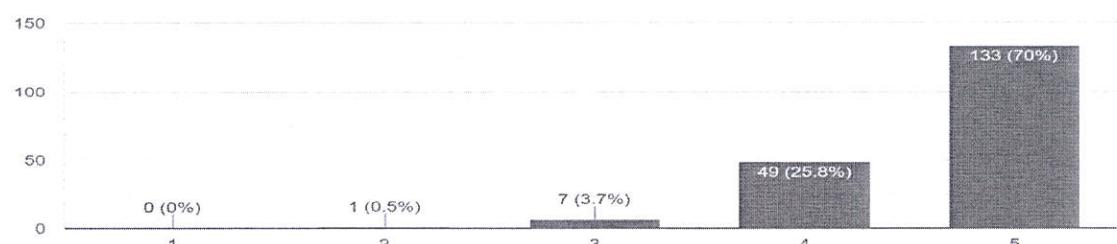
190 responses



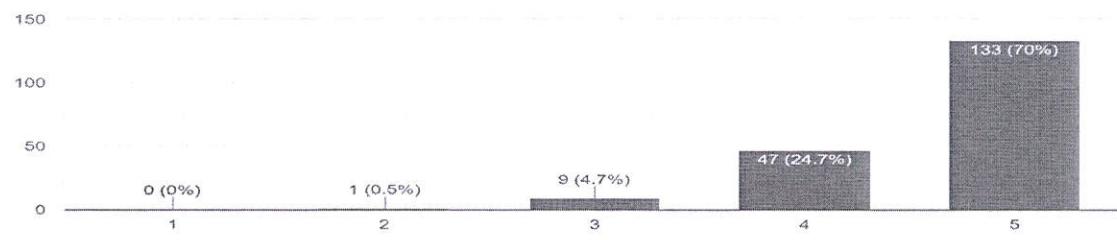
**Do you find that the presentations in the Webinar covered the latest information pertaining to the topic**  
190 responses



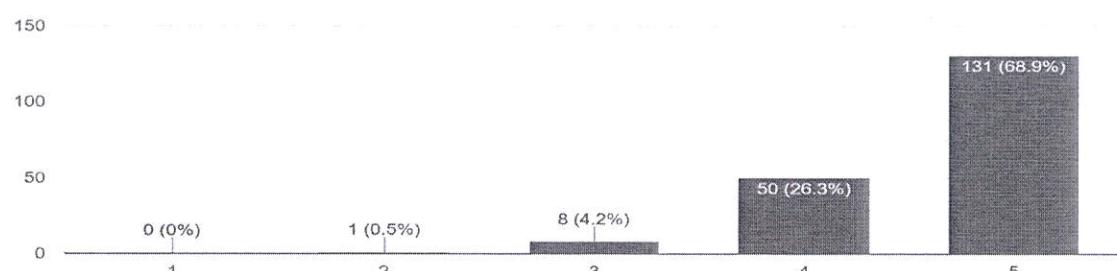
**Did the webinar stimulate your mind in evolving new perspective about the concepts of the subject.**  
190 responses



**Do you think the organizers are updating the message about the Sessions on the Programme**  
190 responses



**Overall, assessment about the Day -3 Session**  
190 responses



## DAY 4-SESSION

### TOPIC – FUNDING ASPECTS OF ENTREPRENEURSHIP

**Resource Person– Dr. Dhanalakshmi**, Assistant Professor, PG Department of Management, Ramaiah Institute of Management Sciences, Bangalore, Karnataka.

**Date – 14.07.2021**

**Time - 2:30PM to 4:30 PM**

#### EVENT REPORT:

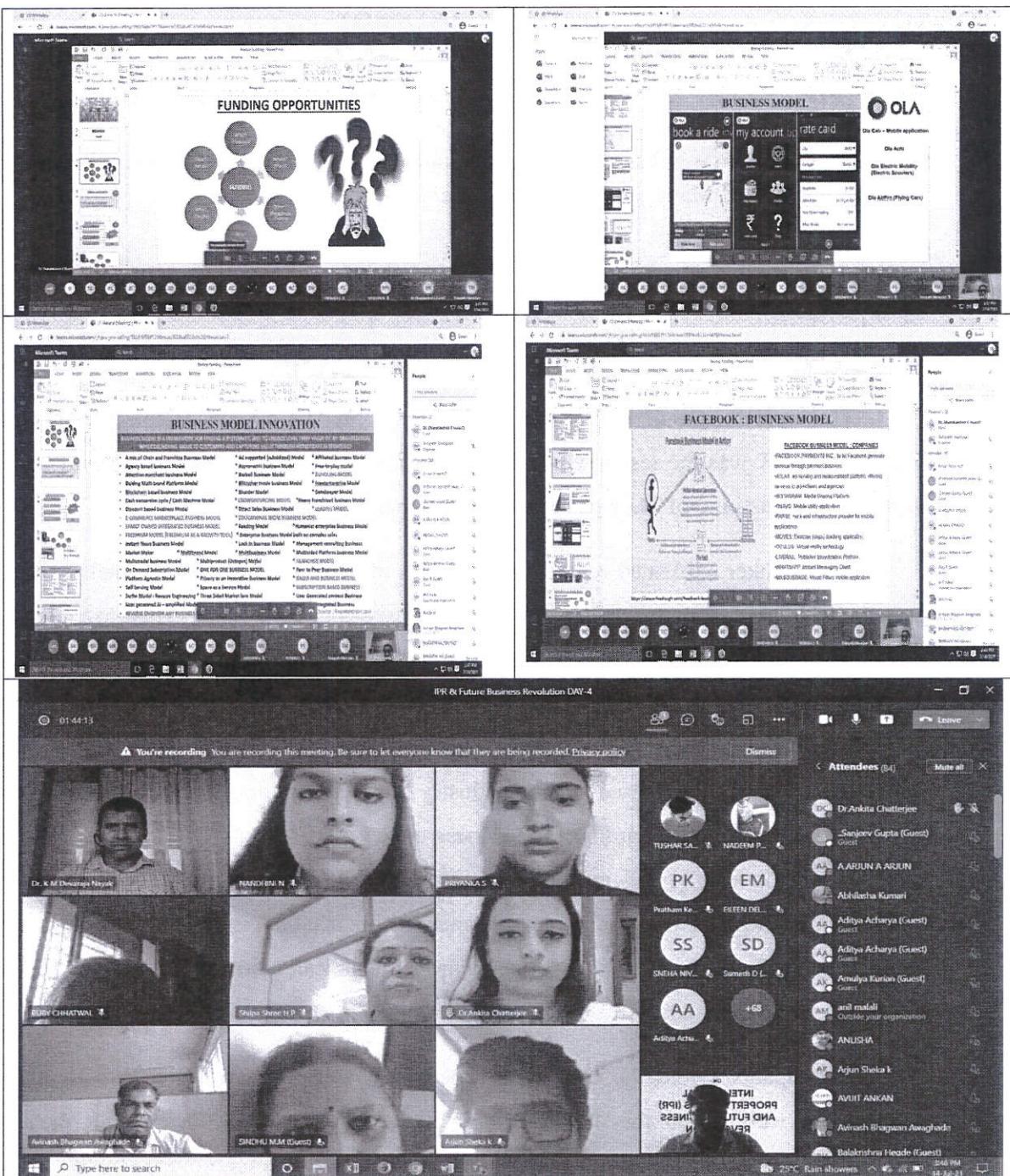
The topic for the 4<sup>th</sup> day of the webinar was “funding aspects of entrepreneurship”. Dr. Dhanalakshmi K was the resource person for the day. Dr. Dhanalakshmi is currently associated with Ramaiah Institute of Management studies, Bangalore, Karnataka.

The speaker explained regarding the basics of entrepreneurship and funds and in which aspects the funds can be used. Before initiating any business, it is important to understand the backgrounds and for that conducting a proper research is very important. Innovation and novelty in the market is very much essential to set up a business and run it successfully. The numerous business models innovations in the market was explained by the key note speaker. The business model has to be chosen based on the industry and before going on in a conversation with investors. Depth insight regarding the business model of Facebook, Ola was discussed. Before pitching any investor, the prototype is very much required. In the presentation, Dr. Dhanalakshmi explained the importance of mentor, financial advisor, advocate while preparing for a business. She also suggested to conduct proper technical, market and customer validation to make a business plan successful.

Participants across the country attended the webinar. There were 91 participants who attended the webinar on the 4<sup>th</sup> day. Interaction session was conducted after the key note speaker’s presentation. The participants appreciated the information provided by the speaker and gave satisfactory remark for the day.

#### PHOTO GALLERY-DAY 4:





## PROGRAMME SCHEDULE-DAY 4:

**Topic: Funding Aspects of Entrepreneurship**  
**Date:14-07-2021, Time: 2.30PM-4.30PM**

Sl. No	Event Particular	Name
1	Master of Ceremonies (MC)	Ms. Priyanka, Student of Acharya Bangalore B-School
2	Welcome address	Ms.Nandini, Student of Acharya Bangalore B-School
5	Introduction of Resource Person	Dr. Shilpashree H. P. Program Coordinator, Acharya Bangalore B-School
6	Resource Person Address	<b>Topic: Funding Aspects of Entrepreneurship</b>
7	Question and Answers	Dr. Dhanalakshmi

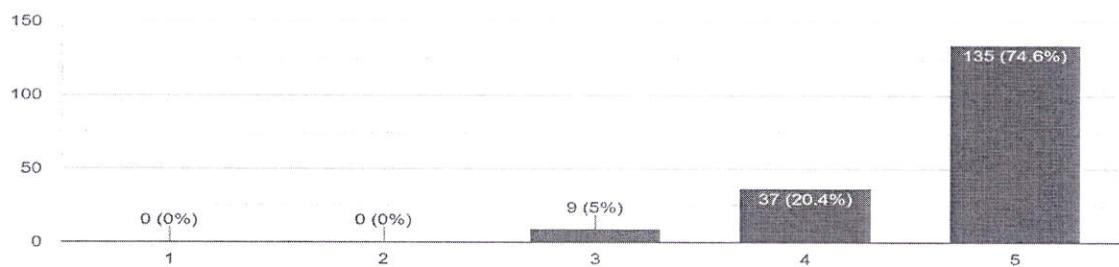


	session	Assistant Professor, PG Department of Management, Ramaiah Institute of Management Sciences, Bangaluru, Karnataka.
8	Concluding remarks	Dr.Ankita Chatterjee
9	Vote of Thanks	Assistant Professor, Acharya Bangalore B-School

## FEEDBACK ANALYSIS- DAY 4

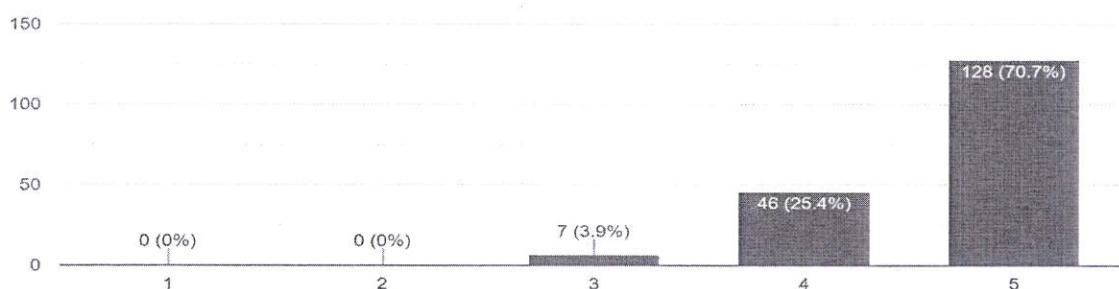
Were the objectives of the webinar achieved?

181 responses



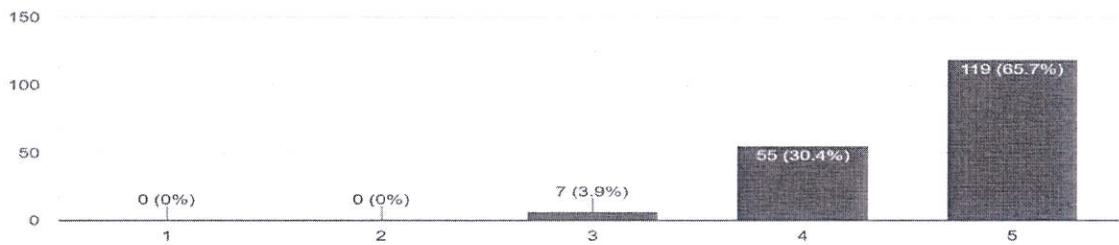
Do you find this webinar useful to you and society

181 responses



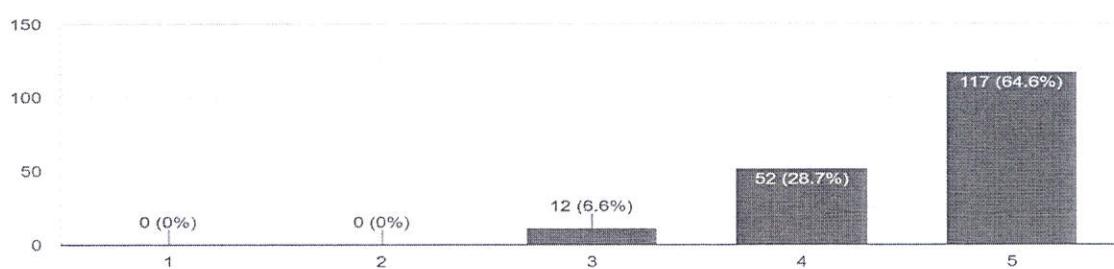
Do you find that the presentations in the Webinar covered the latest information pertaining to the topic

181 responses



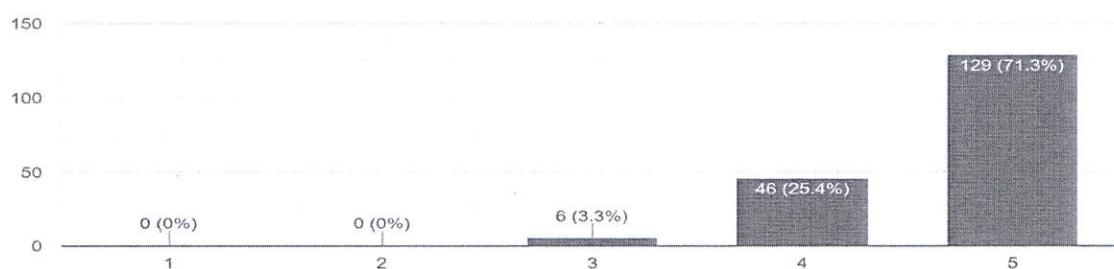
Did the webinar stimulate your mind in evolving new perspective about the concepts of the subject.

181 responses



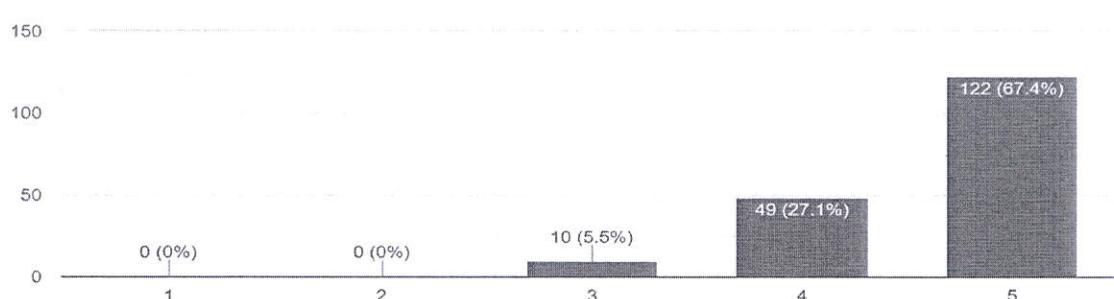
Do you think the organizers are updating the message about the Sessions on the Programme

181 responses



Overall, assessment about the Day -4 Session

181 responses



**DAY 5- SESSION AND VALEDICTORY PROGRAMME**  
**TOPIC – FUTURE BUSINESS REVOLUTION**

**Resource Person– Dr.Sriram Anandan**, Author, Educator, Entrepreneur, Speaker, Investor, Canada.

**Date – 12.07.2021**

**Time - 2:30PM to 4:30 PM**

**EVENT REPORT:**

The day 5 of five days national webinar was on the topic “Future Business Revolution”. The resource person was **Dr.Sriram Anandan**, Author, Educator, Entrepreneur, Speaker, Investor, Canada. The master of the Ceremony was Ms. Yukta Student of ABBS. The MCs greeted the gathering and Ms.Nikitha delivered the welcome address and extended a warm welcome to all the dignitaries, faculties and the students. Prof.B.S.Gopinath has introduced the Resources person to the participants.

Day 5, Future business revolution , by Dr.SriramAnandan, educator author and successful entrepreneur, sir enlightened with new scenarios, technologies, and applications related to the concept of the Internet of Business (IoB) and discuss challenges and risks on future of business revolution and also covered about crypto currency, future automobile industry revolution through the diamond battery and black chain countries role in the present context. The speaker had a question-and-answer session at the last and several questions were taken.

Prof.Niveditha has extended concluding remarks to the all the five days programme and extended that webinar was just like the galaxy of intellectuals. Mrs.Ruby and Mr.Rajesh, the participants of the webinar given their valuable opinion and feedback about webinar. Dr.Devaraja Nayaka, Associate Professor, Webinar Coordinator extended Vote of thanks to all the persons who were part of the all the five Days program.

**PHOTO GALLERY-DAY 5:**



IPR & FUTURE BUSINESS REVOLUTION DAY-5

01:36:50

## Business Revolution

Dr. Sriram Ananthan

Dr. K M Devaraja Nayak

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Attendees (207)

- GOWTHAMI L GOWTHAMI L
- GUNASEKARAN R (Guest)
- Gunda Jayachandra
- HARSH PRIYA
- JALLA UDAY SAI
- Janaki Bai S
- K SARATH KUMAR K SARATH ...
- KAJRIKK KAJRIKK

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IPR & FUTURE BUSINESS REVOLUTION DAY-5

01:41:01

Attendees (207)

- TURPIN SAI
- Dr. E M D...
- TM
- Thippel...
- Y
- DEEPMALA K
- DEVRA V KAR...
- GHARIBI BALAKRISHNA
- dileep...
- Dipali C.S.
- Dr. D M MANISHI (Guest)
- Dr. Vallappan Muthiah
- Geetha E.S. R
- Geetha E.S. R
- +105
- DN
- Dr. K M Devaraja Nayak

Type here to search

How to become Rich ?

Today Generation can't wait to become rich ?

Dr. K M Devaraja Nayak

Type here to search

Attendees (207)

- GOWTHAMI L GOWTHAMI L
- GUNASEKARAN R (Guest)
- Gunda Jayachandra
- HARSH PRIYA
- JALLA UDAY SAI
- Janaki Bai S
- K SARATH KUMAR K SARATH ...
- KAJRIKK KAJRIKK

22°C AQI 65 IN 10:48 AM 7/15/2021

IPR & FUTURE BUSINESS REVOLUTION DAY-5

01:41:29

Attendees (708)

- Gopinath C.B
- GOWTHAMI L GOWTHAMI L
- GUNASEKARAN R (Guest)
- Gunda Jayachandra
- HARSH PRIYA
- JALLA UDAY SAI
- Janaki Bai S
- K SARATH KUMAR K SARATH ...
- DN
- Dr. K M Devaraja Nayak

Type here to search

- Right knowledge is the solution
- Wrong thinking is problem
- Time and power is more valuable asset than the money
- 24/3 = 8
- What you see ? Read? Listen? Will bring the changes in your life
- Self Awareness is very important like start with body/mind/soul
- Mind-conscious, subconscious , super conscious

Dr. K M Devaraja Nayak

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22°C AQI 65 IN 10:48 AM 7/15/2021

IPR & FUTURE BUSINESS REVOLUTION DAY-5

02:03:23

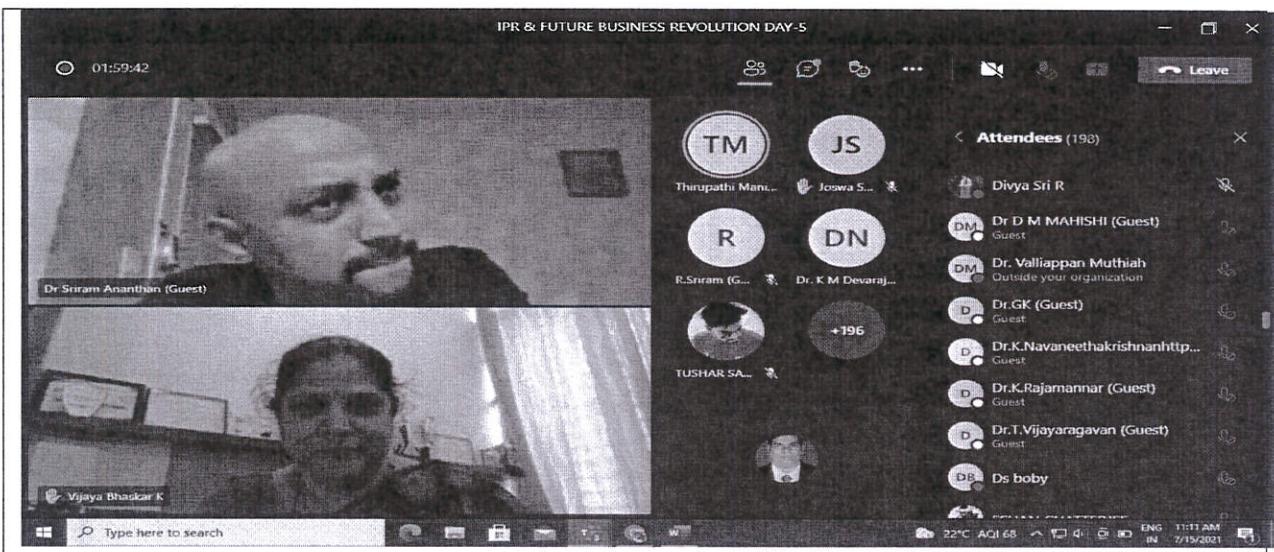
Attendees (187)

- Y
- KK
- TURVIN KARLA K.
- Divya Sri R.
- AC
- JS
- ANGAL CH.
- Janaki Bai S
- Dr. Jayadev R.
- DN
- Dr. K M Devaraja Nayak
- Divya Sri R.

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22°C Rain showers ~ 10:48 AM 7/15/2021





## PROGRAMME SCHEDULE-DAY 5:

**Topic: Future Business Revolution**  
**Date: 15-07-2021, Time: 10.00AM-12.00PM**

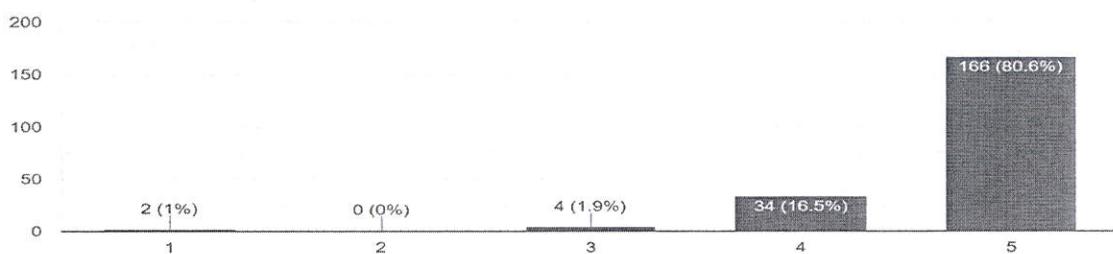
Sl. No	Event Particular	Name
1	Introduction	Ms.Yukta, Student of Acharya Bangalore B-School
2	Welcome address	Ms.Nikitha, Student of Acharya Bangalore B-School
3	Introduction of Resource Person	Prof.B.S.Gopinath, Assistant Professor, Acharya Bangalore B-School
4	Resource Person Address	<b>Topic: Future Business Revolution</b> Dr.Sriram Anandan,
5	Question and Answers Session	Author, Educator, Entrepreneur, Speaker, Investor, Canada.
6	Participants Opinion about Webinar	Open to the Participation



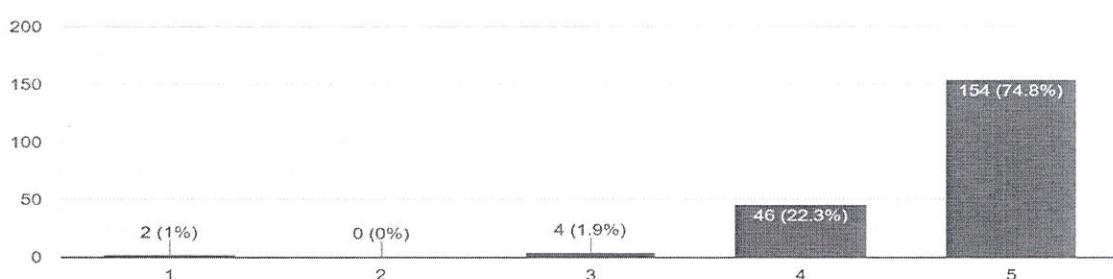
7	Concluding remarks for the All the Five Days Webinar	Prof.Niveditha Assistant Professor, Acharya Bangalore B-School
8	Vote of thanks	Dr. Devaraja Nayaka,K.M. Associate Professor and Webinar Coordinator, Acharya Bangalore B-School

## FEEDBACK ANALYSIS- DAY 5

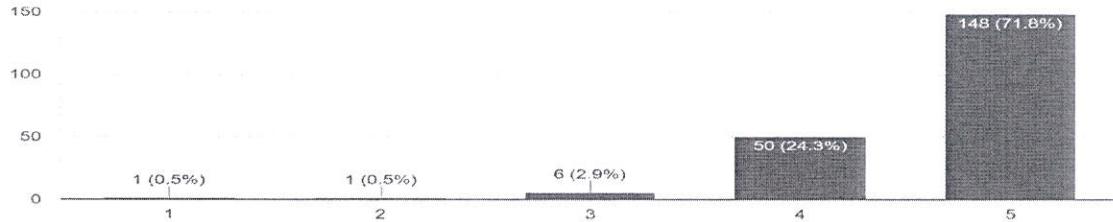
Were the objectives of the webinar achieved?  
206 responses



Do you find this webinar useful to you and society  
206 responses

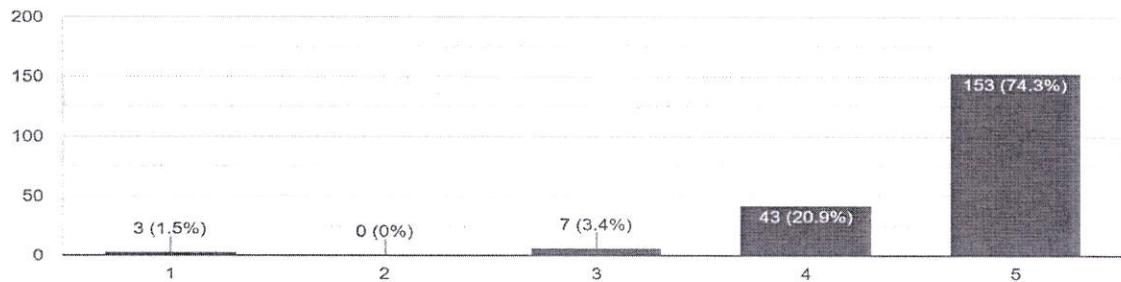


Do you find that the presentations in the Webinar covered the latest information pertaining to the topic  
206 responses



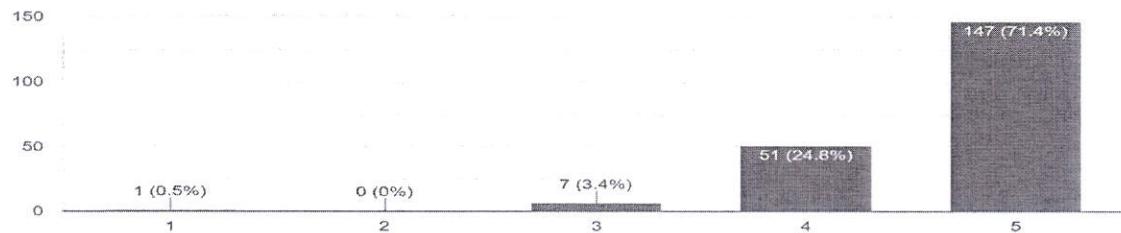
Did the webinar stimulate your mind in evolving new perspective about the concepts of the subject.

206 responses



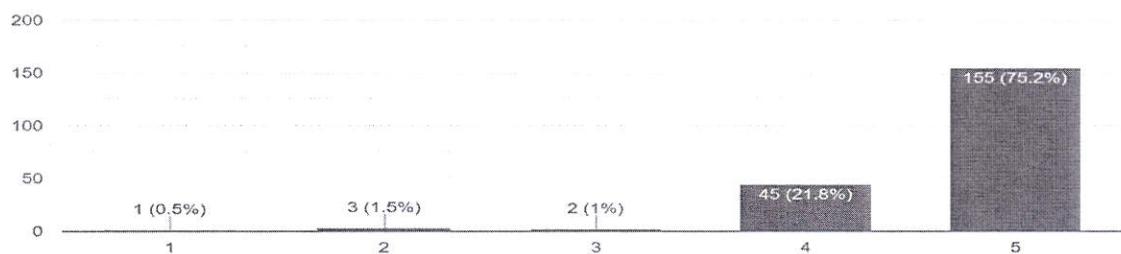
Do you think the organizers are updating the message about the Sessions on the Programme

206 responses



Overall, assessment about the Day -5 Session

206 responses



## LEARNING OUTCOMES OF THE WEBINAR:

- (1) Acquainting the participants with the different kinds of Intellectual Property Rights
- (2) Raising awareness on the rights available under law and the procedures to be undergone for filing Patents, Copyrights, Trademarks and Geographical Indications
- (3) Explaining Govt. policy and economic viability of filing for IP protections.
- (4) Students and faculties were able to understand the parameters on Funding Aspects of Entrepreneurship
- (5) The participants enlightened about the Future Business Revolution.



## **SUMMARY OF THE WEBINAR**

Intellectual Property Rights (IPRs) are legal rights that provide creators a protection for original works, inventions, or the appearance of products, artistic works, scientific developments, and so on. IPRs play a key role in every sector and have become the basis for crucial investment decisions. IPRs are exclusive rights and therefore there is always a challenge to strike a balance between the interests of innovators and the interests of the society at large. Another important factor is to have an adequate legal framework to protect the interests of innovators and inspire confidence in an intellectual property being protected with the objective of triggering further innovation.

Day 1 began with formal inaugural, welcome address was delivered by Dr.Vijaya Bhaskar, Principal ABBS. Dr,DevarajaNayaka, Associate professor and Co-ordinator of the webinar gave a brief idea about five days program. Mr.Ajitesh Basani, Executive Director of ABBS delivered the keynote address. Dr.D.M.Mahishi, Dean & IQAC Director, who explained the growing importance of IPR in the current market scenario and how business ideas are to be protected irrespective of its scale.

The day 1, the topic was “Relevance of Intellectual Property Rights to Business”. The resource person was Dr.Gagan.K, a independent legal consultant from Mysore. The session on Intellectual Property Rights and its relevance to business was very informative, interactive. & made the participants realise that IPRs are much older than most of us really think.

The session for Day 2 of Five-Day National Webinar was on topic “Filing and legal aspects of Patents, Trademarks and Geographical Indications”. The guest for the day, Dr. Viswesh Shekhar emphasized the importance of filing for IP protection which will enable individuals and organizations to protect themselves and avail of the rights available under IP law. The session concluded with an exchange between the participants and Dr. Viswesh during which comprehensively clarified the doubts raised by the audience.

The day 3 of five days national webinar was on the topic “Copyrights in digital world”. The resource person was Dr.Avishek Chakraborty,Assistant Professor, School of Law, Christ( Deemed to University), Bangalore. The session on Copyrights in digital world was very informative, interactive and highly thought provoking to the participants. The speaker clearly explained what are copyrights, for what and all the copyrights can be applicable and what is the duration of validity of copyrights for each category, the difference between the digital copyright and non digital copyrights. The speaker highlighted the importance of IPR and the relevant topics also the technical aspects on copyrights with involving software, hardware and networking for Digital support.

The session for Day 4, of Five-Day National Webinar on IPR on topic “Funding aspects of Entrepreneurship” by Dr.K.Dhanalakshmi from Ramaia Institute of Management Studies,



spoken about different aspects of funding to the budding entrepreneurs, raising funding opportunities like Angel investors, venture capital, various schemes by government for start-ups and also explained different business models. For the Entrepreneurship.

The session for Day 5, of Five-Day National Webinar on IPR on topic “Future business revolution” by Dr.Sriram Anandan, educator author and successful entrepreneur, enlightened with new scenarios, technologies, and applications related to the concept of the Internet of Business (IoB) and discuss challenges and risks on future of business revolution and also covered about crypto currency, future automobile industry revolution through the diamond battery and black chain countries role in the present context. The speaker had a question-and-answer session at the last and several questions were taken. This webinar was just like the galaxy of intellectuals.

Around 401 registrations came from participants who had joined the programme like students, research scholars, faculties, academicians, industrialist, and entrepreneurs across the country like Haryana, Andra Pradesh, Tamil Nadu, Kerala, Maharashtra, Bihar, and West Bengal, etc. and also the nationals from five different countries i.e Ethiopia, Oman, Malaysia. All the participants were spent precious time with the webinar has helped all the participants to enrich the knowledge on IPR & Future business revolution.



# Acharya Bangalore B-School

FIVE DAYS NATIONAL WEBINAR

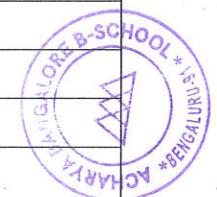
ON

## “INTELLECTUAL PROPERTY RIGHTS (IPR) AND FUTURE BUSINESS REVOLUTION”

Date: 11-07-2021 to 15-07-2021

### REGISTRATION DETAILS

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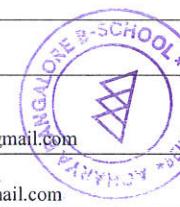
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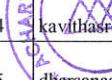
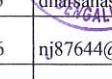
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