ADITYA COLLEGE OF ENGINEERING & TECHNOLOGY

(Permanently Affiliated to JNTUK, Kakinada, Approved by AICTE, New Delhi, Accredited by NAAC-UGC)
Recognized by UGC Under Section (2f) and 12(B) of UGC Act 1956
Aditya Nagar, ADB Road, Surampalem,

Title: Impact Lecture session on Intellectual Property Rights

Date: 07-03-2020

Resource person: Mr. P. Murali Krishna
Novel Patent Managing Director

Objective of workshop: The main objective of is Impact Lecture session on Intellectual Property Rights to encourage innovation and to provide incentives for innovation by granting protection to inventors that will allow them to recover research and development investments and reap the benefits of their inventions for a limited period of time

Beneficiaries: Faculty and Students

Outcome of the event: With this session both students and faculty gain a huge knowledge on Why is IPR Important? Intellectual property protection is critical to fostering innovation. Without protection of ideas, businesses and individuals would not reap the full benefits of their inventions and would focus less on research and development. Ability to have a competitive edge over other similar businesses. IP enhances your company's value. IP helps you market your company's products and services. Students and faculty can more easily obtain financing for your business.

Budget

S.no	Budget Head	Amount
1.	Honorarium to theExpert-1 (Mr. P. Murali Krishna)	14,000/-
2.	TA/DA	4500/-
3.	Venue related Expenditure (Banner printing, Bouquets)	270/-
4.	Snacks and Drinks (70X Rs.30/-)	2100/-
5.	Helpers and water supply Purpose (4X Rs. 50/-)	200/-
Total amount		21,070/-

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Brochure

Inaugural talk by Prof.T.K.Rama Krishna Rao, Principal, Aditya College Aditya College of Engineering & Technology, Surampalem.

Gallery coverage of Impact Lecture session on Intellectual Property Rights

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