



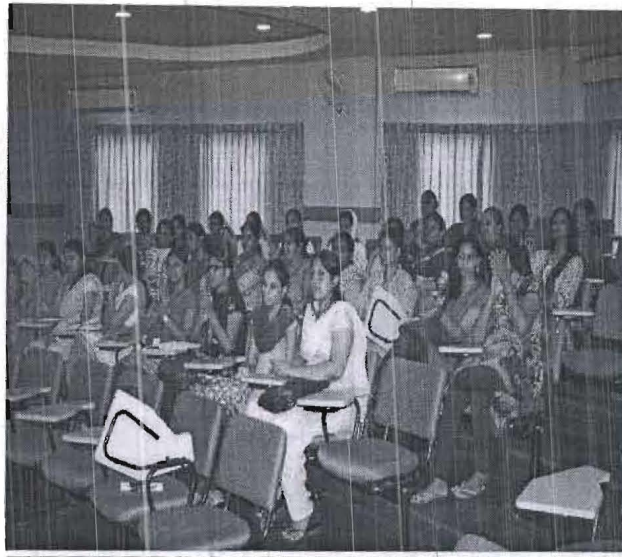
R.V. Institute of Management
Report of Workshop for III Semester MBA

held on December 22, 2018

Topic: Innovations and IPR

Resource Person: Mr. Varada Murthy K.S

CEO, People First Academy




Organised by Department of Marketing

Department of Marketing had organized a workshop on the topic '**Innovations and IPR**' on December 22, 2018 from 2.00 pm to 5.00 pm at Seminar Hall.

Mr. Varada Murthy initiated the session with activities to inculcate innovative skills among the students. He spoke about illustrations of many product innovation happened over a period of time and how all this are protected under IPR. He introduced the concept of IPR to students and its relevance today in the world was also discussed very well in the class. He motivated students to contribute to the innovations and bring up new ideas. He explained the whole process of applying for IPR.

The workshop concluded with motivational quotes and screening of short video in IPR.


Report Prepared by Dr. Noor Firdoos Jahan
Professor, Department of Marketing

