



**Rashtriya Sikshana Samithi Trust
R V Institute of Management**

Department of General Management

A Brief Report of

Workshop on Role of IPR in Management

22nd April, 2019

**Resource Person : Mr. Vijetha Shastry, CEO, BH MEDIA HOUSE PVT. LTD,
Bangalore**

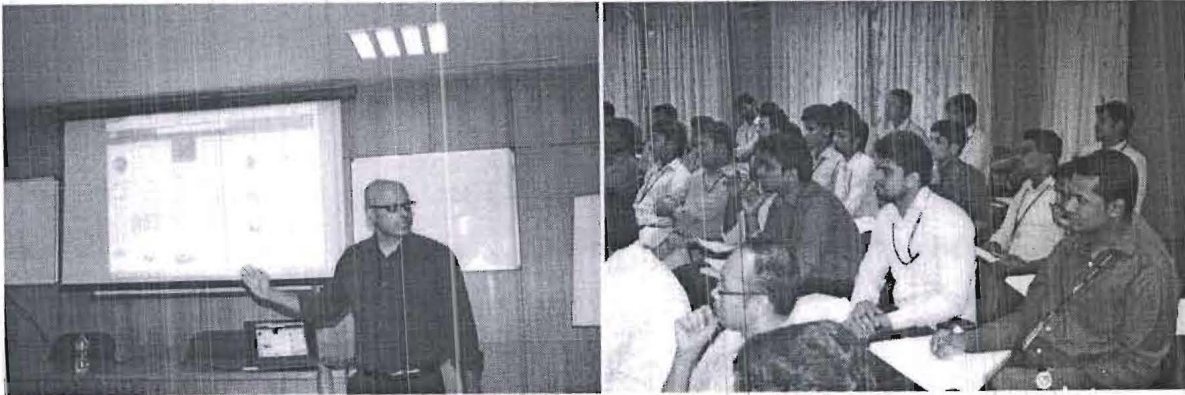
Time : 9.00 am -1.00 pm

Venue : Conference Hall, 1st Floor

A Workshop on the topic "Role of IPR in Management" was organized for the students of IV semester MBA. The programme was conducted with an objective of creating awareness and enhancing the knowledge of students related to Intellectual property rights act and its role in Management. The Workshop started with the silent prayer followed by welcome address by Dr. Noor Firdoos Jahan, Professor, Department of Marketing. After the introduction of the resource person, he was requested to start the session.

In his presentation Mr. Vijetha Shastry, CEO, BH MEDIA HOUSE PVT. LTD spoke about the meaning of innovation and said that Inventions are the bedrock of innovation. An invention is a new solution to a technical problem and can be protected through patents. Patents protect the interests of inventors whose

technologies are truly groundbreaking and commercially successful, by ensuring that an inventor can control the commercial use of their invention. He explained the criteria that need to be satisfied to obtain a patent as set out in national IP laws in Management. The resource person concluded the session and put across the progress of the technical development in the world today with examples related to various industries. With lot of enthusiasm and humour the programme went on effectively; the students also interacted amid session with the resource person and asked many question related to IPR.



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Report Submitted by:

Dr. Noor Firdoos Jahan

