



Priyadarshini Institute of Technology & Science

Chintalapudi

Near Tenali

Guntur-522 306.

Under Management of INDIRA EDUCATIONAL Society, Hyderabad.

College Code:X2, Recognised by Govt of A.P.

Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada.

List of Seminars/Works

A.Y.2019-20

SL. No	Name of the Programme	Date	No. of Participants	Details of the Resource Person
1	A One day seminar on Research On Data processing and research methodology	27.06.2019	41	Mr.KHAJAAKRAM KHAN, Assistant. Professor in PRIYADARSHINI INSTITUTE OF TECHNOLOGY & MANAGEMENT, GUNTUR, 9246045686.
2	one day workshop on intellectual property and moral rights	24.7.2019	26	Ch. Nagaraju, Asst Professor Ph:8309009738
3	A One day seminar on Industrial Design rights	05-08-2019	27	I.MANTHRALAYA, ASSISTANT PROFESSOR, PH:8885552818
4	A one day seminar on Indian scenario of intellectual property rights.	20-10-2022	35	J. VANAJA, ASSOC PROFESSOR, SRK ENGINEERING COLLAGE, ENIKEPADU VIJAYAWADA ph:7569514893
5	A One day seminar on Challenges and Opportunities for Young Entrepreneur in Digital Age	19.10.2019	47	Mr. CH. DURGA RAO, ASSOCIATE PROFFESOR, Velaga Nageswara Rao College of Engineering (VNR),Ponnur, 7989311617.
6	A One day seminar on Future Trends in Entrepreneurship	16.11.2019	42	Mr Sd. Ameer jani, ASSOCIATE PROFESSOR, St.ann's college Engineering & Technology , 9989873020.
7	One day seminar on Scientific Research Methodology	09.12.2019	50	Mr.Rama Krishna ,M.Tech 9849281420
8	One day seminar on Business Research through Digital Channels	27.01.2020	40	Mr. SRINIVAS, Donbosco college Guntur,9392155663
9	A One day seminar on Basics of Intellectual Property Rights	05-02-2020	40	P. T. BALA KRISHNA, ASSOC PROFESSOR, PRIYADARSHINI INSTITUTE OF TECHNOLOGY AND SCIENCE FOR WOMEN'S TENALI ph no: 7661962726
10	A One day seminar on Entrepreneurial Decision Making	17.02.2020	49	Mr. SAMBA SIVA, Asst Professor,KCPG COLLEGE,Tenali.


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**PRIYADARSHINI INSTITUTE OF
TECHNOLOGY & SCIENCE**
CHINTALAPUDI, Duggirala. Mdl.
Guntur - 522 306



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DATE: 25.06.2019.

CIRCULAR

All the Students of CSE B.Tech III-IV th Year are informed to attend "A One Day Seminar on Research Data Processing And Research Methodology" by Mr.KHAJA AKRAM KHAN, Asst.Professor in PRIYADARSHINI INSTITUTE OF TECHNOLOGY & MANAGEMENT, GUNTUR is being organized by our R&D Cell on 27.06.2019.



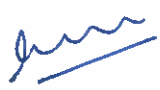




Venue: CSE CLASS ROOM

Timing: 10:30AM


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TECHNOLOGY & SCIENCE
CHINTALAPUDI, Duggirala Mdl.
Guntur - 522 306

Copy To:

						
CIVIL	EEE	MECH	ECE	CSE	S&H	MBA

REGISTRATION FORM

Name:.....

Dept. :.....

Institution:.....

Address for Communication:

.....

.....

Mobile:.....

email:

last date of registration
27.06.2019



PROGRAM COMMITTEE:

CHIEF PATRON

Sri Ch. Ramarao

Chairman,

PATRON

Dr.N.Lakshmi Narayana

Principal,

Ch. Vijaya Lakshmi

Director/Secretary,

CONVENER

Dr.N.Lakshmi Narayana

Principal

COORDINATOR

U. Mahesh

R & D Cell

Resource Person:

MR.KHAJA AKRAM KHAN

Designation: Assistant. Professor

Department: S&H

PRIYADARSHINI INSTITUTE OF
TECHNOLOGY & MANAGEMENT, GUNTUR,

Email ID:khankhajaakram2955@gmail.com

Contact number: 9246045686.

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Coordinator

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Priyadarshini Institute of Technology & Science, Chintalapudi

(Under The Management of
INDIRA EDUCATIONAL SOCIETY, Hyderabad)

College Code:X2,

Approved by AICTE, New Delhi &

Affiliated to JNTUK, Kakinada.

A One day Seminar

on

RESEARCH ON DATA

PROCESSING AND

RESEARCH METHODOLOGY

Date:

27.06.2019

Venue:

CSE Class Room

Organized by:

**Priyadarshini institute of Technology
& Science**

Chintalapudi, Duggirala (Guntur),

Andhra Pradesh -522 306

INDIA

About the Institute

Priyadarshini Institute of Technology and Science, was established in the year 2007 at Chintalapudi Village , Near Tenali, Guntur Dist., under Indira Educational Society with sole aim of providing quality Higher Technical Education to rural sector through its dedicated and committed staff. This opportunity made the students to become technologically superior and to serve the nation

This is AICTE approved institute under JNTUK university is ideally located at Tenali, Andhra Pradesh. It has a campus spread over ten acres of land with beautiful eco-friendly surroundings. institute was operating from four storey building of 15 Acres of built up area, the Institute has over a short span of time acquired and developed impressive infrastructure, expertise and resources for imparting high quality Engineering Education.

It offer ug programs B.TECH IN CIVIL, EEE, MECHANICAL, ECE AND CSE, AI&DS AND TWO PG PROGRAMMES M.TECH (CSE), M.TECH (EMBEDDED SYSTEM & VLSI), M.TECH (POWER SYSTEMS), M.TECH (STRUCTURAL ENGG) AND MBA & also offer DIPLOMA COURSES IN CIVIL, EEE, MECHANICAL, ECE.

About the R & D Cell

The research at college level is the first step to create research activities among the youths. Therefore, The Research and Development Cell is established to promote research activities at Fabtech Technical Campus, College of Engineering and Research. The Cell objective is to monitor research programs for Faculty, Students & Industries to undertake quality research activities.

R&D Cell of the institution is pursuing a policy to support its faculty and students belonging to diverse disciplines of Engineering and Sciences so as to promote R&D activities and improve the quality of work and sustainability. The R & D policies are mainly focused on patents, research publications, Ph. D programme and research Projects. This policy aims to establish an integrated and coordinated approach towards research and development and promote innovative techniques. In addition to that institute has industrial back bone.



Objectives of the Programme

The Objectives of the Research Seminar "Data Processing And Research Methodology" Are

- The Formation of the Basics Of Analytical
- The Formation of the Research Activities,
- The Formation of Professional Competencies

Topics to be covered

Data processing is pivotal in optimizing the quality and integrity of research outcomes. It facilitates advancements in knowledge and drives meaningful progress in various fields of study. Let's look at the most popular benefits offered by data processing

- Analysis and Insights

Statistical methods and analytical techniques on processed data help researchers uncover patterns, relationships, and trends. This analysis offers insightful information that can be used to draw well-informed conclusions.

- Accuracy and Reliability

Data processing is essential to obtaining accurate and trustworthy research results. It involves locating and removing biases, inconsistencies, and errors in raw data to improve the accuracy of the research findings.



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DATE: 29.06.2019.

PROGRAMME REPORT

Programme Name	A One day seminar on Research On Data processing and research methodology
Resource Person	Mr.KHAJA AKRAM KHAN, Assistant. Professor in PRIYADARSHINI INSTITUTE OF TECHNOLOGY & MANAGEMENT, GUNTUR, 9246045686.
Date of Activity	27.06.2019.
Organized By	Priyadarshini Institute Of Technology & Science
Venue	CSE CLASS ROOM

Objective of the Programme

To create awareness Research On Data processing and research methodology, One day seminar was conducted for our CSE students on 27.06.2019.

The Resource Person Mr.Khaja Akram Khan., Assistant. Professor in Priyadarshini Institute of Technology & Management, GUNTUR, has explained clearly about the theme of the program.

Mr.Khaja Akram Khan., demonstrating powerful motivator to what is going on in Research On Data processing and research methodology. Data processing in research is the process of collecting research data and transforming it into information usable to multiple stakeholders. While data can be looked at in numerous ways and through various lenses, data processing aids in proving or disproving theories, helping make business decisions, or even advancing enhancements in products and services. Data processing is even used in research to understand pricing sentiments, consumer behavior and preferences, and competitive analysis.

The Objectives of the Research Seminar "Data Processing And Research Methodology" Are

- The Formation of the Basics Of Analytical
- The Formation of the Research Activities,
- The Formation of Professional Competencies.

Mr.Khaja Akram Khan, presenting Collection of research data the second step in research data management is preparing the data to eliminate inconsistencies, remove bad or incomplete survey data, and clean the data to maintain consensus. This step is critical since insufficient data could render research studies wholly useless and could be a waste of time and effort.

The next step is putting the cleaned-up data into a digitally readable format consistent with organizational policies, research needs, and more. This step is critical since the data is then put into online systems compatible with managing research data.



Topics covered

Data processing in research is the methodical and organized manipulation of unprocessed data collected during a study. The data is changed into a format that has meaning and can be interpreted through a series of steps. Researchers are given the tools they need to use this process to effectively address their research goals and draw conclusions.

Data processing plays a crucial part in maintaining the validity, accuracy, and reliability of research findings. It allows researchers to organize, clean, categorize, analyze, and interpret data by processing it correctly. You can also unveil useful patterns and relationships with these analyses.

Processing of large-scale data entails a sequence of actions designed to convert it into relevant information that is meaningful and understandable. Researchers can examine the data to find patterns, establish relationships, and make judgments by using a variety of statistical techniques and analytical methods.

Data processing is pivotal in optimizing the quality and integrity of research outcomes. It facilitates advancements in knowledge and drives meaningful progress in various fields of study. Let's look at the most popular benefits offered by data processing

- **Analysis and Insights**

Statistical methods and analytical techniques on processed data help researchers uncover patterns, relationships, and trends. This analysis offers insightful information that can be used to draw well-informed conclusions.

- **Accuracy and Reliability**

Data processing is essential to obtaining accurate and trustworthy research results. It involves locating and removing biases, inconsistencies, and errors in raw data to improve the accuracy of the research findings.

- **Data Interpretation and Presentation**

The organized presentation of processed data enables researchers to effectively interpret and communicate findings. Researchers can present research findings in a way that is easily understood by a broad audience by using descriptive statistics, visualizations, and thorough reports.

Data processing in research consists of methods and processes which convert the raw data values into refined sets by use of formulas, logic, or categorization. Any ambitious firm looks forward to understanding the market and its customers in the best way possible. Data processing is the key to this knowledge that helps companies in making vital assumptions.

Outcomes of Programme:

Through this stage, data becomes usable and can be interpreted by non-data scientists. This translated data is readable and often presented in images, graphs, text, audio and videos. Once interpreted, company members can self-serve the data for their analytics projects.



When you use data processing in quantitative research, your company will experience a range benefits:

- Easier report building
- Higher processing speed
- Cost reduction
- Simple storage
- Greater data accuracy
- Regulatory compliance
- Enhanced security
- Smooth collaboration


Programme coordinator



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LIST OF PARTICIPANTS

Name of the programme: A one day seminar on recognizing the benefits of how to Research On Data processing and Research Methodology

Date: 27.06.2019.

S.NO	NAME OF THE PARTICIPANT	ROLL NO	COURSE & YEAR	SIGNATURE
1	ALAPATI BHAGYALAKSHMI	17X21A0501	B.TECH & III	A. Bhagyalakshmi
2	ANDE MANISHA	17X21A0502	B.TECH & III	A. Manisha
3	AVUTU CHANDANA DEVI	17X21A0503	B.TECH & III	A. Chandanadevi
4	BODDULURI AJAYTEJA	17X21A0504	B.TECH & III	R. Ajay
5	BONDALAPATI AKHILA	17X21A0505	B.TECH & III	B. Akhila
6	CHANDU GANGA PAVANI	17X21A0506	B.TECH & III	Chandhu Ganga Pavani
7	DANDE VINITHA HYNI	17X21A0507	B.TECH & III	D. Vinitha Hyni
8	DHULIPUDI KAVYA SRI	17X21A0508	B.TECH & III	D. Kavya Sri
9	GUTTİKONDA BHARGAVI	17X21A0510	B.TECH & III	G. Bhargavi
10	KANUMA GANESH	17X21A0513	B.TECH & III	K. Ganesh
11	KODURU BRAHMESWARI	17X21A0514	B.TECH & III	Sethi Brahmeswari
12	K MYTHILI SERVANI	17X21A0515	B.TECH & III	K. Mythili
13	KOLLURU SAILAJA	17X21A0516	B.TECH & III	K. Sailaja
14	MAKIREDDY NAGA DIVYA	17X21A0519	B.TECH & III	K. SAILAJA
15	M AMRUTHA LAKSHMI	17X21A0520	B.TECH & III	M. Amruthalakshmi
16	N LOKESHNATH CHOWDARY	17X21A0525	B.TECH & III	N. Lokesh Ch
17	P VENKATA NAGA SAI	17X21A0526	B.TECH & III	P. V. Naga Sai
18	PIDAPARTHI RAMYA	17X21A0527	B.TECH & III	P. Ramya
19	SALIKINIDI SANDHYARANI	17X21A0528	B.TECH & III	S. Sandhyarani
20	SHAIK REENA	17X21A0529	B.TECH & III	Shaik REENA
21	CHANDU SAI JYOTHI	16X21A0505	B.TECH & IV	Chandu Sai Jyothi
22	CHITTELA PALLAVI	16X21A0506	B.TECH & IV	Ch. Pallavi
23	DEGALA PARVATHI	16X21A0507	B.TECH & IV	D. Parvathi
24	DOKKU BHARGAV	16X21A0509	B.TECH & IV	D. BHARGAV
25	GANTA DIVYA	16X21A0510	B.TECH & IV	G. Divya
26	G JAYALAKSHMI	16X21A0511	B.TECH & IV	G. Jayalakshmi
27	G VAMSI KRISHNA	16X21A0513	B.TECH & IV	G. Vamsi Krishna
28	ILA SRIRAMAIAH	16X21A0514	B.TECH & IV	I. Sriramaiah
29	KAKI VARSHINI	16X21A0515	B.TECH & IV	K. VARSHINI
30	K OM SAI SREE	16X21A0516	B.TECH & IV	K. Sai
31	M ROOPA SRUTHI	16X21A0519	B.TECH & IV	M. Roopa Sruthi
32	N NIREESHA	16X21A0520	B.TECH & IV	N. Nireesha
33	NUTAKKI MALVIKA	16X21A0521	B.TECH & IV	N. Malavika
34	OGIBOINA MOUNIKA	16X21A0522	B.TECH & IV	O. Mounika
35	P.G ANITHA	16X21A0524	B.TECH & IV	P. G. Anitha
36	PANIDAPU RENUKA	16X21A0526	B.TECH & IV	P. Renuka

37	CHEBROLU VAMSI RAJ	15X21A0508	B.TECH & IV	C. Kamsi
38	DADI MEENA	15X21A0511	B.TECH & IV	D. Meena
39	DAMARLA SOWJANYA	15X21A0512	B.TECH & IV	D. Sowjanya
40	KANDI SRINADHREDDY	15X21A0521	B.TECH & IV	K. Srinadhreddy
41	KOLA RAVALI	15X21A0523	B.TECH & IV	K. Ravalali
42	P.PRABHAVATHI	15X21A0543	B.TECH & IV	P. PRABHAVATHI
43	PULI HEMA	15X21A0544	B.TECH & IV	P. Hema
44	VELIVELA HEMA SREE	15X21A0557	B.TECH & IV	V. HEMA SREE
45	VELIVELA NAGAGOPI	15X21A0558	B.TECH & IV	V. Nagagopi


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DATE: 23-07-2019

CIRCULAR

All the B.TECH CSE 2nd, 3rd and 4th Year Students are hereby informed that "ONE DAY WORKSHOP ON INTELLECTUAL PROPERTY And Moral Rights" Programme is going to be organized by Department of CSE on 24-07-2019. In this regard, the students who are interested to participate in this program are suggested to enroll their name at there spective department CSE coordinator.

Venue: CSE Class Room

Timing: 10:30AM

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Guntur - 522 306

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CIVIL	EEE	MECH	ECE	CSE	S&H	MBA

REGISTRATION FORM

Name:.....

Dept. :.....

Institution:.....

Address for Communication:
.....
.....

Mobile:.....

email:

last date of registration
10-02-2018



PROGRAM COMMITTEE:

CHIEF PATRON

Sri Ch. Ramarao

Chairman,

PATRON

Dr.N.Lakshmi Narayana

Principal,

Ch. Vijaya Lakshmi

Director/Secretary,

CONVENER

Dr.N.Lakshmi Narayana

Principal

COORDINATOR

Ch. Lakshmi Nagabala

IPR Cell

Resource Person:

Mrs. Chandu Nagaraju

Designation: Test engineer

Department: CSE

Address: DIAGONAL SOFTWARE PRIVATE LIMITED

Email ID: chanduraju2129@gmail.com

Contact number: 8309009738.

ADDRESS FOR COMMUNICATION:

Ch. Lakshmi Nagabala

Coordinator

PH.no- 8639779211

nagabalach@gmail.com



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**A One day Seminar
on**

INTELLECTUAL PROPERTY AND MORAL RIGHTS

Date:

10-02-2018.

Venue:

CLASS ROOM (Seminar Hall)

Organized by:

**Priyadarshini institute of Technology
& Science**

Chintalapudi, Duggirala (Guntur),

Andhra Pradesh -522 306

INDIA

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It offer ug programs B.TECH IN CIVIL, EEE, MECHANICAL, ECE AND CSE, AI&DS AND TWO PG PROGRAMMES M.TECH (CSE), M.TECH (EMBEDDED SYSTEM & VLSI), M.TECH (POWER SYSTEMS), M.TECH (STRUCTURAL ENGG) AND MBA & also offer DIPLOMA COURSES IN CIVIL, EEE, MECHANICAL, ECE.

About the IPR Cell

The main activities of IPR cell are as follows:

- i) The IPR cell can organize an IP clinic in which students can be asked to express some innovative ideas and the IPR cell can provide proper guidance on the scope of developing that idea into an innovative product.
- ii) To advise and guide the students and faculty on the importance of IPR, especially patents with the help of PIC.
- iii) To arrange periodic meetings of faculty members along with the Officer of PIC- Kerala for identifying patentable inventions.
- iv) To encourage faculty members to carry out patent searches in-house and/ or at PIC-Kerala and to fine-tune their research.
- v) To forward eligible cases for IP protection to PIC.



Objectives of the Programme

The study finds that in both national laws and international agreement, the clear global trend is towards greater recognition of Moral Rights for a broad range of creative works.

A consideration of Moral Rights on the international scene reveals a pervasive dilemma. On the one hand, awareness of authors' moral interests, particularly in the environment of new technologies, appears to be mounting.

On the other hand, international negotiators seem to have reached a stalemate in their efforts to develop a harmonization program specifically for Moral Rights. The hullabaloo over authors' moral interests runs deep.

Topics to be covered

- In both national laws and international agreement, the clear global trend is towards greater recognition of Moral Rights for a broad range of creative works.
- A consideration of Moral Rights on the international scene reveals a pervasive dilemma.
- On the one hand, awareness of authors' moral interests, particularly in the environment of new technologies, appears to be mounting.
- The flexibility and range of the doctrine has been proven through diverse legislative and judicial treatments.
- At a time when culture is at once most vulnerable and most vital, every means of helping it to flourish must be fully explored.



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DATE: 26-07-2019

PROGRAMME REPORT

Programme Name	INTELLECTUAL PROPERTY RIGHTS ON MORAL RIGHTS
Resource Person	Ch. Nagaraju, Asst Professor Ph:8309009738
Date of Activity	24-07-2019
Organized By	PRIYADARSHINI INSTITUTE OF TECHNOLOGY AND SCIENCE
Venue	CSE CLASS ROOM

Objective of the Programme

The study finds that in both national laws and international agreement, the clear global trend is towards greater recognition of Moral Rights for a broad range of creative works. A consideration of Moral Rights on the international scene reveals a pervasive dilemma. On the one hand, awareness of authors' moral interests, particularly in the environment of new technologies, appears to be mounting. On the other hand, international negotiators seem to have reached a stalemate in their efforts to develop a harmonization program specifically for Moral Rights. The hullabaloo over authors' moral interests runs deep.

Clarification of this characteristic of intellectual rights at the international level will require the resolution of complex and fundamental conflicts which are divergent legal traditions, the appropriate social role of creative authorship, and the very logic of internationalization, itself. In spite of the need for caution, there is encouraging evidence that Moral Rights are seen by many countries as a valid and useful means of protecting culture. The flexibility and range of the doctrine has been proven through diverse legislative and judicial treatments. At a time when culture is at once most vulnerable and most vital, every means of helping it to flourish must be fully explored.

The challenge of international efforts will be to achieve recognition for Moral Rights while allowing the doctrine to continue to grow and change as the international legal community becomes ever more diverse. The Moral Rights development in India depends maintenance of great flexibility towards the continuously shifting social equilibrium in cultural sphere. Encouragement of individual creativity is a close corollary of modernization. The protection of author's Moral Rights is to stabilize the position of creators in conditions of general poverty and situations of uncertainty. Arguably, India has better prospects in pursuing in this area of potential growth. initiative at both the international and domestic spheres, needs simultaneous execution.

KEYWORDS:- intellectual property, moral rights.

INTRODUCTION:- Everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author”¹ Intellectual property Law ensures and preserves the economic interest of their creators, but for creative individuals in addition to the pecuniary rights, it is the Integrity of the Work and the Paternity of the Work that requires protection. These rights in whole are called MORAL RIGHTS.”

It requires member countries to grant to authors:(i) the right to claim authorship of the work which is right of paternity and (ii) the right to object to any distortion or modification of the work, or other deprecating action in relation to the work, which would be prejudicial to the author’s honor or reputation, (right of integrity).

The Convention necessitates the owner to be independent of the author’s economic rights, and to continue with the author even after transferring of economic rights. Moral Rights laws always are in a vibrant source of scholarly controversy. Some critics advocate the expansion of the right whereas others chafe any expansion and advocate the scaling back to already existing Moral Rights. An author in chorus, exercises economic rights and Moral Rights in relation to his intellectual creation and it is the only case of coexistence of both over the same object. This simple coexistence results in a close relationship between both the rights, where exercise of economic rights may be influenced by Moral Rights.

The rise of digital technology has made authors' moral interests particularly susceptible to disregard, infringement and abuse. The continued relevance of Moral Rights will depend upon the awareness of the public and their support that is ever more closely involved in the creative work of authors and artists. The impact of internationalization on Moral Rights should therefore be assessed in light of the special prospects and challenges for creative expression in the Digital Age.³

KINDS OF MORAL RIGHTS:- Moral Rights are a continental concept of European. According to this concept there are mainly three rights:

1. **Droit a law Paternity (The right to Paternity):** this right bestows author the right of authorship of his artistic or literary work. Author may prevent others from using his name in their works.

2. **Droit Respect de l'oeuvre (The right of integrity):** this bestows the author the right to prevent alternation, mutilation or distortion and other action that may dent the author's honor or reputation. This right arises in the case of assignment and after assignment when any person who creates such form of distortion or mutilation which is against author's reputation or honor.

RELATION BETWEEN PROTECTION INTELLECTUAL CREATIONS AND FREEDOM OF COMMERCE ETC.

Justification of author’s Moral Rights substantiation in intellectual property regulation is unswervingly related to the relation between protection of authors’ intellectual creations, on the one hand, and freedom of ideas, freedom of commerce, freedom of access to research, freedom, freedom to knowledge of expression and information, on the other hand⁴ . In terms of values protected by the legal system, the interests of the author are in contradiction to the interests of other legal subjects that will take advantage of and enjoy the intellectual creation base on the above mentioned right to freedoms. However, this contradictory position is more theoretical or potential because, in practice, there is often a query of identifying the rapport between the author

of intellectual creation and other persons he enters into contractual relations with, and thus acquire the right to use the intellectual creation. Regulation of author's Moral Rights emphasizes the fact that author's status and person take precedence over others who have acquired or claim a right over it, the creation which is protected, having an intrinsic value, closely related to the author's person, autonomously of his social exploitation, including distribution.

KIND OF PROTECTION THAT COPYRIGHT GRANTS:-

Copyright usually reflects two sets of interests which are Economic Rights and Moral Rights. The Economic Rights of the author enable him to earn a living from his work. Copyright thus endows the author the exclusive right to authorize others to use his work under agreed terms and to take action against not permitted uses. Economic rights are acknowledged by copyright laws worldwide and generally cover all relevant commercial activities. The authors characteristically have also a non-pecuniary interest in his work, markedly to decide if their works should be made open at all, to claim authorship, and to object to any use of the protected work that can be prejudicial to the work's integrity. These prerogatives are referred to as the author's 'Moral Rights'. These Moral Rights constitute characteristic of the civil law tradition. Other legal systems, such as of common law countries, protection may be granted for such rights on a legal basis outside of copyright, for instance under tort, unfair competition and contract law.

REMEDIES WHEN RIGHTS ARE INFRINGED OF THE RIGHT OWNER: -

The owner whose right have been infringed may resort to the civil remedies by the respective National law to make the unlawful doings stop and to get compensated for the prejudice suffered. the Court may make the infringer thwart his illegal activities by means of an Injunction. If the activity which is leading to infringement has caused financial loss to the right owner, the court may also be asked to reward damages, including punitive or exemplary damages.

POSITION OF MORAL RIGHTS IN EUROPEAN UNION: -

In the international drive towards the standardization of copyright norms, one feature of copyright law remains noticeably exempt. This is the area of *droit moral*, or "Moral Rights," which offers legal protection for the individual, moral interests of authors and artists in their works. The 1709 Statute of Anne was the first codified copyright law that established an author's ownership of a creation for a fixed term.⁶ Moral Rights have generated constant international controversy, and efforts to harmonize protection have been consistently unsuccessful.

Copyright harmonization in the EU, and standardization in TRIPs, are primarily commercial undertakings, whose main purpose is to facilitate the free flow of information, knowledge and culture across borders for economic purposes. They are based on the principle of reducing the costs and inconveniences arising out of inconsistent standards of protection in different jurisdictions. The most powerful members of the EU, France and Germany, are the heartland of Moral Rights doctrine and involves a much greater potential for developing a Europe-wide appreciation of Moral Rights. In spite of this commitment at the level of policy, and an apparently more favorable regional environment in which to develop Moral Rights, The EU has not made significant progress in harmonization. In 1988, the United Kingdom recognized Moral Rights independently when it passed the Copyright, Designs and Patents Act ("CDPA").¹²

INDIAN POSITION ON MORAL RIGHTS :-

Provision related to Moral Rights has been given Indian Copyright Act, 1957 as well. These rights are parallel and independent of the author's economic rights. The Moral Rights of a work can even remain with the creator after their death. This provision closely reflects the provision of Article 6bis of the Bern Convention.

1. THE RIGHT OF ATTRIBUTION/PATERNITY:-

The right of attribution or the right of paternity is the right of owner to claim authorship/ownership of their works. It aims to determine whether and how the name of the owner shall be affixed to the work. Three separate albeit related positions have been established. First, that it is the owners right to be made known to the public at large as the creator of the work. If the owner so desires, the name must appear on all copies in addition to advertising and other publicity for the work. Second, that an author can thwart others from usurping the work by naming another person as the author. This, in a way, permits the author to prevent the plagiarism of the work. Finally, an owner of a copyrightable work can prevent others from wrongfully attributing to him a work he has not done. Moreover, this protects the author from false attribution of authorship and from being named as the author of a work that has been mutilated.

2. THE RIGHT TO INTEGRITY :-

The right of integrity has been called the most essential moral right. The concept of the right to integrity is that since the work of art is an expression of the artist's personality so misrepresentation, dismemberment or distortion, of the work mistreats an expression of the artist's personality, affects the identity of the artist, his personality and honor, and thus impairs a legally protected personality interest. This right provides owners with a right to forbid modifications of their works devoid of their consent regardless of whether the alteration would negatively impact or objectively perk up the work.

In *Amarnath Sehgal v. Union of Indian & others*¹³, the Hon'ble Court provided remedy for infringement of the special rights or Moral Rights of the owner. It was held in this case that copyright is a bundle of rights, which the author can exploit, independently for economic benefit any exercising these rights. Section 57, in the vein of Article 6bis, provides for the protection of the above mentioned two rights. A finding that the authors right of integrity has been violated depends upon finding damage to the owner's honor or reputation, mistreatment of the work is not prima facie an infringement, as the Indian law is unclear if artistic work should be determined by objective criteria or subjectively, as per the authors own perception of alteration and impact on his reputation. The commissioner's right of privacy in respect of photograph or film made for private and domestic purposes. Under section 57 of Indian copyright, on author has the right to claim the authorship of the work. He has also right to for restraining the infringement or to claim damages under section 55. The special protection of the copyright can be claimed even after the assignment of the copyright. The scope of protection for the right of integrity under sec 57 exceeded the extent of the right of integrity under art. 6bis and makes specific remedies available to the author in case of a violation of his Moral Rights, and is applicable only to those situations where the treatment of the author's work causes prejudice to his honor and reputation. The court has taken view in the case of *Manu Bhandari v. Kala Vikas Pictures Ltd.*¹⁴ where the dispute related to author's moral right came before the court.

In the case *K.P.M.Sundaram v. Rattan Prakashan Mandir*¹⁵, suit was instituted against the defendants for injunction restraining them from prompting, publishing and the specified books, accounts and rendition for the

illegal increase made by the defendants for all unauthorized publications and for damage under the provisions of sections 5 and 57. In India, the ruling and statues of the courts indicate the presence of the right of integrity and paternity rights only as Moral Rights. Though the legislation in this regard has been restricted in the Indian statute on copyright, the Hon'ble Courts are favoring a wider interpretation of these rights.

CONCLUSION: -

In both national laws and international agreement, the clear global trend is towards greater recognition of Moral Rights for a broad range of creative works. A consideration of Moral Rights on the international scene reveals a pervasive dilemma. On the one hand, awareness of authors' moral interests, particularly in the environment of new technologies, appears to be mounting. The flexibility and range of the doctrine has been proven through diverse legislative and judicial treatments. At a time when culture is at once most vulnerable and most vital, every means of helping it to flourish must be fully explored.

The challenge of international efforts will be to achieve recognition for Moral Rights while allowing the doctrine to continue to grow and change as the international legal community becomes ever more diverse. The Moral Rights development in India depends maintenance of great flexibility towards the continuously shifting social equilibrium in cultural sphere. With the greater than before acceptance of Moral Rights for creative works, including music, in common law nations, such as the U.K.'s new Performances Regulation, India has both challenges and opportunities on the international Moral Rights front.





On 24-07-2019 from our college students and faculties have participated in the “INTELLECTUAL PROPERTY And Moral Rights” for Students.

coordinator


Programme

Priyadarshini Institute of Technology & Science



Chintalapudi Near Tenali Guntur-522 306.
Under Management of INDIRA EDUCATIONAL Society, Hyderabad.
College Code:X2, Recognised by Govt of A.P.
Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada

LIST OF PARTICIPANTS

Name of the programme: A one day seminar on ONE DAY WORKSHOP ON INTELLECTUAL PROPERTY And Moral Rights
Date:24-07-2019

S.No	Name of the Participant	Roll No	Course & year	Signature
1	ALAPATI BHAGYALAKSHMI	17X21A0501	CSE&II-II	A. Bhagyalakshmi
2	AVUTU CHANDANA DEVI	17X21A0503	CSE&II-II	A. Chandana Devi
3	BODDULURI AJAYTEJA	17X21A0504	CSE&II-II	B. Ajay Teja
4	BONDALAPATI AKHILA	17X21A0505	CSE&II-II	B. Akhila
5	DANDE VINITHA HYNI	17X21A0507	CSE&II-II	D. Vinitha Hyni
6	DHULIPUDI KAVYA SRI	17X21A0508	CSE&II-II	D. Kavya Sri
7	GUTTIKONDA BHARGAVI	17X21A0510	CSE&II-II	G. Bhargavi
8	KODURU BRAHMESWARI	17X21A0514	CSE&II-II	K. Brahmeswari
9	K MYTHILI SERVANI	17X21A0515	CSE&II-II	K. Mythili Servani
10	KOLLURU SAILAJA	17X21A0516	CSE&II-II	K. Sailaja
11	MAKIREDDY NAGA DIVYA	17X21A0519	CSE&II-II	M. Naga Divya
12	M AMRUTHA LAKSHMI	17X21A0520	CSE&II-II	M. Lakshmi
13	NAKKA RAVINDRA	17X21A0523	CSE&II-II	N. Ravindra
14	N N MURTHY	17X21A0524	CSE&II-II	N N Murthy
15	P VENKATA NAGA SAI	17X21A0526	CSE&II-II	P. Venkata naga Sai
16	AARAGA LIKHITHA	16X21A0501	CSE&III-II	A. Likhitha
17	BADUGU SURYA RAJU	16X21A0502	CSE&III-II	B. Surya Raju
18	B HEMANTH REDDY	16X21A0504	CSE&III-II	B. Hemanth Reddy
19	CHANDU SAI JYOTHI	16X21A0505	CSE&III-II	C. Sai Jyothi
20	DEGALA PARVATHI	16X21A0507	CSE&III-II	D. Parvathi
21	DOKKU BHARGAV	16X21A0509	CSE&III-II	D. Bhargav
22	G JAYALAKSHMI	16X21A0511	CSE&III-II	G. Jayalakshmi
23	G VAMSI KRISHNA	16X21A0513	CSE&III-II	G. Vamsi Krishna
24	KAKI VARSHINI	16X21A0515	CSE&III-II	K. Varshini
25	K OM SAI SREE	16X21A0516	CSE&III-II	K. Om Sai Sree
26	M ROOPA SRUTHI	16X21A0519	CSE&III-II	M. Roopa Sruthi

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Guntur - 522 306



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Chintalapudi

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Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada.

DATE: 02-08-2019

CIRCULAR

All the B. TECH CIVIL 2nd, 3rd and 4th Year Students are hereby informed that "Industrial Design rights" Programme is going to be organized by Department of CIVIL on 05.08.2019.








Venue: CIVIL CLASS ROOM

Timing: 10:30AM


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Guntur - 522 306

Copy To:

SIGNATURE OF ALL HOD'S						
						
CIVIL	EEE	MECH	ECE	CSE	S&H	MBA

REGISTRATION FORM

Name:.....

Dept. :.....

Institution:.....

Address for Communication:

.....

.....

Mobile:.....

email:

last date of registration
05-08-2019



PROGRAM COMMITTEE:

CHIEF PATRON

Sri Ch. Ramarao

Chairman,

PATRON

Dr.N.Lakshmi Narayana

Principal,

Ch. Vijaya Lakshmi

Director/Secretary,

CONVENER

Dr.N.Lakshmi Narayana

Principal

COORDINATOR

Ch. Lakshmi Nagabala

IPR Cell

Resource Person:

I. MANTRALAYA

Designation: ASSOCIATE PROFESSOR

Department: MBA

PRIYADARSHNI INSTITUTE OF TECHNOLOGY
& MANAGEMENT

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Priyadarshini Institute of Technology & Science, Chintalapudi

*(Under The Management of
INDIRA EDUCATIONAL SOCIETY, Hyderabad)*

College Code:X2,

*Approved by AICTE, New Delhi &
Affiliated to JNTUK, Kakinada.*

**A One day Seminar
on**

“INDUSTRIAL DESIGN RIGHTS”

Date:

05-08-2019

Venue:

CLASS ROOM (Seminar Hall)

Organized by:

**Priyadarshini institute of Technology
& Science**

Chintalapudi, Duggirala (Guntur),

Andhra Pradesh -522 306

INDIA

About the Institute

Priyadarshini Institute of Technology and Science, was established in the year 2007 at Chintalapudi Village , Near Tenali, Guntur Dist., under Indira Educational Society with sole aim of providing quality Higher Technical Education to rural sector through its dedicated and committed staff. This opportunity made the students to become technologically superior and to serve the nation

This is AICTE approved institute under JNTUK university is ideally located at Tenali, Andhra Pradesh. It has a campus spread over ten acres of land with beautiful eco-friendly surroundings. institute was operating from four storey building of 15 Acres of built up area, the Institute has over a short span of time acquired and developed impressive infrastructure, expertise and resources for imparting high quality Engineering Education.

It offer ug programs B.TECH IN CIVIL, EEE, MECHANICAL, ECE AND CSE, AI&DS AND TWO PG PROGRAMMES M.TECH (CSE), M.TECH (EMBEDED SYSTEM & VLSI), M.TECH (POWER SYSTEMS), M.TECH (STRUCTURAL ENGG) AND MBA & also offer DIPLOMA COURSES IN CIVIL, EEE, MECHANICAL, ECE.

About the IPR Cell

The main activities of IPR cell are as follows:

- i) The IPR cell can organize an IP clinic in which students can be asked to express some innovative ideas and the IPR cell can provide proper guidance on the scope of developing that idea into an innovative product.
- ii) To advise and guide the students and faculty on the importance of IPR, especially patents with the help of PIC.
- iii) To arrange periodic meetings of faculty members along with the Officer of PIC- Kerala for identifying patentable inventions.
- iv) To encourage faculty members to carry out patent searches in-house and/ or at PIC-Kerala and to fine-tune their research.
- v) To forward eligible cases for IP protection to PIC.



Objectives of the Programme

An industrial design is that aspect of a useful article which is ornamental or aesthetic.

It may consist of 3-dimensional features such as shape or surface of the article, or 2-dimensional features such as patterns, lines or color.

Industrial design is applied to a wide variety of products of industry or handicraft; from watches, jewelry, fashion and other luxury items, to industrial and medical implements; from house ware, furniture and electrical appliances to vehicle and architectural structures; from practical goods and textile design to leisure items. Such as toys and pet accessories.

Topics to be covered

- Designs which are not registered under the act
- Need for protection
- Law of industrial design in India
- Registration of Industrial Designs
- Term of industrial Designs Protection



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Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada.

DATE: 07-08-2019

PROGRAMME REPORT

Programme Name	INDUSTRIAL DESIGN RIGHTS
Resource Person	I.MANTHRALAYA, ASSISTANT PROFESSOR, PH:8885552818
Date of Activity	05-08-2019
Organized By	PRIYADARSHINI INSTITUTE OF TECHNOLOGY AND SCIENCE
Venue	CIVIL CLASS ROOM

Objective of the Programme

Def: An industrial design is that aspect of a useful article which is ornamental or aesthetic. It may consist of 3-dimensional features such as shape or surface of the article, or 2-dimensional features such as patterns, lines or color.

Industrial design are applied to a wide variety of products of industry or handicraft; from watches, jewelry, fashion and other luxury items, to industrial and medical implements; from house ware, furniture and electrical appliances to vehicle and architectural structures; from practical goods and textile design to leisure items. Such as toys and pet accessories.

E.g.: - Shapes or forms of chairs, telephones, cars, computers, TV, watches, camera etc.

Protection:

- in most countries an industrial design must be registered in order to be protected under industrial design law.
- As a general rule, in order to be registered, the design must be new or original. Now what constitutes novelty or originality may differ from country to country and indeed the registration process itself varies from country to country.
- An industrial design must be capable of being reproduced by means of industrial application.
- In principle, the industrial design must be published either before, at the time of, or in a stated period after, registration.
- It is possible to protect industrial design under copyright law or the law against unfair competition.
- It is possible to apply an industrial design to an article which may be either 2/3-dimensional.

Kinds of protection:

In India, design of any product of any product are protected by 2 legal rights;

1. Registered design

2. Artistic copyright

1. Registered Design:

It is a monopoly for a design (for eg a trad pattern) when applied to an Article (for eg a tyre) and is granted under the laws of a country the Registered design is field in. it protects the way a product the way a product looks.

2. Artistic copyright:

It is a right subsists in a number of different kinds of works such as literary, dramatic, musical or artistic works, sound recording and cinematograph films.

Designs which are not registered under the act:

- A design which is not new or original.
- Design that has been disclosed to the public any where in India or by use in any other country by publication in tangible form or by use in any other way prior to filling date or where applicable, the priority date of the application for registration.
- A design comprises or contains scandalous or obscene matter, shall not be registered.
- Design is not significantly distinguishable from known designs or combination of known designs.

Need for protection:

- By protecting an industrial design, the owner of the design is given a right against its unauthorized copying or imitation by third parties.
- The owner of a protected industrial design shall have the right to prevent third parties not having his consent from making, selling articles bearing a design which is a copy of protected design.
- Since industrial design are that aspect of an article which make it aesthetically appealing and attractive, they serve to add to commercial value of the product and facilitate its marketing and commercialization.
- Industrial design doesn't protect any technical feature of the article to which it is applied.
- The owner of an industrial design benefits through the industrial development of his/her products and the protection helps to ensure a fair return on investment.
- Industrial design injects creativity into industrial and manufacturing sector.
- So, industrial design protection benefits the owner, the consumer and the economy in general.
- Industrial design is simple and inexpensive to develop and protect.
- Industrial design protection is conducive to fair competition and honest trade practices, encourages creativity.

Law of industrial design in India:

Industrial design regime is governed by the Design Act, 2000 in India (came into force on 11-04-2001), the design Rules, 2001 and the Designs (Amendment) Rules, 2008.

Registration of Industrial Designs:

An application can be filed to the assistant Controller of Designs, Design Office, Kolkata or the branches of the prescribed fees. The Design Office is expected to register the design in six months after thorough examination.

Term of industrial Designs Protection:

The duration of the registration of a design is initially 10 years from the date of registration. This period may be extended for a period 5years, on an application made to the controller before the expiry of the said ten years.





On 05.08.2019 from our college students and faculties have participated in the that “Industrial Design rights” for Students.


Programme coordinator



Priyadarshini Institute of Technology & Science

Chintalapudi

Near Tenali

Guntur-522 306.

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Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada

LIST OF PARTICIPANTS

Name of the programme: A one day seminar on "Industrial Design rights"

Date :05-08-2019

S.NO	NAME OF THE PARTICIPANT	ROLL NO	COURSE & YEAR	SIGNATURE
1	BHUKYA GOPI NAIK	17X21A0102	CIVIL&II-II	B.gopinaiik.
2	CHILAKA SUNDARA RAO	17X21A0103	CIVIL&II-II	C. SUNDARA RAO
3	KANCHARLA PAVANI	17X21A0106	CIVIL&II-II	K. Pavani
4	KROVI SAI BABA	17X21A0107	CIVIL&II-II	K. Sai baba
5	MADIRA NAVEEN	17X21A0108	CIVIL&II-II	M. Naveen
6	SHAIK ISMAIL ZABIULLAH	17X21A0112	CIVIL&II-II	Shi Shaik ismail Zabiullah
7	TADIKONDA MANI GOPAL	17X21A0113	CIVIL&II-II	T. mani gopal
8	AKULA SRINIVAS RAO	18X25A0101	CIVIL&II-II	A. Srinivas Rao
9	ALTHI KRUSHNAMURTHY	18X25A0102	CIVIL&II-II	A. Krishnamurthy
10	BANALA RAJA KUMAR	18X25A0103	CIVIL&II-II	B. Raja Kumar.
11	BHIMAVARAPU SAIGOPI	18X25A0106	CIVIL&II-II	B. Saigopi
12	DAVULURI UDAY KIRAN	18X25A0107	CIVIL&II-II	D. Uday Kiran
13	A. REVATHI	16X21A0101	CIVIL&III-II	A. Revathi
14	A. SHARON KUMAR	16X21A0102	CIVIL&III-II	A. Sharon Kumar
15	B. YOGESHWARA RAO	16X21A0103	CIVIL&III-II	B. Yogeshwara Rao
16	B. PAVAN KUMAR	16X21A0104	CIVIL&III-II	B. Pavan Kumar
17	B.SAI	16X21A0105	CIVIL&III-II	B. Sai
18	E. BHAVANA BAI	16X21A0106	CIVIL&III-II	E. Bhavana Bai
19	G. NAGA PHANINDRA	16X21A0107	CIVIL&III-II	G. Naga Phanindra.
20	G. KAMALA	16X21A0108	CIVIL&III-II	G. Kamala
21	K. HARINADH REDDY	16X21A0111	CIVIL&III-II	K. Harinadh Reddy
22	K. LAKSHMI PRASANNA	16X21A0113	CIVIL&III-II	K. Lakshmi prasanna
23	L. NAGA RAJU	16X21A0116	CIVIL&III-II	L. Nagaraju
24	P. NAGAMANI	16X21A0119	CIVIL&III-II	P. nagamani
25	P. PAPA	16X21A0120	CIVIL&III-II	P. PAPA
26	T.SAI LAKSHMI	16X21A0122	CIVIL&III-II	T.Sai Lakshmi
27	ADDANKI BHAVIKA	15X21A0101	CIVIL&IV-II	A. Bhavika

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DATE: 8-10-2019

CIRCULAR

All the students of humanities and sciences (H&S) DEPT are informed to attend a one day seminar on "Indian scenario of intellectual property rights" by J. VANAJA, Assoc professor, Siva Rama Krishna Engineering (SRK) collage, Enikepadu Vijayawada is being organized by our IPR cell on 10-10-2019.








Venue: SEMINAR HALL

Timing: 10:30AM


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TECHNOLOGY & SCIENCE
CHINTALAPUDI, Duggirala Mdi.
Guntur - 522 306

Copy To:

Signature of All HOD's						
						
CIVIL	EEE	MECH	ECE	CSE	S&H	MBA

REGISTRATION FORM

Name:.....

Dept. :.....

Institution:.....

Address for Communication:

.....

.....

Mobile:.....

email:

last date of registration

10-10-2019

PROGRAM COMMITTEE:

CHIEF PATRON

Sri Ch. Ramarao

Chairman,

PATRON

Dr.N.Lakshmi Narayana

Principal,

Ch. Vijaya Lakshmi

Director/Secretary,

CONVENER

Dr.N.Lakshmi Narayana

Principal

COORDINATOR

Ch. Lakshmi Nagabala

IPR Cell

Resource Person:

J. VANAJA

Designation: ASSOC PROFESSOR

Department: EEE

Address: Siva Rama Krishna (SRK) engineering collage

Email ID: vanajasateeshics@gmail.com

Contact number: 7569514893

ADDRESS FOR COMMUNICATION:

CH. Lakshmi Nagabala

Coordinator

PH.no- 8639779211

nagabalach@gmail.com



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(Under The Management of
INDIRA EDUCATIONAL SOCIETY, Hyderabad

College Code:X2,

Approved by AICTE, New Delhi &

Affiliated to JNTUK, Kakinada.

A One day Seminar

on

INDIAN

SCENARIO OF INTELLECTUAL

PROPERTY RIGHTS.

Date:

10-10-2019

Venue:

CLASS ROOM (Seminar Hall)

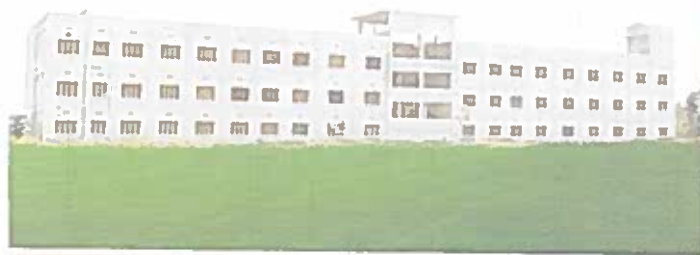
Organized by:

**Priyadarshini institute of Technology
& Science**

Chintalapudi, Duggirala (Guntur),

Andhra Pradesh -522 306

INDIA



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It offer ug programs B.TECH IN CIVIL, EEE, MECHANICAL, ECE AND CSE, AI&DS AND TWO PG PROGRAMMES M.TECH (CSE), M.TECH (EMBEDDED SYSTEM & VLSI), M.TECH (POWER SYSTEMS), M.TECH (STRUCTURAL ENGG) AND MBA & also offer DIPLOMA COURSES IN CIVIL, EEE, MECHANICAL, ECE.

About the IPR Cell

The main activities of IPR cell are as follows:

- i) The IPR cell can organize an IP clinic in which students can be asked to express some innovative ideas and the IPR cell can provide proper guidance on the scope of developing that idea into an innovative product.
- ii) To advise and guide the students and faculty on the importance of IPR, especially patents with the help of PIC.
- iii) To arrange periodic meetings of faculty members along with the Officer of PIC- Kerala for identifying patentable inventions.
- iv) To encourage faculty members to carry out patent searches in-house and/ or at PIC-Kerala and to fine-tune their research.
- v) To forward eligible cases for IP protection to PIC.



Objectives of the Programme

- Intellectual property owners are given certain rights by which they can enjoy their Property without any disturbances and prevent others from using them, although these rights are also called monopoly rights of exploitation, they are limited in geographical range, time and scope.
- As long as the patent applicant is the first to invent the claimed invention, the novelty and necessity are by and large satisfied.
- The economic value of patent information is that it provides technical information to the industry that can be used for commercial purposes.
- If there is no protection, then there may be enough incentive to take a free ride at another person's investment.

Topics to be covered

- Introduction to IPR Patents, Trademarks:
- Importance of IPR:
- About start-ups
- IPR Procedure & filling Patent
- Proper decisions
- IPR Innovation, Economics & Access



Priyadarshini Institute of Technology & Science

Chintalapudi

Near Tenali

Guntur-522 306.

Under Management of INDIRA EDUCATIONAL Society, Hyderabad.

College Code:X2, Recognised by Govt of A.P.

Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada.

DATE: 11-10-2019

PROGRAMME REPORT

Programme Name	A one day seminar on Indian scenario of intellectual property rights.
Resource Person	J. VANAJA, ASSOC PROFESSOR, SIVA RAMA KRISHNA ENGINEERING (SRK) COLLAGE, ENIKEPADU VIJAYAWADA ph:7569514893
Date of Activity	10-10-2019
Organized By	PRIYADARSHINI INSTITUTION OF ENGINEERING & TECHNOLOGY
Venue	Class room

Objective of the Programme

- IPR Awareness: Outreach and Promotion - To create public awareness about the economic, social and cultural benefits of IPRs among all sections.
- Generation of IPRs - To stimulate the generation of IPRs: India has a large talent pool of scientific and technological talent spread over R&D institutions, enterprises, universities and technical institutes. There is a need to tap this fertile knowledge resource and stimulate the creation of IP assets.
- Legal and Legislative Framework - To have strong and effective IPR laws, which balance the interests of rights owners with larger public interest.
- Administration and Management - To modernize and strengthen service-oriented IPR administration.
- Commercialization of IPR - Get value for IPRs through commercialization.
- Enforcement and Adjudication - To strengthen the enforcement and adjudicatory mechanisms for combating IPR infringements.
- Human Capital Development - To strengthen and expand human resources, institutions and capacities for teaching, training, research and skill building in IPRs.

Topics covered

Intellectual property (IP) is related to human brain applied for creativity and invention. Various efforts in terms of inputs of manpower, time, energy, skill, money, etc., are required to invent or create something new.

As per law, legal rights or monopoly rights are given to creator or innovator to harvest the economic benefits on their invention or creation. These Intellectual property rights (IPR) are territorial rights that can be registered with a legal authority in some presentable or tangible form which can be sold or bought or licensed, similar to physical property.

IPR provides a secure environment for investors, scientists, artists, designers, traders etc. to foster innovation and scientific temper. In the present scenario of Globalization, IPR is the focal point in global trade practices and livelihood across the world. A balanced IPR System is one of the key mechanisms to support country's innovation and development objectives.

Patents - A patent is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.



Trademarks - A trademark is a distinctive sign which identifies certain goods or services as those produced or provided by a specific person or enterprise. It may be one or a combination of words, letters, and numerals.

Copyright and related rights - Copyright is a legal term describing rights given to creators for their literary and artistic works. Creators often sell the rights to their works to individuals or companies best able to market the works in return for payment.

Geographic indications of source - A Geographical Indication (GI) is a sign used on goods that have a specific geographical origin and possess qualities, reputation or characteristics that are essentially attributable to that place of origin.

Trade Secrets - Broadly speaking, any confidential business information which provides an enterprise a competitive edge may be considered a trade secret. Trade secrets encompass manufacturing or industrial secrets and commercial secrets.

Outcomes of Programme:

The students and faculty learned about recognizing the benefits of being a successful business owner.

They gain the knowledge on :

- Today, India is on its way to adopting a balanced approach towards creating a stimulus for the betterment of the IPR industry as a whole.
- Recent developments in India, be it the New IPR policy or providing an effective toolkit in the form of checklist that will act as a reckoned for the police to deal with IP crimes or encouragement to innovators in terms of speedy patent examination in case they file first in India, all are a part of much needed attempt to improve the overall security of IPR and encouragement to create more IP in the country.
- India is having all the resources in terms of available raw material, cheap labour, innovative and creative dedicated manpower.
- No doubt that India will definitely harness its proportionate share in global trade by exploration in Intellectual Property Rights.



On 10-10-2019 from our college students and faculties have participated in the Recognizing the benefits of Indian scenario of intellectual property rights.


Programme coordinator



Priyadarshini Institute of Technology & Science

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Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada

LIST OF PARTICIPANTS

Name of the programme: A one day seminar on recognizing the benefits of Indian scenario of intellectual property rights.

Date : 10-10-2019

S.No	Name of the Participant	Roll No	Course & year	Signature
1	BIRUDUGADDA KIRAN	19X21A0101	Civil I-I	B. Kiran.
2	DASARI PARAMJYOTHI	19X21A0102	Civil I-I	D. PARAMJYOTHI
3	DUDDU SAMUEL	19X21A0103	Civil I-I	D. Samuel
4	GOLLA PRABHAKAR	19X21A0104	Civil I-I	G. prabhakar
5	KANTEPALLI NARASIMHA	19X21A0105	Civil I-I	K. narasimha
6	KATHRI RUPESH	19X21A0106	Civil I-I	K. R. pesh
7	LEGALA KRISHNA KANTH	19X21A0107	Civil I-I	Kanth
8	MEEJURU KAVITHA	19X21A0108	Civil I-I	M. kavitha
9	BOLLEDDU VAMSI	19X21A0202	EEE I-I	Vamsi
10	NALUBOLU SUMANTH	19X21A0306	MECH I-I	N. Sumanth
11	NEELAPU JAISAI	19X21A0307	MECH I-I	N. Sai
12	B PENCHALA NARASIMHA	19X21A0406	ECE I-I	B. Penchala narasimha
13	BELLAMKONDA HARI BABU	19X21A0407	ECE I-I	B. HARI BABU
14	BUKKE RAMESH NAIK	19X21A0408	ECE I-I	B. Ramesh
15	CH D MANJULA SAI LAKSHMI	19X21A0409	ECE I-I	Sai Lakshmi
16	CHANDU LAKSHMI SIREESHA	19X21A0410	ECE I-I	C. lakshmi siresha
17	DINESH KUMAR JANNI	19X21A0411	ECE I-I	D. Janni
18	DOMATHOTI DIVYA	19X21A0412	ECE I-I	D. Divya
19	BALLANI SIRISHA	19X21A0505	CSE I-I	B. Sirisha
20	BATTULA MADHURI	19X21A0507	CSE I-I	B. MADHURI
21	BHARGAVI	19X21A0508	CSE I-I	Bhargavi
22	BODAPATI NAVEEN	19X21A0509	CSE I-I	B. Naveen
23	BODEPUDI PUJETHA	19X21A0510	CSE I-I	B. Pujetha
24	BURADAGUNTA SRIHARI	19X21A0511	CSE I-I	B. Srihari
25	CHIKKUDU DEVARAJU	19X21A0512	CSE I-I	C. Devoraju
26	CHINTHAGUNTA SANDEEP	19X21A0513	CSE I-I	Sandeep.
27	DASARI NAGA JYOTHI	19X21A0514	CSE I-I	D. Naga Jyothi
28	D SAI PRAKASH	19X21A0515	CSE I-I	D. SAI PRAKASH
29	ERUPOTHU SREE KAVYA	19X21A0516	CSE I-I	E. Sree kavya.
30	GAJULA PRASAD	19X21A0517	CSE I-I	G. Prasad
31	GARIKIPATI MAHATHI	19X21A0518	CSE I-I	G. Mahathi

32	GUNDIMEDA JAYASRI	19X21A0527	CSE I-I	G. Jayasri
33	JARSINGI BHARATHI	19X21A0528	CSE I-I	J. Bharathi
34	JAVVAJI GANGA BHAVANI	19X21A0529	CSE I-I	J. Ganga Bhavani
35	KADAPALA VANITHA	19X21A0530	CSE I-I	K. VANITHA


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Guntur - 522 306



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College Code:X2, Recognised by Govt of A.P.

Approved by AICTE, New Delhi& Affiliation to JNTU Kakinada.

DATE:16.10.2019

CIRCULAR








All the students of MBA I YEAR are informed to attend "A One day seminar on Challenges and Opportunities for Young Entrepreneur in Digital Age" by CH. DURGA RAO, ASSOCIATE PROFESSOR, Velaga Nageswara Rao College of Engineering (VNR), Ponnur, is being organized by our EDC Cell on 19.10.2019

Venue: MBA Class Room

Timing: 10:30AM


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CHINTALAPUDI, Duggirala Mdl.
Guntur - 522 306

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SIGNATURE OF ALL HOD'S						
						
CIVIL	EEE	MECH	ECE	CSE	S&H	MBA

REGISTRATION FORM

Name:.....

Dept. :.....

Institution:.....

Address for Communication:
.....
.....

Mobile:.....

email:

**last date of registration
: 07.01.2019**



PROGRAM COMMITTEE:

CHIEF PATRON

Sri Ch. Ramarao

Chairman,

PATRON

Dr.N.Lakshmi Narayana

Principal,

Ch. Vijaya Lakshmi

Director/Secretary,

CONVENER

Dr.N.Lakshmi Narayana

Principal

COORDINATOR

Durga Bhavani. D

EDC Cell

Resource Person:

Dr. KONNIKI SRINIYAS

Designation: ASSOCIATE PROFESSOR

Department: MBA

PRIYADARSHINI INSTITUTE OF TECHNOLOGY
& MANAGEMENT, GUNTUR,.

Email ID: srinivask2417@gmail.com

Contact number: 9290458126

ADDRESS FOR COMMUNICATION:

Durga Bhavani. D

Coordinator

PH.no- 9160780660

bhavani.dhulipudi@gmail.com



Priyadarshini Institute of Technology & Science, Chintalapudi

(Under The Management of
INDIRA EDUCATIONAL SOCIETY, Hyderabad)

College Code:X2,

Approved by AICTE, New Delhi &

Affiliated to JNTUK, Kakinada.

**A One day Seminar
on**

**CHALLENGES & OPPORTUNITIES
FOR YOUNG ENTREPRENEUR
IN DIGITAL AGE**

Date:

07/01/2019

Venue:

MBA Class Room

Organized by:

**Priyadarshini institute of Technology
& Science**

Chintalapudi, Duggirala (Guntur),

Andhra Pradesh -522 306

INDIA

About the Institute

Priyadarshini Institute of Technology and Science, was established in the year 2007 at Chintalapudi Village , Near Tenali, Guntur Dist., under Indira Educational Society with sole aim of providing quality Higher Technical Education to rural sector through its dedicated and committed staff. This opportunity made the students to become technologically superior and to serve the nation

This is AICTE approved institute under JNTUK university is ideally located at Tenali, Andhra Pradesh. It has a campus spread over ten acres of land with beautiful eco-friendly surroundings. institute was operating from four storey building of 15 Acres of built up area, the Institute has over a short span of time acquired and developed impressive infrastructure, expertise and resources for imparting high quality Engineering Education.

It offer ug programs B.TECH IN CIVIL, EEE, MECHANICAL, ECE AND CSE, AI&DS AND TWO PG PROGRAMMES M.TECH (CSE), M.TECH (EMBEDDED SYSTEM & VLSI), M.TECH (POWER SYSTEMS), M.TECH (STRUCTURAL ENGG) AND MBA & also offer DIPLOMA COURSES IN CIVIL, EEE, MECHANICAL, ECE.

About the ED Cell

This cell is formed to develop awareness on Entrepreneurship among the Students & Develop the advanced skill of creativity and innovative thinking, ed cell inspire students to take initiatives and accept responsibilities to thrive in the challenging world to become Employment creators than seekers.

It provides knowledge and mentor students for identification and development of their innovative ideas. as per the interest of students, various seminars and workshops are organized in the college which helps to encourage the students as an entrepreneur.

Objectives of the Programme

Environmental

Ethical

Philanthropic

Economic

Topics to be covered

The digital age has revolutionized the way businesses operate, and starting a business in the digital age has both challenges and opportunities. In this article, we will explore some of the challenges and opportunities that entrepreneurs face when starting a business in the digital age.

- Enhanced Reputation and Brand Image
- Attraction of Top Talent
- Competitive Advantage
- Access to Capital
- Risk Mitigation





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DATE: 22.10.2019

PROGRAMME REPORT

Programme Name	A One day seminar on "Challenges and Opportunities for Young Entrepreneur in Digital Age".
Resource Person	Mr. CH. DURGA RAO, ASSOCIATE PROFESSOR, Velaga Nageswara Rao College of Engineering (VNR), Ponnur, dagaraoch5@gmail.com, 7989311617.
Date of Activity	19.10.2019
Organized By	Priyadarshini institute of Technology & Science
Venue	MBA Class Room

Objective of the Programme

To create awareness "Challenges and Opportunities for Young Entrepreneur in Digital Age"., One day seminar was conducted for our MBA students on 19.10.2019.

The Resource Person **Mr CH. DURGA RAO, ASSOCIATE PROFESSOR, Velaga Nageswara Rao College of Engineering (VNR), Ponnur,** has explained clearly about the theme of the program.



Mr. CH. DURGA RAO, demonstrating powerful motivator to build a business Challenges and Opportunities for Young Entrepreneur in Digital Age.

- ❖ Limited Access to Funding
- ❖ Lack of Experience
- ❖ Balancing Work and Life
- ❖ Market Competition
- ❖ Legal and Regulatory Compliance
- ❖ Managing Growth

Limited Access to Funding

One of the primary challenges facing youth entrepreneurs is limited access to funding. Most young entrepreneurs have little or no credit history, collateral, or financial assets, making it difficult to secure loans or investments from traditional sources such as banks and venture capitalists.

Lack of Experience

Most young entrepreneurs are fresh out of college or have limited work experience, which makes it daunting to navigate the complexities of starting and running a business. Without the necessary experience, young entrepreneurs may struggle with managing finances, building relationships with suppliers and customers, and making critical business decisions.



Mr. CH. DURGA RAO, On 19.10.2019 form our college students and faculties have participated in the identifying the characteristics of an Entrepreneur.

Balancing Work and Life

Finding a work-life balance is crucial for preventing burnout and maintaining mental and physical health. However, starting a business requires significant time and effort, and youth entrepreneurs often find balancing work and personal life excruciating.

Market Competition

Market competition can pose a significant challenge for youth entrepreneurs, especially in saturated industries with established players. It can be demanding to differentiate a new business and make it stand out from the competition.

Legal and Regulatory Compliance

Young entrepreneurs may find navigating legal and regulatory compliance challenging, especially if they are unfamiliar with the laws and regulations in their industry. Failure to comply with legal requirements can lead to fines, legal battles, and reputational damage.

Managing Growth

As a business grows, so do its challenges. Youth entrepreneurs may struggle with managing the growth of their businesses, including hiring employees, expanding to new markets, and scaling operations effectively.

Topics covered

The digital age has revolutionized the way businesses operate, and starting a business in the digital age has both challenges and opportunities. In this article, we will explore some of the challenges and opportunities that entrepreneurs face when starting a business in the digital age.

Challenges:

Competition :-The digital age has led to the proliferation of startups, which has made competition more intense. Entrepreneurs must contend with a large number of competitors, many of whom have similar products or services.

Cybersecurity:-The rise of the digital age has also brought about a new set of challenges in terms of cybersecurity.

Keeping up with technology:-As technology advances at an ever-increasing pace, it can be challenging for entrepreneurs to keep up with the latest trends and to ensure that their businesses are leveraging the latest technologies.

Customer Acquisition:-In the digital age, customer acquisition has become increasingly difficult, as customers are inundated with marketing messages from a multitude of sources. Businesses must find ways to stand out from the crowd and to reach their target customers effectively.

Global reach:-The digital age has made it possible for businesses to have a global reach. Entrepreneurs can market their products or services to customers all over the world, which can help to increase sales and profits.

Data analysis:-The digital age has also made it possible for businesses to gather and analyze vast amounts of data. This can help entrepreneurs to understand their customers better and to tailor their products or services to meet their needs.

Automation:-The digital age has made it possible for businesses to automate many tasks that were previously done manually. This can help to reduce costs and to increase efficiency.

Outcomes of Programme:

The students and faculty learned about the



On 19.10.20219 form our college students and faculties have participated in the Recognizing the benefits of being a successful business owner.

They gain Knowledge on

- ❖ Embrace technology
- ❖ Focus on the customer
- ❖ Be adaptable

Embrace technology

Entrepreneurs who want to succeed in the digital age must be willing to embrace technology and to use it to their advantage.

Focus on the customer

In the digital age, customers have more power than ever before. Entrepreneurs must focus on understanding their customers' needs and delivering products or services that meet those needs.

Be adaptable

Entrepreneurs must be adaptable and willing to pivot their business model if necessary. This is particularly important in the fast-paced digital age, where trends and technologies can change rapidly.


Programme coordinator



Priyadarshini Institute of Technology & Science

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Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada

LIST OF PARTICIPANTS

Name of the programme: A one day seminar on Challenges and Opportunities for Young Entrepreneur in Digital Age

Date : 19.10.2019

S.No	Name of the Participant	Roll No	Course & year	Signature
1	AKKALA NARENDRA	18X21E0001	II MBA	A. Narendra
2	ANNAM KALYAN	18X21E0002	II MBA	A. Kalyan
3	ATLURI SRINIVASA RAO	18X21E0003	II MBA	A. srini vas rao
4	AVULAMANDA GOPI PRASAD	18X21E0004	II MBA	A. srinivasa rao
5	BARRE NELA RATNA KUMAR	18X21E0007	II MBA	B. N. R. Kumar
6	BATTINA PRIYANKA	18X21E0008	II MBA	B. Priyanka
7	BATTULA SRI GANGA BHAVANI	18X21E0009	II MBA	B. Bhavani
8	BAVIREDDY SRIKANTH	18X21E0010	II MBA	B. Srikanth
9	BOLLEDDU VINAY KUMAR	18X21E0013	II MBA	B. Vinay Kumar
10	BONDALAPATI NAGARANI	18X21E0014	II MBA	B. Nagarani
11	BONTHU ROJA	18X21E0015	II MBA	B. Roja
12	CHEEKATI SISINDRI	18X21E0018	II MBA	C. SISINDRI
13	CHILUMURU CHAITANYA	18X21E0019	II MBA	Ch. chaitanya
14	CHILUMURU CHANTI	18X21E0020	II MBA	C. Chanti
15	CHUKKA BHULAKSHMI	18X21E0021	II MBA	C. Bhulakshmi
16	DUDEKULA CHANDBASHA	18X21E0024	II MBA	D. chandbasha
17	EMMANDI VIJAYA DURGA	18X21E0025	II MBA	E. vijaya Durga
18	GADE KRISHNA PRIYA	18X21E0026	II MBA	G. Krishna Priya
19	GADE MOHANA PRIYA	18X21E0027	II MBA	G. Mohana Priya
20	GORJI MAHESWARI	18X21E0029	II MBA	G. Maheswari
21	GORRUMUCHU RAJESH	18X21E0030	II MBA	G. Rajesh
22	GURRAM RAMESH	18X21E0031	II MBA	G. Ramesh
23	JALADI RAMESH BABU	18X21E0032	II MBA	J. Ramesh babu
24	AIKA SRAVANA SANDHYA	19X21E0001	I MBA	S. Sandhya
25	ANAPARTHI SOWJANYA	19X21E0002	I MBA	A. Sowjanya
26	ATMURI BINDU PRIYA	19X21E0005	I MBA	A. B. Priya
27	B SIVA SANKAR	19X21E0006	I MBA	B. Siva Sankar
28	BEJJAM MANOJ KUMAR	19X21E0008	I MBA	B. Manoj Kumar
29	BEJJAM RAJENDRA PRASAD	19X21E0009	I MBA	B. Rajendra Prasad

30	BOLLOJU PRIYANKA	19X21E0011	I MBA	B. priyanka
31	BOLLOJU SHRAVANI	19X21E0012	I MBA	B. shravani
32	BUDDABATHUNI SRAVYA	19X21E0015	I MBA	B. Sravya
33	BURRI SAI LAKSHMIDURGA	19X21E0016	I MBA	B.S.L. Durga
34	CHATRAGADDA SOWJANYA	19X21E0018	I MBA	C. Haripriya
35	CHEVVURI HARIPRIYA	19X21E0019	I MBA	C. Haripriya
36	CHOPPARA ASHOK	19X21E0021	I MBA	Ch. Ashok
37	DAKAMURI SUDHA	19X21E0022	I MBA	D. Sudha
38	EDA SIRISHA	19X21E0025	I MBA	eda sirisha
39	GADDAM NAGA SIRISHA	19X21E0026	I MBA	G. Naga Sirisha
40	GANTELA TEJASWINI	19X21E0031	I MBA	G. Tejaswini
41	GATTA MANASA	19X21E0032	I MBA	G. Manasa
42	GOLI VENKATA SATEESH BABU	19X21E0034	I MBA	G. V. Sateesh Babu
43	GOSAPATHA ANUSHA	19X21E0035	I MBA	G. ANUSHA
44	GUMPA MANI	19X21E0038	I MBA	G. Mani
45	GUNTAKALA GOPI KRISHNA	19X21E0039	I MBA	G. Gopi Krishna
46	KALLAM NEERAJA	19X21E0048	I MBA	K. Neeraja
47	KAMBHAMPATI NAGA DINESH	19X21E0049	I MBA	K. Naga Dinesh


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**PRIYADARSHINI INSTITUTE OF
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 CHINTALAPUDI, Duggirala Mdl.
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DATE: 14.11.2019

CIRCULAR



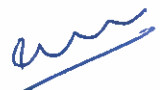




All the students of III ECE & CIVIL YEAR are informed to attend "A One day seminar on FUTURE TRENDS IN ENTREPRENEURSHIP" by Mr. SD. AMEER JANI, Associate Professor, St. Ann's college Engineering & Technology, is being organized by our EDC Cell on 16.11.2019.

Venue: ECE CLASS ROOM

Timing: 10:30AM

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TECHNOLOGY & SCIENCE
CHINTALAPUDI, Duggirala Mdl.
Guntur - 522 306

SIGNATURE OF ALL HOD'S						
						
CIVIL	EEE	MECH	ECE	CSE	S&H	MBA

REGISTRATION FORM

Name:.....

Dept. :.....

Institution:.....

Address for Communication:
.....
.....

Mobile:.....

email:

**last date of registration
: 16.11.2019**



PROGRAM COMMITTEE:

CHIEF PATRON

Sri Ch. Ramarao

Chairman,

PATRON

Dr.N.Lakshmi Narayana

Principal,

Ch. Vijaya Lakshmi

Director/Secretary,

CONVENER

Dr.N.Lakshmi Narayana

Principal

COORDINATOR

Durga Bhavani. D

EDC Cell

Resource Person:

MR. SD. AMEER JANI

Designation: ASSOCIATE PROFESSOR

Department: MBA

ST.ANN'S COLLEGE ENGINEERING &
TECHNOLOGY

Email ID:ammerjani789@gmail.com

Contact number: 9989873020.

ADDRESS FOR COMMUNICATION:

Durga Bhavani. D

Coordinator

PH.no- 9160780660

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Priyadarshini Institute of Technology & Science, Chintalapudi

(Under The Management of
INDIRA EDUCATIONAL SOCIETY, Hyderabad)

College Code:X2,

Approved by AICTE, New Delhi &

Affiliated to JNTUK, Kakinada.

**A One day seminar
on**

FUTURE TRENDS IN ENTREPRENEURSHIP

Date:

16.11.2019

Venue:

MBA Class Room

Organized by:

**Priyadarshini institute of Technology
& Science**

Chintalapudi, Duggirala (Guntur),

Andhra Pradesh -522 306

INDIA

About the Institute

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It provides knowledge and mentor students for identification and development of their innovative ideas. as per the interest of students, various seminars and workshops are organized in the college which helps to encourage the students as an entrepreneur.

Objectives of the Programme

The Continued Growth of Fintech

The Emergence of Web3

The Rise of Circular Economy Business Models

The Expansion of the Gig Economy

Topics to be covered

- Digital transformation
- Social entrepreneurship
- Circular economy
- Collaborative innovation
- Inclusive entrepreneurship
- Sustainable entrepreneurship





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Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada.

DATE:18.11.2019

PROGRAMME REPORT

Programme Name	A One day seminar on FUTURE TRENDS IN ENTREPRENEURSHIP
Resource Person	Mr Sd. Ameer jani, ASSOCIATE PROFESSOR, St.anna's college Engineering & Technology , 99898732020.
Date of Activity	16.11.2019
Organized By	Priyadarshini institute of Technology & Science
Venue	ECE class room

Objective of the Programme

From the rise of new technologies to the changing demands of consumers, there are a number of factors that will influence the entrepreneurial landscape in the coming year. Here are the top 5 trends in entrepreneurship to watch in 2023.

The Resource Person Mr Sd. Ameer jani, Associate Professor, St.anna college Engineering & Technology has explained clearly about the theme of the program.

- ❖ The Continued Growth of Fintech
- ❖ The Emergence of Web3
- ❖ The Rise of Circular Economy Business Models
- ❖ The Expansion of the Gig Economy

The Emergence of New Technologies

1. **The Continued Growth of Fintech** - With more and more consumers using digital payment methods and mobile banking, fintech is expected to continue its upward trajectory in 2023. Entrepreneurs who can provide innovative, secure financial technology solutions will be well-positioned to succeed.
2. **The Emergence of Web3** - Web3, the decentralized version of the internet, is set to revolutionize the way we interact with digital assets and each other. Entrepreneurs who can harness the power of blockchain and decentralized applications will be at the forefront of this new era of the internet.
3. **The Rise of Circular Economy Business Models** - With the increasing focus on sustainability, circular economy business models are gaining traction. Entrepreneurs who can implement sustainable practices in their businesses, such as reducing waste and repurposing resources, will be able to tap into a growing market of environmentally-conscious consumers.



latest trends and opportunities in entrepreneurship development

1 Digital transformation

One of the most significant trends in entrepreneurship development and innovation is the digital transformation of various industries and sectors. Digital transformation refers to the adoption and integration of digital technologies and processes to improve efficiency, customer experience, and competitiveness.

2 Social entrepreneurship

Another important trend in entrepreneurship development and innovation is the rise of social entrepreneurship. Social entrepreneurship is the application of entrepreneurial principles and methods to address social, environmental, or cultural challenges.

3 Circular economy

A third trend in entrepreneurship development and innovation is the emergence of the circular economy. The circular economy is a system that aims to reduce waste, reuse resources, and regenerate natural capital. The circular economy challenges the traditional linear model of production and consumption, which relies on extracting, using, and disposing of materials.

4 Collaborative innovation

A fourth trend in entrepreneurship development and innovation is the increase of collaborative innovation. Collaborative innovation is the process of co-creating, co-developing, and co-delivering solutions with multiple stakeholders, such as customers, suppliers, partners, competitors, and communities.

4. **The Expansion of the Gig Economy** - The gig economy, which refers to the growing number of independent contractors and freelancers, is set to expand even further in 2023. Entrepreneurs who can provide flexible work arrangements and opportunities for remote work will be well-positioned to capitalize on this trend.



Mr. Sd. Ameer jani,, demonstrating powerful motivator to build a business that is both financially successful and socially responsible.

5. **The Emergence of New Technologies** - From artificial intelligence to quantum computing, there are a number of new technologies that are poised to disrupt the entrepreneurial landscape in the coming year. Entrepreneurs who can stay on top of emerging trends and harness the power of these new technologies will be well-positioned for success

Topics covered

The lecture was organized about "FUTURE TRENDS IN ENTREPRENEURSHIP " is focused on E-entrepreneurship:

5 Inclusive entrepreneurship

A fifth trend in entrepreneurship development and innovation is the expansion of inclusive entrepreneurship. Inclusive entrepreneurship is the promotion and support of entrepreneurship among underrepresented or disadvantaged groups, such as women, youth, minorities, migrants, refugees, and people with disabilities. Inclusive entrepreneurship aims to foster social inclusion.

6 Sustainable entrepreneurship

A sixth trend in entrepreneurship development and innovation is the growth of sustainable entrepreneurship. Sustainable entrepreneurship is the integration of environmental, social, and economic dimensions into the entrepreneurial process and outcomes.

Outcomes of Programme

- Digitization & Automation
- Business Collaborations
- Customer Service Focus
- Diversification
- Focus on R&D/Innovation

Digitization & Automation

The ongoing digitisation revolution is transforming the entrepreneurial landscape in India. Integrating digital technologies and automation streamlines business processes enhances operational efficiency, and reduces costs.

Business Collaborations

Collaboration is becoming increasingly crucial for entrepreneurs to thrive in the competitive market. Collaborative partnerships between startups, established companies, and competitors foster innovation, resource sharing, and market expansion.

Customer Service Focus

In today's customer-centric business landscape, entrepreneurs are placing a strong emphasis on delivering exceptional customer service. Building long-term relationships, understanding customer needs, and providing personalised experiences are vital for success.

Diversification

Entrepreneurs recognise the importance of diversification to mitigate risks and tap into multiple revenue streams. Diversification involves expanding product offerings, entering new markets, or targeting different customer segments.

Focus on R&D/Innovation

Entrepreneurs are increasingly investing in research and development (R&D) and fostering a culture of innovation. By continuously innovating, entrepreneurs can differentiate themselves in the market, create unique value propositions, and stay ahead of the competition.



Mr Sd. Ameer jani, Associate Professor, St.anna college Engineering & Technology demonstrating creativity, innovation and skill-taking abilities

On 16.11.2019 form our college students and faculties have participated in the identifying the characteristics of an Entrepreneur.


Programme coordinatior



Priyadarshini Institute of Technology & Science

Chintalapudi

Near Tenali

Guntur-522 306.

Under Management of INDIRA EDUCATIONAL Society, Hyderabad.

College Code:X2, Recognised by Govt of A.P.

Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada

LIST OF PARTICIPANTS

Name of the programme: A one day seminar Future Trends in Entrepreneurship

Date : 16.11.2019

S.No	Name of the Participant	Roll No	Course & year	Signature
1	ARATIPAMULA DHARANI	17X21A0402	III ECE	A. Dharaani
2	B SNEHA LATHA	17X21A0403	III ECE	B. Sneha Latha
3	B VENKATA RAMANA	17X21A0404	III ECE	B. Venkata Ramana
4	DONE NIKHITHA	17X21A0407	III ECE	D. Nikhitha
5	JALLI ELISHA RANI	17X21A0408	III ECE	J. Elisha Rani
6	JALLI HELEENA	17X21A0409	III ECE	J. Elisha Rani
7	K NAGAKUMAR	17X21A0413	III ECE	K. Nagakumar
8	K SIVARAMAKRISHNA	17X21A0414	III ECE	K. Sivaramakrishna
9	KUNCHALA ANUSHA	17X21A0415	III ECE	K. Anusha
10	NOORBASHA BAJIBI	17X21A0423	III ECE	N. Basma Bajibi
11	PAMU MARY SUMATHI	17X21A0424	III ECE	P. Sumathi
12	PERUMALLA MANJULA	17X21A0425	III ECE	P. Manjula
13	TANNERU SWARUPARANI	17X21A0431	III ECE	T. Swaruparani
14	TATA DIVYA	17X21A0432	III ECE	T. Divya
15	VALIVETI ARUNA JYOTHI	17X21A0434	III ECE	V. Aruna
16	C N LAKSHMI PRAVALLIKA	17X21A0436	III ECE	C.N.L. Pravalika
17	B RAVI TEJA	17X21A0438	III ECE	B. Ravi Teja
18	BAVIREDDY BALA BHARATHI	16X21A0401	IV ECE	B. Bala Bharathi
19	CHEBROLU HAVEELA	16X21A0402	IV ECE	C. Haveela
20	CHILUVURU AKHILA	16X21A0403	IV ECE	C.H. Akhila
21	DUNNA PAVANI	16X21A0408	IV ECE	D. Pavani
22	G JOHAN BUNYAN	16X21A0409	IV ECE	G. Johan bunyan
23	GAJULA RAMAYA DURGA	16X21A0410	IV ECE	G. Ramya Durga
24	G YOGA PRABHA DEVI	16X21A0411	IV ECE	G. Yoga Prabhadevi
25	MUNNAGI ALEKHYA	16X21A0416	IV ECE	M. Alekhya
26	NALLABOTULA SAI KASIRAO	16X21A0417	IV ECE	N. Sai Kasirao
27	NANNEPAMULA RAJITHA	16X21A0418	IV ECE	N. Rajitha
28	S W AKRAMUDDEEN	16X21A0423	IV ECE	S. Akramuddeen
29	TATIVANA BHARGAVI	16X21A0424	IV ECE	T. Bhargavi
30	UPPU DIVYA TEJA	16X21A0425	IV ECE	U. Divyateja
31	CHOPPRA NARENDRA	16X21A0430	IV ECE	Narendra
32	D HARI KRISHNA	17X25A0401	IV ECE	D. Hari Krishna
33	BURRI SANDEEP GOPI	17X25A0402	IV ECE	B. Sandeep Gopi

34	NIDUBROLU NAGAMANI	17X25A0403	IV ECE	N. Nagamani
35	CHANDU NANDINI	17X25A0404	IV ECE	Ch. nandini
36	NAGAMANI THOTAKURA	17X25A0405	IV ECE	T. NAGAMANI
37	THOTA NAGA LAKSHMI	17X25A0406	IV ECE	T. Naga Lakshmi
38	BHOGYAM RADHIKA	17X25A0407	IV ECE	B. Radhika
39	BIJJIGAM SIVA NAGARANI	17X25A0408	IV ECE	B. SIVA NAGARANI
40	BODDULURI GOPI	17X25A0409	IV ECE	B. Gopi
41	DAVULURI REVATHI	17X25A0410	IV ECE	D. Revathi
42	D UMA VENKATA DEEPTHI	17X25A0411	IV ECE	D. Uma. V. Deepthi


 PRIYADARSHINI INSTITUTE OF
 TECHNOLOGY & SCIENCE
 CHINTALAPUDI, Duggirala Mdl.
 Guntur - 522 306



Priyadarshini Institute of Technology & Science

Chintalapudi

Near Tenali

Guntur-522 306.

Under Management of INDIRA EDUCATIONAL Society, Hyderabad.

College Code:X2, Recognised by Govt of A.P.

Approved by AICTE, New Delhi& Affiliation to JNTU Kakinada.

DATE: 07.12.2019








CIRCULAR


All the students of CSE II & III YEAR are informed to attend " One day seminar on SCIENTIFIC RESEARCH METHODOLOGY by A. Rama Krishna MSC Associate Professor ph no: 9849281420 Priyadarshini Institute of technology and science for women is being organized by our R&D Cell on 09.12.2019

Venue: CSE Class Room

Timing: 09.30AM

Copy To:

						
CIVIL	EEE	MECH	ECE	CSE	S&H	MBA


PRINCIPAL
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PRIYADARSHINI INSTITUTE OF
TECHNOLOGY & SCIENCE
CHINTALAPUDI, District
Guntur - 522 306

REGISTRATION FORM

Name:.....

Dept. :.....

Institution:.....

Address for Communication:

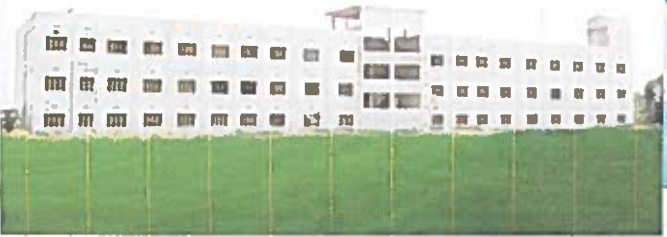
.....

.....

Mobile:.....

email:

**last date of registration
08.12.2018.**



PROGRAM COMMITTEE:

CHIEF PATRON

Sri Ch. Ramarao
Chairman,

PATRON

Dr.N.Lakshmi Narayana
Principal,
Ch. Vijaya Lakshmi
Director/Secretary,

CONVENER

Dr.N.Lakshmi Narayana
Principal

COORDINATOR

U. Mahesh
R & D Cell

Resource Person:

Dr.A.RAMARAO

Designation: Professor
Department: MECHANICAL
PRIYADARSHINI INSTITUTE OF
TECHNOLOGY & MANAGEMENT, GUNTUR,
Email ID:ariga.ramarao@gmail.com
Contact number: 9849613279.

ADDRESS FOR COMMUNICATION:

U. Mahesh
Coordinator
PH.no- 7013564889
Uppalapalam10@gmail.com



Priyadarshini Institute of Technology & Science, Chintalapudi

(Under The Management of
INDIRA EDUCATIONAL SOCIETY, Hyderabad)
College Code:X2,
Approved by AICTE, New Delhi &
Affiliated to JNTUK, Kakinada.

**A One day Seminar
on**

**SCIENTIFIC RESEARCH
METHODOLOGY**

Date:

08.12.2018.

Venue:

CSE Class Room

Organized by:

**Priyadarshini institute of Technology
& Science**
Chintalapudi, Duggirala (Guntur),
Andhra Pradesh -522 306
INDIA

About the Institute

Priyadarshini Institute of Technology and Science, was established in the year 2007 at Chintalapudi Village , Near Tenali, Guntur Dist., under Indira Educational Society with sole aim of providing quality Higher Technical Education to rural sector through its dedicated and committed staff. This opportunity made the students to become technologically superior and to serve the nation

This is AICTE approved institute under JNTUK university is ideally located at Tenali, Andhra Pradesh. It has a campus spread over ten acres of land with beautiful eco-friendly surroundings. institute was operating from four storey building of 15 Acres of built up area, the Institute has over a short span of time acquired and developed impressive infrastructure, expertise and resources for imparting high quality Engineering Education.

It offer ug programs B.TECH IN CIVIL, EEE, MECHANICAL, ECE AND CSE, AI&DS AND TWO PG PROGRAMMES M.TECH (CSE), M.TECH (EMBEDED SYSTEM & VLSI), M.TECH (POWER SYSTEMS), M.TECH (STRUCTURAL ENGG) AND MBA & also offer DIPLOMA COURSES IN CIVIL, EEE, MECHANICAL, ECE.

About the R & D Cell

The research at college level is the first step to create research activities among the youths. Therefore, The Research and Development Cell is established to promote research activities at Fabtech Technical Campus, College of Engineering and Research. The Cell objective is to monitor research programs for Faculty, Students & Industries to undertake quality research activities.

R&D Cell of the institution is pursuing a policy to support its faculty and students belonging to diverse disciplines of Engineering and Sciences so as to promote R&D activities and improve the quality of work and sustainability. The R & D policies are mainly focused on patents, research publications, Ph. D programme and research Projects. This policy aims to establish an integrated and coordinated approach towards research and development and promote innovative techniques. In addition to that institute has industrial back bone.



Objectives of the Programme

The objective of this session was introduces basic ideas about the nature of Science, and describes traditional and modern concepts about the process of developing scientific theories. Kuhn's ideas about paradigms and paradigm shifts are presented. It explores how these concepts translate to Engineering, Technological and Business oriented research.

: Research Methodologies explore research processes for non-experimental and experimental research. The process of identifying a valid and useful research problem is tackled, and methods for designing experimental research expounded.

Topics to be covered

The resource person explained about SCIENTIFIC RESEARCH as follows:

Thesis and Paper Writing shows the opportunities for publishing research results. A commonly held view of research veracity is: "if it isn't published, it isn't done". Finding the most appropriate avenues for publishing papers and the thesis are discussed.



Priyadarshini Institute of Technology & Science

Chintalapudi

Near Tenali

Guntur-522 306.

Under Management of INDIRA EDUCATIONAL Society, Hyderabad.

College Code:X2, Recognised by Govt of A.P.

Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada.

DATE:11.12.2019

PROGRAMME REPORT

Programme Name	One day seminar on SCIENTIFIC RESEARCH METHODOLOGY
Resource Person	Mr.Rama Krishna MSC 9849281420
Date of Activity	09.12.2019
Organized By	Priyadarshini institute of Technology & Science
Venue	CSE CLASS ROOM

Objective of the Programme

To create awareness SCIENTIFIC RESEARCH METHODOLOGY, One day seminar was conducted for Our CSE students on 09.12.2019

The Resource Person **Mr. Ramakrishna MSC 9849281420** has explained clearly about the theme of the program.

Mr. Rama Krishna, demonstrating powerful motivator to build a business that is both financially successful and socially responsible.

The objective of this session was to introduce basic ideas about the nature of Science, and describes traditional and modern concepts about the process of developing scientific theories. Kuhn's ideas about paradigms and paradigm shifts are presented. It explores how these concepts translate to Engineering, Technological and Business oriented research.

: **Research Methodologies** explore research processes for non-experimental and experimental research. The process of identifying a valid and useful research problem is tackled, and methods for designing experimental research expounded.

Literature Review covers various aspects of literature review: its importance, and methodologies for conducting the same. A systematic method for conducting parsimonious literature review is emphasised.





Mr.RamaKrishna presenting successful business owners also have the freedom to make their own decisions, control their own schedule, and pursue their passions.

Topics covered

The resource person explained about **SCIENTIFIC RESEARCH** as follows:

Thesis and Paper Writing shows the opportunities for publishing research results. A commonly held view of research veracity is: "if it isn't published, it isn't done". Finding the most appropriate avenues for publishing papers and the thesis are discussed.

Mr. Rama Krishna demonstrating powerful motivator to build a business that is both financially successful and socially responsible

Outcomes of Programme:

Dr Nalin Sharda gained B. Tech. and PhD. degrees from the Indian Institute of Technology (IIT) – Delhi. He has taught at Curtin, Murdoch and Victoria Universities in Australia. He has also held Visiting Professor Positions in Germany, India, Sweden and USA. He has presented invited Keynote Addresses, Research Seminars, and Educational Lectures in Austria, Australia, Bangladesh, China, Dubai, Malaysia, Germany, India, Japan, Pakistan, Singapore, Sweden and USA.

Dr Sharda's publications include a textbook entitled Multimedia Information Networking - Prentice Hall, a research book on Tourism Informatics, and around 100 research book chapters and conference & journal papers. He has been designated as Distinguished Lecturer by the IEEE Education Society, and the European Union's Pro-learn Program.

Dr Sharda is a Senior Member of the Institute of Electrical and Electronic Engineers (IEEE), and a member of the Australian Computer Society (ACS). Currently he is leading a research enhancement initiative at the Melbourne Institute of Technology (MIT), Melbourne, Australia. From our college students and faculties have participated in the Recognizing the benefits of being a successful business owner.


Programme coordinator

Priyadarshini Institute of Technology & Science



Chintalapudi

Near Tenali

Guntur-522 306.

Under Management of INDIRA EDUCATIONAL Society, Hyderabad.

College Code:X2, Recognised by Govt of A.P.

Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada

LIST OF PARTICIPANTS

Name of the programme: one day seminar on Scientific Research methodology

Date :09.12.2019

S.NO	NAME OF THE PARTICIPANT	ROLL NO	COURSE & YEAR	SIGNATURE
1	ADDANKI AVINASH	20X21A0501	II CSE	A. Avinash
2	A B VENKATA MANIKANTA	20X21A0502	II CSE	A.B. Manikanta
3	ASWADATI NAGA BABU	20X21A0503	II CSE	A. Naga Babu
4	BARITI TARAKESWARARAO	20X21A0504	II CSE	B. Tarakeswararao
5	B VENKATA NAGA PUNNIAH	20X21A0505	II CSE	B.V.N. Punniiah
6	BEJJAM VAMSI SAGAR	20X21A0506	II CSE	B. Vamsi sagar
7	BOINA MOUNIKA	20X21A0508	II CSE	B. Mounika
8	CHERUKURI TRINADH	20X21A0509	II CSE	C. Trinadh
9	CH MAHENDRAREDDY	20X21A0510	II CSE	Ch. mahendra
10	DONTAGANI JAHNAVI	20X21A0512	II CSE	D. JAHNAVI
11	ENDAPALLI NAGA VAMSI	20X21A0513	II CSE	E. Naga Vamsi
12	ENDURI YESU RAJU	20X21A0514	II CSE	E. Yesu Raju
13	GADDE SUNIL BABU	20X21A0515	II CSE	G. Sunil Babu
14	GALIDINNE KRISHNA BABU	20X21A0516	II CSE	G. Krishnababu
15	GOLLA SAHAJA	20X21A0517	II CSE	G. Sahaja
16	GUJJARLAPUDI VINODH BABU	20X21A0518	II CSE	G. VINODH
17	GUNTAKALA SIVAIAH	20X21A0519	II CSE	G. Sivaiah
18	GUNTUR ASHOK BABU	20X21A0520	II CSE	Ashok
19	GUTHIKONDA LOKESH	20X21A0521	II CSE	G. Lokesh
20	I P VENKATA SAI SURKSHA	20X21A0522	II CSE	I.P. Sai
21	JONNAKUTI KEERTHI ANGEL	20X21A0524	II CSE	J. Keerthi Angel
22	KARRA SIDDU	20X21A0525	II CSE	K. Siddur
23	KARUMUDI VAMSI KRISHNA	20X21A0526	II CSE	K. Vamsi Krishna
24	KATEPALLI LUBDA MADHAVA	20X21A0527	II CSE	K. Madhava
25	KATTUPALLI SNEHA SRI	20X21A0528	II CSE	K. Sneha Sri
26	KATURI ANIL CHOWDARY	20X21A0529	II CSE	K. Anil Chowdary
27	KEERTHI JAYADEV	20X21A0530	II CSE	J. Keerthi
28	GUTHIKONDA LOKESH	20X21A0521	II CSE	G. Lokesh
29	I P VENKATA SAI SURKSHA	20X21A0522	II CSE	V.S. Suriksha

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Priyadarshini Institute of Technology & Science

Chintalapudi

Near Tenali

Guntur-522 306.

Under Management of INDIRA EDUCATIONAL Society, Hyderabad.

College Code:X2, Recognised by Govt of A.P.

Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada.

DATE: 25.01.2020

CIRCULAR

All the students of CSE I&II&III YEAR are informed to attend " One day seminar Impact On" Business Research through Digital Channels Mr. SRINIVAS MSC Associate Professor Donbosco College Guntur is being organized by our R&D Cell on 27.01.2020

venue:CSE Class Room

Timing: 9:30AM

PRINCIPAL

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PRIYADARSHINI INSTITUTE OF
TECHNOLOGY & SCIENCE
CHINTALAPUDI, Duggirala Mdi.
Guntur - 522 306

Copy To:

CIVIL	EEE	MECH	ECE	CSE	S&H	MBA

REGISTRATION FORM

Name:.....

Dept. :.....

Institution:.....

Address for Communication:

.....

.....

Mobile:.....

email:

last date of registration
26.04.2019.



PROGRAM COMMITTEE:

CHIEF PATRON

Sri Ch. Ramarao

Chairman,

PATRON

Dr.N.Lakshmi Narayana

Principal,

Ch. Vijaya Lakshmi

Director/Secretary,

CONVENER

Dr.N.Lakshmi Narayana

Principal

COORDINATOR

U. Mahesh

R & D Cell

Resource Person:

Dr.A.RAMARAO

Designation: Professor

Department: MECHANICAL

: PRIYADARSHINI INSTITUTE OF

TECHNOLOGY & MANAGEMENT, GUNTUR,

Email ID:ariga.ramarao@gmail.com

Contact number: 9849613279.

ADDRESS FOR COMMUNICATION:

U. Mahesh

Coordinator

PH.no- 7013564889

Uppalapalam10@gmail.com



Priyadarshini Institute of Technology & Science, Chintalapudi

(Under The Management of
INDIRA EDUCATIONAL SOCIETY, Hyderabad)

College Code:X2,

Approved by AICTE, New Delhi &
Affiliated to JNTUK, Kakinada.

**A One day Seminar
on**

BUSINESS RESEARCH THROUGH DIGITAL CHANNELS

Date:

26.04.2019.

Venue:

CSE Class Room

Organized by:

**Priyadarshini institute of Technology
& Science**

Chintalapudi, Duggirala (Guntur),

Andhra Pradesh -522 306

INDIA

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R&D Cell of the institution is pursuing a policy to support its faculty and students belonging to diverse disciplines of Engineering and Sciences so as to promote R&D activities and improve the quality of work and sustainability. The R & D policies are mainly focused on patents, research publications, Ph. D programme and research Projects. This policy aims to establish an integrated and coordinated approach towards research and development and promote innovative techniques. In addition to that institute has industrial back bone.



Objectives of the Programme

1. Understand the Landscape of E-Commerce:
Explore current trends and innovations in the e-commerce industry.
Gain insights into the evolving dynamics of online commerce.
1. Master Digital Marketing Strategies:
Learn effective digital marketing strategies for expanding business reach.
Understand the role of content marketing, social media, email, and influencer marketing.
2. Harness the Power of Social Media Platforms:
Analyze the impact of different social media platforms on business expansion.
Discover strategies for leveraging social commerce.
3. Optimize Visibility with SEO:
Grasp the importance of SEO in enhancing online visibility.
Learn the latest trends and best practices in e-commerce SEO

Topics to be covered

- E-Commerce Landscape and Digital Marketing Strategies
- Overview of Current E-Commerce Trends
- Emerging Technologies in E-Commerce
- Effective Digital Marketing Strategies
- Social Media and E-Commerce
- Impact of Social Media Platforms
- Leveraging Social Commerce
- Best Practices for Social Media Marketing
- SEO for E-Commerce
- of SEO in E-Commerce
- Importance Latest Trends in E-Commerce SEO



Priyadarshini Institute of Technology & Science

Chintalapudi

Near Tenali

Guntur-522 306.

Under Management of INDIRA EDUCATIONAL Society, Hyderabad.

College Code:X2, Recognised by Govt of A.P.

Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada.

DATE: 29.01.2020

PROGRAMME REPORT

Programme Name	One day seminar on Business Research through Digital Channels
Resource Person	Mr. SRINIVAS MSC Associate Professor Donbosco College Guntur Ph no 9392155663.
Date of Activity	27.01.2020
Organized By	Priyadarshini institute of Technology & Science
Venue	CSE Class Room

Objective of the Programme

To create awareness Technology Impact, Business Research Through Digital Channels One day seminar was conducted for our CSE students on 27.01.2020

The Resource Person, SRINIVAS has explained clearly about the theme of the program.



[Type text]

Mr. SRINIVAS, demonstrating powerful motivator to build a business that is both financially successful and socially responsible.

Objective of the Programme:

1. Understand the Landscape of E-Commerce:
 - ☑ Explore current trends and innovations in the e-commerce industry.
 - ☑ Gain insights into the evolving dynamics of online commerce.
1. Master Digital Marketing Strategies:
 - ☑ Learn effective digital marketing strategies for expanding business reach.
 - ☑ Understand the role of content marketing, social media, email, and influencer marketing.
2. Harness the Power of Social Media Platforms:
 - ☑ Analyze the impact of different social media platforms on business expansion.
 - ☑ Discover strategies for leveraging social commerce.
3. Optimize Visibility with SEO:
 - ☑ Grasp the importance of SEO in enhancing online visibility.
 - ☑ Learn the latest trends and best practices in e-commerce SEO.
4. Embrace Mobile Commerce (M-Commerce) and Marketing
 - ☑ Understand the rise of mobile commerce and its significance.
 - ☑ Explore strategies for effective mobile marketing.
5. Enhance Customer Experience and Personalization:
 - ☑ Recognize the role of customer experience in e-commerce success.
 - ☑ Learn strategies for personalization in digital marketing.



[Type text]

Mr. SRINIVAS, presenting successful business owners also have the freedom to make their own decisions, control their own schedule, and pursue their passions.

Topics covered

Theresourcepersonexplainedabout

- ☐ **E-Commerce Landscape and Digital Marketing Strategies**
- ☐ **Overview of Current E-Commerce Trends**
- ☐ **Emerging Technologies in E-Commerce**
- ☐ **Effective Digital Marketing Strategies**
- ☐ **Social Media and E-Commerce**
- ☐ **Impact of Social Media Platforms**
- ☐ **Leveraging Social Commerce**
- ☐ **Best Practices for Social Media Marketing**
- ☐ **SEO for E-Commerce**
- ☐ **of SEO in E-Commerce**
- ☐ **Importance Latest Trends in E-Commerce SEO**
- ☐ **Practical Tips for Optimization**
- ☐ **Mobile Commerce and Marketing**
- ☐ **Rise of Mobile Commerce**
- ☐ **Strategies for Effective Mobile Marketing**
- ☐ **Case Studies on Successful M-Commerce Implementations**
- ☐ **Customer Experience and Personalization**


programme coordinator

[Type text]



Priyadarshini Institute of Technology & Science

Chintalapudi

Near Tenali

Guntur-522 306.

Under Management of INDIRA EDUCATIONAL Society, Hyderabad.

College Code:X2, Recognised by Govt of A.P.

Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada

LIST OF PARTICIPANTS

Name of the programme: one day seminar on Business Research Through Digital Channels

Date : 27.01.2020

S.NO	NAME OF THE PARTICIPANT	ROLL NO	COURSE & YEAR	SIGNATURE
1	BHARGAVI	19X21A0508	IIICSE	Bhargavi
2	BODAPATI NAVEEN	19X21A0509	IIICSE	B. Naveen
3	BODEPUDI PUJETHA	19X21A0510	IIICSE	B. Pujetha
4	BURADAGUNTA SRIHARI	19X21A0511	IIICSE	B. SRIHARI
5	CHIKKUDU DEVARAJU	19X21A0512	IIICSE	C. Devaraju
6	CHINTHAGUNTA SANDEEP	19X21A0513	IIICSE	C. Sandeep
7	DASARI NAGA JYOTHI	19X21A0514	IIICSE	D. NAGA Jyothi
8	D SAI PRAKASH	19X21A0515	IIICSE	D. Sai Prakash
9	ERUPOTHU SREE KAVYA	19X21A0516	III CSE	E. Prasad
10	GAJULA PRASAD	19X21A0517	IIICSE	G. Prasad
11	GARIKIPATI MAHATHI	19X21A0518	IIICSE	G. Mahathi
12	GEDAGAMMA DIVYA	19X21A0519	IIICSE	G. Divya
13	GEMMELI GANGABHAVANI	19X21A0520	IIICSE	G. Bhavani
14	GIDDAMAREPPA ASWINI	19X21A0521	IIICSE	G. Aswini
15	GONDIPALLI JAYANTHI	19X21A0522	IIICSE	G. Jayanthi
16	GORLE DILEEP KUMAR	19X21A0523	IIICSE	G. Dileep
17	GUDAPATI PRIYANKA	19X21A0524	IIICSE	G. Priyanka
18	GUDISE PRASANTH RAJU	19X21A0525	IIICSE	Prasanth Raju
19	GUDISEVA MEGHANA	19X21A0526	IIICSE	G. Meghana
20	GUNDIMEDA JAYASRI	19X21A0527	IIICSE	G. Jayasri
21	KADAPALA VANITHA	19X21A0530	IIICSE	K. Vanitha
22	KALLAM TIRUMALA	19X21A0531	IIICSE	K. Tirumala
23	KANAKALA SYAM	19X21A0532	IIICSE	K. Syam
24	KANNE GANTI PADMA SREE	19X21A0533	IIICSE	K. G. Padma
25	KARASALA SYAM BABU	19X21A0534	IIICSE	Syam Babu
26	KARRA BINDU	19X21A0535	IIICSE	K. Bindu
27	KARUMURI RAJESH	19X21A0536	IIICSE	K. Rajesh
28	K DHARANI CHOWDARY	19X21A0537	IIICSE	Dharani
29	KATTEPOGU RAMYA SRI	19X21A0538	IIICSE	K. Ramya Sri



Priyadarshini Institute of Technology & Science

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30	NAGALLA MURALI KRISHNA	21X21A0501	IIICSE	N. Murali Krishna
31	NAGAM VENKATESH	21X21A0502	IIICSE	N. Venkatesh
32	NAGASAIMANIKANTA GUNDIMEDA	21X21A0503	IIICSE	Mr. Nagai Sai Manikanta
33	NALLURI SAI RAMYA	21X21A0504	IIICSE	N. Sai Ramya
34	PALLA SUDHAMADHURI	21X21A0505	IIICSE	D. Sudhamadhuri
35	ABBURI BHARAT KUMAR	21X21A0506	IIICSE	A. Bharat Kumar
36	APPIKATLA YESHAIAH	21X21A0507	IIICSE	A. Yeshaiah
37	ARUMBAKA RAMYARASMI	21X21A0508	IIICSE	A. Ramyasasmi
38	ATLA SIVARAMA KRISHNA REDDY	21X21A0509	IIICSE	A.S. Krishna Reddy
39	AVANIGADDA ARUN PRASAD	21X21A0510	IIICSE	A.Arun prasad
40	AVULA GOPI	21X21A0511	IIICSE	A. Gopi
41	BODA SAI SUDHEER	21X21A0512	IIICSE	B. Sai Sudheer
42	BOMMU ANUSHA	21X21A0513	IIICSE	B. Anusha
43	BOMMU JAI DURGA KOMALI	21X21A0514	IIICSE	B. Durga Komali
44	BORUGADDA SAILAJA	21X21A0515	IIICSE	B. Sailaja
45	CHINTHA ARUNA	21X21A0516	IIICSE	C. Aruna
46	CHITTURI RAVINDRA	21X21A0517	IIICSE	C. Ravindra
47	CHOKKA PAVITHRA	21X21A0518	IIICSE	C. Pavithra
48	DASI MAHESH BABU	21X21A0519	IIICSE	D. Mahesh Babu
49	DATLA AVINASH VARMA	21X21A0520	IIICSE	DA. Varma
50	GALI RAM SAI	21X21A0521	IIICSE	G. RAM Sai


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PRIYADARSHINI INSTITUTE OF
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CHINTALAPUDI, Duggirala Mdl.
Guntur - 522 306



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Near Tenali

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DATE: 03-02-2020

CIRCULAR

All the students of civil engineering (CIVIL) DEPT are informed to attend a one day seminar on "Basics of Intellectual Property Rights" by P. T. BALA KRISHNA, Assoc professor, Priyadarshini institute of technology and science for women's tenali is being organized by our IPR cell on 05-02-2020

Venue: Class Room



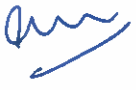




Timing: 10:30AM


PRINCIPAL

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PRIYADARSHINI INSTITUTE OF
TECHNOLOGY & SCIENCE
CHINTALAPUDI, Duggirala Mdl.
Guntur - 522 306

Copy To:

Signature of All HOD's

						
CIVIL	EEE	MECH	ECE	CSE	S&H	MBA

REGISTRATION FORM

Name:.....

Dept. :.....

Institution:.....

Address for Communication:
.....
.....

Mobile:.....

email:

last date of registration
05-02-2020



PROGRAM COMMITTEE:

CHIEF PATRON

Sri Ch. Ramarao

Chairman,

PATRON

Dr.N.Lakshmi Narayana

Principal,

Ch. Vijaya Lakshmi

Director/Secretary,

CONVENER

Dr.N.Lakshmi Narayana

Principal

COORDINATOR

Ch. Lakshmi Nagabala

IPR Cell

Resource Person:

P.T. BALAKRISHNA

Designation: ASSOCIATE PROFESSOR

Department:ECE

PRIYADARSHNI INSTITUTE OF
TECHNOLOGY &SCIENCE FOR WOMEN

Email ID:balakrishna.p@gmail.com

Contact number:.8885552818

ADDRESS FOR COMMUNICATION:

CH- Lakshmi Nagabala

Coordinator

PH.no- 8639779211

nagabalach@gmail.com



Priyadarshini Institute of Technology & Science, Chintalapudi

(Under The Management of
INDIRA EDUCATIONAL SOCIETY, Hyderabad)

College Code:X2,
Approved by AICTE, New Delhi &
Affiliated to JNTUK, Kakinada.

**A One day Seminar
on**

BASICS OF INTELLECTUAL PROPERTY RIGHTS

Date:

05-02-2020

Venue:

CLASS ROOM (Seminar Hall)

Organized by:

**Priyadarshini institute of Technology
& Science**

Chintalapudi, Duggirala (Guntur),

Andhra Pradesh -522 306

INDIA

About the Institute

Priyadarshini Institute of Technology and Science, was established in the year 2007 at Chintalapudi Village , Near Tenali, Guntur Dist., under Indira Educational Society with sole aim of providing quality Higher Technical Education to rural sector through its dedicated and committed staff. This opportunity made the students to become technologically superior and to serve the nation

This is AICTE approved institute under JNTUK university is ideally located at Tenali, Andhra Pradesh.

It has a campus spread over ten acres of land with beautiful eco-friendly surroundings. institute was operating from four storey building of 15 Acres of built up area, the Institute has over a short span of time acquired and developed impressive infrastructure, expertise and resources for imparting high quality Engineering Education.

It offer ug programs B.TECH IN CIVIL, EEE, MECHANICAL, ECE AND CSE, AI&DS AND TWO PG PROGRAMMES M.TECH (CSE), M.TECH (EMBEDED SYSTEM & VLSI), M.TECH (POWER SYSTEMS), M.TECH (STRUCTURAL ENGG) AND MBA & also offer DIPLOMA COURSES IN CIVIL, EEE, MECHANICAL, ECE.

About the IPR Cell

The main activities of IPR cell are as follows:

- i) The IPR cell can organize an IP clinic in which students can be asked to express some innovative ideas and the IPR cell can provide proper guidance on the scope of developing that idea into an innovative product.
- ii) To advise and guide the students and faculty on the importance of IPR, especially patents with the help of PIC.
- iii) To arrange periodic meetings of faculty members along with the Officer of PIC- Kerala for identifying patentable inventions.
- iv) To encourage faculty members to carry out patent searches in-house and/ or at PIC-Kerala and to fine-tune their research.
- v) To forward eligible cases for IP protection to PIC.



Objectives of the Programme

IPR protection gives your business a competitive advantage over other similar businesses.

IPR protection allows you to prevent unauthorized use of your intellectual property and works.

IPR enhances the value of your company and also opens avenues for collaborations and opportunities for generating income such as by entering into licensing agreements to exploit/work the invention/work.

IPR helps to attract clients and creates your brand value. For example, the consumers start identifying your products with the unique logo or registered trademark.

Topics to be covered

- A patent is an exclusive right granted to the inventor, to exclude others from using his invention in anymanner without his permission.
- It is pertinent to note that this invention can either be a product or a process,that encompasses a novel or innovative solution and that the same is industrially applicable.
- A trademark is a distinctive sign which helps the consumers in identifying the source of particular-goods or services.
- It can be in the form of text, word, numeral, phrase, symbol, design, signature, smell, shape, color, sound, packaging, texture or combination of any of these elements



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Chintalapudi

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Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada.

DATE: 05-02-2020

PROGRAMME REPORT

Programme Name	A One day seminar on Basics of Intellectual Property Rights
Resource Person	P. T. BALA KRISHNA, ASSOC PROFESSOR, PRIYADARSHINI INSTITUTE OF TECHNOLOGY AND SCIENCE FOR WOMEN'S TENALI ph no: 7661962726
Date of Activity	05-02-2020
Organized By	PRIYADARSHINI INSTITUTION OF ENGINEERING & TECHNOLOGY
Venue	Class room

Objective of the Programme

- IPR protection gives your business a competitive advantage over other similar businesses.
- IPR protection allows you to prevent unauthorized use of your intellectual property and works.
- IPR enhances the value of your company and also opens avenues for collaborations and opportunities for generating income such as by entering into licensing agreements to exploit/work the invention/work.
- IPR helps to attract clients and creates your brand value. For example, the consumers start identifying your products with the unique logo or registered trademark.



Topics covered

A patent is an exclusive right granted to the inventor, to exclude others from using his invention in any manner without his permission. It is pertinent to note that this invention can either be a product or a process, that encompasses a novel or innovative solution and that the same is industrially applicable.

A trademark is a distinctive sign which helps the consumers in identifying the source of particular goods or services. It can be in the form of text, word, numeral, phrase, symbol, design, signature, smell, shape, color, sound, packaging, texture or combination of any of these elements.

Copyright refers to the rights granted to creators, authors, artists, and composers for their 'original' creative work or to performers, artists, and broadcasters for the related rights. Like patent laws, copyright is also a monopolistic right.

Copyright gives exclusive right to sell, publish and reproduce, any literary, musical, dramatic, artistic or architectural work created by the author.

Trade secrets are an important aspect of IPR law. As the name suggests, it refers to the secrets of a business, which helps it gain an economic advantage over others. In case the trade secret is leaked, the business may suffer numerous losses and irreparable damage to reputation.

Trade secrets can be in the form of confidential information, data, formula, composition, process, design, method or compilation or combination of one or more, which should remain with the business alone.



.On 05.02.2020 from our college students and faculties have participated in the A One day seminar of basics of intellectual property rights.

OUTCOMES OF PROGRAMME:

The students and faculty learned about recognizing the benefits of “intellectual property rights basics for students”.

They gain the knowledge on:

- ensure that the trade secret is stored in a safe and secure manner by deploying physical as well as electronic security
- Restrict access to the trade secret to only those individuals who must need to know that information,
- Follow the measures of marking confidential information,
- Draft and enforce non-disclosure and confidentiality agreements with all employees, vendors or third parties,
- Assess risks to trade secret breaches and action mitigation plan accordingly,
- Establish procedures and policies in the system by design, to ensure the security of trade secrets,
- Conduct awareness sessions and training for employees,
- Conduct exit interviews with employees leaving the business to ensure the return of all confidential information.


Programme coordinator



Priyadarshini Institute of Technology & Science

Chintalapudi

Near Tenali

Guntur-522 306.

Under Management of INDIRA EDUCATIONAL Society, Hyderabad.

College Code:X2, Recognised by Govt of A.P.

Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada

LIST OF PARTICIPANTS

Name of the programme: A One day seminar intellectual property rights basics for students"

Date: 05-02-2020

S.No	Name of the Participant	Roll No	Course & year	Signature
1	G ASWIN KUMAR	15X21A0113	CIVIL IV-II	G. Aswin Kumar
2	A.REVATHI	16X21A0101	CIVIL IV-II	A. Revathi
3	A.SHARON KUMAR	16X21A0102	CIVIL IV-II	A. Sharon Kumar
4	B.YOGESHWARA RAO	16X21A0103	CIVIL IV-II	B. yogeshwara rao
5	B.PAVAN KUMAR	16X21A0104	CIVIL IV-II	B. Pavan Kumar
6	B.SAI	16X21A0105	CIVIL IV-II	B. Sai
7	E.BHAVANA BAI	16X21A0106	CIVIL IV-II	E. Bhavana Bai
8	G.NAGA PHANINDRA	16X21A0107	CIVIL IV-II	G. Naga phanindra.
9	G.KAMALA	16X21A0108	CIVIL IV-II	G. kamala
10	K.HARINADH REDDY	16X21A0111	CIVIL IV-II	K. harinadh Reddy
11	K.LAKSHMI PRASANNA	16X21A0113	CIVIL IV-II	k. lakshmi Prasanna.
12	L.NAGA RAJU	16X21A0116	CIVIL IV-II	L. Naga raju
13	P.NAGAMANI	16X21A0119	CIVIL IV-II	P. Nagamani
14	P.PAPA	16X21A0120	CIVIL IV-II	P. Papa
15	KROVI SAI BABA	17X21A0107	CIVIL III-II	k. sai Baba.
16	MADIRA NAVEEN	17X21A0108	CIVIL III-II	MADIRA NAVEEN
17	PODILI CHANDRADEV	17X21A0110	CIVIL III-II	Podili chandradev
18	SHAIK ISMAIL ZABIULLAH	17X21A0112	CIVIL III-II	Sk. Ismail Zabiullah
19	TADIKONDA MANI GOPAL	17X21A0113	CIVIL III-II	T. MANI GOPAL

20	TALARI RAVALI	17X21A0114	CIVIL III-II	TALARI RavalI
21	AKULA SRINIVAS RAO	18X25A0101	CIVIL III-II	A. Srinivas Rao
22	ALTHI KRUSHNAMURTHY	18X25A0102	CIVIL III-II	B. Raja kumar
23	BANALA RAJA KUMAR	18X25A0103	CIVIL III-II	B. eswararao
24	BELLANA ESWARARAO	18X25A0104	CIVIL III-II	B. Suresh Rao
25	BHEEMAVARAPU KAVYA	18X25A0105	CIVIL III-II	B. kavayii
26	BHIMAVARAPU SAIGOPI	18X25A0106	CIVIL III-II	B. Sai Gopi
27	DAVULURI UDAY KIRAN	18X25A0107	CIVIL III-II	D. Uday Kiran.
28	KABOTHU ASHOK KUMAR	18X25A0109	CIVIL III-II	K. Ashok kumar.
29	KAGITA SRINIVASA RAO	18X25A0110	CIVIL III-II	K. srinivasa Rao
30	KANIKINENI NAVYA SRI	18X25A0111	CIVIL III-II	K. Navya sri.
31	CHINTALA SHASHANK YADAV	18X21A0101	CIVIL II-II	Ch. shashank yadav.
32	CHUNDURU GOPINATH	18X21A0102	CIVIL II-II	C. Gopinath
33	GAVINI SIVA RAMA KRISHNA	18X21A0103	CIVIL II-II	G. SIVA RAMA
34	GUNDALA KALYAN	18X21A0104	CIVIL II-II	G. kalyan.
35	KANAPALA DEEPTHI	18X21A0105	CIVIL II-II	K. Deepthi
36	PATI NAGA SAI	18X21A0110	CIVIL II-II	P. Naga sai
37	PENUMALA SANDEEP KUMAR	18X21A0112	CIVIL II-II	sandeep kumar
38	PERIKALA RAJESH	18X21A0113	CIVIL II-II	P. Rajesh
39	POMKAM KUNAL KUMAR YADAV	18X21A0114	CIVIL II-II	P kunal kumar yadav
40	VANAPARTHI SRINIVASULU	18X21A0116	CIVIL II-II	V. SRINIVASULU


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Guntur - 522 306



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Chintalapudi

Near Tenali

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College Code:X2, Recognised by Govt of A.P.

Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada.

DATE: 14.02.2020

CIRCULAR








All the students of CSE II & III YEAR are informed to attend "A One day seminar on "Entrepreneurial Decision Making" by Mr. SAMBA SIVA, Asst Professor, KCPG COLLEGE is being organized by our EDC Cell on 17.02.2020

Venue: CSE Class Room

Timing: 10:30AM


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PRIYADARSHINI INSTITUTE OF
TECHNOLOGY & SCIENCE
CHINTALAPUDI, Duggirala Mdl.
Guntur - 522 306

Copy To:

SIGNATURE OF ALL HOD'S						
						
CIVIL	EEE	MECH	ECE	CSE	S&H	MBA

REGISTRATION FORM

Name:.....

Dept. :.....

Institution:.....

Address for Communication:

.....

.....

Mobile:.....

email:

**last date of registration
: 17.02.2020**



PROGRAM COMMITTEE:

CHIEF PATRON

Sri Ch. Ramarao

Chairman,

PATRON

Dr.N.Lakshmi Narayana

Principal,

Ch. Vijaya Lakshmi

Director/Secretary,

CONVENER

Dr.N.Lakshmi Narayana

Principal

COORDINATOR

Durga Bhavani. D

EDC Cell

Resource Person:

Mr. SAMBA SIVA

Name: Dr./Mr./Mrs. Mr. SAMBA SIVA

Designation: Asst Professor,

Department: MBA

Address: KCPG COLLEGE

Email ID: sambasiva56@gmail.com

Contact number:

ADDRESS FOR COMMUNICATION:

Durga Bhavani. D

Coordinator

PH.no- 9160780660

bhavani.dhulipudi@gmail.com



Priyadarshini Institute of Technology & Science, Chintalapudi

(Under The Management of
INDIRA EDUCATIONAL SOCIETY, Hyderabad)

College Code:X2,

Approved by AICTE, New Delhi &
Affiliated to JNTUK, Kakinada.

A Seminar

on

**“ENTREPRENEURIAL
DECISION MAKING”**

Date:

17.02.2020

Venue:

MBA Class Room

Organized by:

**Priyadarshini institute of Technology
& Science**

Chintalapudi, Duggirala (Guntur),

Andhra Pradesh -522 306

INDIA

About the Institute

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This is AICTE approved institute under JNTUK university is ideally located at Tenali, Andhra Pradesh. It has a campus spread over ten acres of land with beautiful eco-friendly surroundings. institute was operating from four storey building of 15 Acres of built up area, the Institute has over a short span of time acquired and developed impressive infrastructure, expertise and resources for imparting high quality Engineering Education.

It offer ug programs B.TECH IN CIVIL, EEE, MECHANICAL, ECE AND CSE, AI&DS AND TWO PG PROGRAMMES M.TECH (CSE), M.TECH (EMBEDED SYSTEM & VLSI), M.TECH (POWER SYSTEMS), M.TECH (STRUCTURAL ENGG) AND MBA & also offer DIPLOMA COURSES IN CIVIL, EEE, MECHANICAL, ECE.

About the ED Cell

This cell is formed to develop awareness on Entrepreneurship among the Students& Develop the advanced skill of creativity and innovative thinking, ed cell inspire students to take initiatives and accept responsibilities to thrive in the challenging world to become Employment creators than seekers.

It provides knowledge and mentor students for identification and development of their innovative ideas. as per the interest of students, various seminars and workshops are organized in the college which helps to encourage the students as an entrepreneur

Objectives of the Programme

- Decision matrix
- Pros and cons list
- Pareto analysis
- Scenario planning
- Mind mapping

Topics to be covered

- Understand your company's business – make sure you have all of the critical information that impacts the business
- Results oriented – think about the possible outcomes of your decision and understand how they impact both short and long-term company goals
- 360 Feedback – get feedback from other departments, your manager, your peers, your accountability partner





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Approved by AICTE, New Delhi & Affiliation to JNTU Kakinada.

DATE: 19.02.2020

PROGRAMME REPORT

Programme Name	A One day seminar on Entrepreneurial Decision Making
Resource Person	Mr. SAMBA SIVA, Asst Professor, KCPG COLLEGE,
Date of Activity	17.02.2020
Organized By	Priyadarshini institute of Technology & Science
Venue	CSE CLASS ROOM

Objective of the Programme

Entrepreneurial decision-making can be defined as choice that entrepreneurs make when seeking to exploit identified chances for market success. Attempts to conceptualize decision-making try to identify different styles of cognitive processes stemming from entrepreneurs' tendencies towards certain ways of collecting, processing, and responding to information when making business decisions. This is based on an individual's cognitive style, personal characteristics, perception patterns, and the characteristics of their decision-making processes.

A SWOT analysis is a simple but powerful tool that helps you identify the strengths, weaknesses, opportunities, and threats of your business idea, project, or strategy. By listing and comparing these four factors, you can gain a better understanding of your competitive advantage.

Decision matrix

A decision matrix is a tool that helps you compare and rank different alternatives based on multiple criteria. For example, if you are considering launching a new product, you can use a decision matrix to evaluate each option based on factors such as cost, revenue, customer demand, feasibility, and quality.



Mr., demonstrating creativity, innovation and skill-taking abilities, SWOT analysis

On 17.02.2020 from our college students and faculties have participated in the if you are considering launching a new product, you can use a decision matrix to evaluate each option based on factors such as cost, revenue, etc.,

Pros and cons list

A pros and cons list is a tool that helps you weigh the advantages and disadvantages of a single option or decision.

Pareto analysis

A Pareto analysis is a tool that helps you focus on the most important and impactful aspects of a problem or situation. It is based on the Pareto principle, which states that 80% of the effects come from 20% of the causes

Scenario planning

Scenario planning is a tool that helps you anticipate and prepare for different possible outcomes of your decision. It involves creating and exploring various scenarios based on different assumptions, variables, and uncertainties.

Mind mapping

Mind mapping is a tool that helps you organize and visualize your thoughts, ideas, and information in a creative and intuitive way. It involves creating a diagram that starts with a central topic and branches out into subtopics, keywords, images, and connections.

Topics covered

Entrepreneurs are considered serial decision makers because they make lots of decisions every day and are generally wired to be risk takers and aren't afraid of learning from their mistakes. Decision-making usually comes easier to entrepreneurs

Good decisions require a person to use a number of characteristics: experience, intuition, intelligence, awareness of the business environment, good listening skills and the ability to react when necessary. Here are some tips from entrepreneurs regarding making good business decisions:

- Understand your company's business – make sure you have all of the critical information that impacts the business
- Results oriented – think about the possible outcomes of your decision and understand how they impact both short and long-term company goals
- 360 Feedback – get feedback from other departments, your manager, your peers, your accountability partner
- Be Calm – if you are getting overwhelmed by all of the information, stop and take some deep breaths so you can once again focus on the decision at hand
- Keep moving forward – focus on what is best for your company; don't put off important decisions and don't continuously worry about past mistakes
- Continue improving – learn what went right and what went wrong and use that information as you make future decisions

Outcomes of Programme:-

The students and faculty learned about the Entrepreneurial Decision Making

They gain Knowledge on

Gather all the relevant information

Before making any decision, it's essential to gather all the relevant information. This includes researching market trends, analyzing data, and consulting with experts in the field. By having a complete understanding of the situation, you can make informed choices that will positively impact your business and personal life.

Consider all possible outcomes

When making a decision, it's essential to consider all possible outcomes. This means weighing the pros and cons of each option and considering the potential risks and rewards. By taking a comprehensive approach to decision-making, you can avoid making impulsive choices that could lead to negative consequences.



- On 17.02.2020 form our college students and faculties have participated -360 Feedback – get feedback from other departments, your manager, your peers, your accountability partner.

Set clear goals and priorities

Before making any decision, it's crucial to set clear goals and priorities. This means defining what you want to achieve and identifying the most important factors that will help you reach your objectives. By having a clear vision of what you want to accomplish, you can make decisions that align with your goals and priorities.

Seek input from others

Don't be afraid to seek input from others when making a decision. This can include consulting with colleagues, mentors, or even your customers. By getting feedback from others, you can gain valuable insights and perspectives that can help you make more informed decisions.


Programme coordinator



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College Code:X2, Recognised by Govt of A.P.

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LIST OF PARTICIPANTS

Name of the programme: A one day seminar on Entrepreneurial Decision Making

Date : 17.02.2020

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