

**A.S.D GOVT.DEGREE COLLEGE FOR WOMEN**

**AUTONOMUS, KAKINADA**

**DEPARTMENT OF MICROBIOLOGY**

**2019-2020**



**One Day Faculty Development  
Programme**

**On**

*Intellectual Property Rights: Patent Laws and  
Technological Advances in Indian Perspective*

**13 February 2020**

**Under Internal quality Assurance Cell**

# A.S.D GOVT.DEGREE COLLEGE FOR WOMEN

AUTONOMOUS, KAKINADA

DEPARTMENT OF MICROBIOLOGY

2019-2020



## INVITATION

*We are glad to inform that the Department of Microbiology going to organize a One Day faculty Development Programme on Intellectual Property Rights: Patent Laws and Technological Advances in Indian Perspective on 13-02-2020 at 10:00 AM in the seminar hall; we invite all the lecturers and Students to the event to make it a grand success.*

*H. Suvarchala*  
PRINCIPAL  
A.S.D.GOV.T.DEGREE COLLEGE (W)  
AUTONOMOUS  
KAKINADA

Principal

**A.S.D GOVT.DEGREE COLLEGE FOR WOMEN**

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**DEPARTMENT OF MICROBIOLOGY**

**2019-2020**



**CIRCULAR**

It is hereby informed to all I, II & III Year of CBMC and CBZ students that Department of Microbiology going to organize a One Day faculty Development Programme on **Intellectual Property Rights: Patent Laws and Technological Advances in Indian Perspective** on 13-02-2020 at 10:00 AM in the seminar Hall .

*H. Suvachala*

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KAKINADA

# A.S.D. GOVT. DEGREE COLLEGE FOR WOMEN (A)

## Department of Microbiology

### Activity Register 2019-2020

Date	13-02-2020
Conducted through (DRC/JKC/ELF/NCC/NSS/Dep etc.)	<b>Department of Microbiology</b>
Nature of Activity (Seminar/Workshop/Extn.Lecture etc.,)	<b>Faculty Development Programme</b>
Title of the Activity	<b>Intellectual Property Rights: Patent Laws and Technological Advances in Indian Perspective</b>
Resource Persons	<b>Dr. P. Veera Bramhachari, Senior Faculty Dept. of Biotechnology, Krishna University, Machilipatnam.</b> <b>Dr. N. Nageswara Rao Reddy, Assistant Professor, GITAM University, Visakhapatnam.</b>
Name of the Department/Committee	<b>Department of Microbiology</b>
No. of students participated	128
Brief Report on the activity	This activity has been planned to create awareness on IPR and patenting the developed technologies and to promote the research. As teachers of Degree Colleges we need to inculcate the research and to stimulate the innovative entrepreneurship among the youth that will help the society as a whole. Resource persons enlightened on significance of IPR and its role in changing the national and global innovation landscape and participants understand the procedures to convert the research outcome in to patents and commercialization of technologies.
Name of the Lecturers who Planned & conducted the activity	Dr. K. Aruna
Signature of the Dept. In-Charge/Convener of the Committee	
Signature of the Principal	<i>M. Suvarchala</i>

## Report

One day One Day faculty Development Programme on **Intellectual Property Rights: Patent Laws and Technological Advances in Indian Perspective** on 13-02-2020 programme began with Inaugural session. Principal Ms. M. Suvarchala addressed the participants and students on importance of IPR .She spoke on how to protect our intellectual assets through patents and its benefit. The convenor Dr. K. Aruna, Lecturer in Microbiology spoke on the theme of the workshop. She mentioned the significance of IPR and its role in changing the national and global innovation landscape and why registration of Intellectual property is important. Then Organizing Secretary Ms. V. Anantha Lakshmi, Lecturer in Chemistry introduce the Resource Person, Dr. P. Veera Bramhachari, Senior Faculty Department of Biotechnology, Krishna University, Machilipatnam and Dr. S. Priyadarshini, Lecturer in Chemistry introduced another Resource Person Dr. N. Nageswara Rao Reddy, Assistant Professor, Department of Biochemistry & Bioinformatics, GITAM University, Visakhapatnam. The Resource person Dr. P. Veera Bramhachari gave keynote address on the workshop. He mentioned the benefits of Intellectual property rights and registration of IP helps the owner to exclude third parties from using the creation in an unauthorized manner. It enhances motivation to disseminate scientific and technological information which in turn stimulates research and development for improvement of the quality of life. He conveyed the objectives of revised Indian National IPR Policy in the year 2016, to foster innovation & Creativity in the area of Technology, Science and Humanities by nurturing new ideas and research, in an ethical environment and to exploit the full potential of intellectual property for the Economic, Social and Cultural development of the Nation. Dr. N. Nageswara Rao Reddy another Resource person addressed on Geographic Indications and mentioned that IPR is a long term investment and how we can derive through our intellectual ability. Dr. D .Chenna Rao Vice- President and IQAC Coordinator mentioned on role of IQAC in conducting innovative programmes at the institutional level and role of technology transfer. He proposed the vote of thanks. The first session started after the Tea-break, 77 staffs and 51 students participated in the workshop.

The first session began at 11:00 AM. The resource Person Dr. P. Veera Bramhachari began the session and mentioned that IPR is the “**New Wealth of the Nation**”. He touched up on forms of Intellectual Property and categorized into industrial property and copyrights. **Industrial property** includes patents, trademarks, industrial designs and geographic indication of source. **Coy rights** nothing but exclusive rights to print, publish and record. He explained types of patents, parts of patent application and procedure to convert research

outcome from lab to land technology. He addressed on Patent acts. He mentioned about **Startup India** is an initiative of the Government of India in 2015 that aims at promoting and encouraging the entrepreneurial spirit amongst its citizens and to generate employment amongst the unemployed via start-ups. In 2016, the government of India launched the **Startup India Scheme** as an initiative to promote the new Startups of the nation by providing startup funding support, guidance, and industry-academia partnership & incubation opportunities. He explained the impotence of govt. initiatives like Make India, Digital India, Smart India and Skilled India. After the lecture there was the discussion section from 1:00 to 1:15 PM then lunch break.

At 2:15 PM the second session commenced and the Resource Person Dr. N. Nageswara Rao Reddy deals with the topic “Geographical Indication –an Indian Context. He created awareness on what are geographical indications. He compared differences between Indian and western countries in storage of Indigenous knowledge.

He explained what is a **Geographical Indication?**

- It is an indication
- It originates from a definite geographical territory.
- It is used to identify agricultural, natural or manufactured goods
- The manufactured goods should be produced or processed or prepared in that territory.
- It should have a special quality or reputation or other characteristics

**Examples of possible Indian Geographical Indications.**

- Basmati Rice
- Darjeeling Tea
- Kanchipuram silk saree
- Nagpur orange
- Kolhapuri chappal
- Bikaneri bhujia
- Agra petha

**What is the benefit of registration of geographical indications?**

- It confers legal protection to Geographical Indications in India
- Prevents unauthorised use of a Registered Geographical Indication by others
- It provides legal protection to Indian Geographical Indications which in turn boost exports.
- It promotes economic prosperity of producers of goods produced in a geographical territory.

He discussed the applications and features of geographical indications like agricultural products, cheese, olive oil, tea and wine. He imparted knowledge on 361 GI tags and legal aspects for various products available in India as well as Andhra Pradesh. As a part of GI tags, he suggested to upload traditional knowledge in e-commerce knowledge portal in website. He enlighten on GI tags registration process step by step in 10stages and how to get patent for a product using Indian patenting website. After lecture at 4:30 pm there was an interaction session with participants and then tea break. At 4:45 pm there was Valedictory Session and participants gave their feedback on the programme and after that the Principal and the Resource Persons distributed Certificates to the participants and Principal felicitated the Resource persons. Organizing Secretary Ms. V. Anantha Lakshmi, Lecturer in Chemistry proposed the vote of thanks. The session ended at 5:30 PM with National Anthem.



**Inaugural Session: One Day Faculty Development Programme on Intellectual Property Rights on 13-02-2020**







**Felicitation to Dr. P. Veera Bramhachari**



**Felicitation to Dr. N. Nageswara Rao Reddy**

## Press Coverage

# ఆధునిక సాంకేతిక అభివృద్ధి అంశాలపై వర్క్ షాపు



కార్యక్రమాన్ని ప్రారంభిస్తున్న అధ్యాపక బృందం, ఇతర సంస్థల ప్రతినిధులు

**కాకినాడ, ఫిబ్రవరి 13 (ఆంధ్రజ్యోతి):**

జగన్నాథపురం అన్నవరం సత్యదేవి ప్రభుత్వ మహిళా డిగ్రీ కళాశాలలో గురువారం మైక్రో బయాలజీ ఆధ్వర్యంలో ఐక్య వీసీ సంస్థ సహకారంతో మేధో సంపత్తి హక్కులు, పేటెంట్ సూత్రాలు, భారతీయ నేపథ్యంలో ఆధునిక సాంకేతిక అభివృద్ధి అనే అంశాలపై వర్క్ షాప్ నిర్వహించారు. ఈ సందర్భంగా ప్రెస్నిపాల్ ఎం.సువర్చల మాట్లాడుతూ ఆవిష్కరణలను వృద్ధిలోకి తీసుకురాకపోతే బావితరాలకు నష్టం కలుగుతుందన్నారు. కృష్ణా యూనివర్సిటీ సీనియర్ ప్యాకల్టీ డాక్టర్ పి.వీరబ్రహ్మచారి కీలక ఉపన్యాసం చేశారు. మేధో సంపత్తి హక్కులు సక్రమంగా ఎలా వినియోగించుకోవాలి, తద్వారా కొత్త సూత్రాలు, పద్ధతులను ఎలా అవలంబించాలనే అంశాలపై మాట్లాడుతూ గీతం యూనివర్సిటీ అసిస్టెంట్ ప్రొఫెసర్ డాక్టర్ ఎన్.నాగేశ్వరరావు రెడ్డి మాట్లాడుతూ విద్యార్థులు నూతన ఆవిష్కరణలకు శ్రీకారం చుట్టాలని తద్వారా ఒకరి కింద ఉద్యోగం చేసే పరిస్థితి నుంచి బయటపడి మరొకరికి ఉద్యోగం ఇచ్చే స్థాయికి ఎదగాలన్నారు. కళాశాల ఐక్య వీసీ కో ఆర్డినేటర్ డాక్టర్ డి.చెన్నారావు, అటానమిక్ కోఆర్డినేటర్ బి. బద్దినారాయణరావు, రూసా కో ఆర్డినేటర్ డాక్టర్ బి.అనిత, మైక్రో బయాలజీ శాఖాధిపతి డాక్టర్ కె.అరుణ, ఆర్గనైజింగ్ కార్యదర్శి వి.అనంతలక్ష్మి తదితరులు పాల్గొన్నారు.

## సూతనే ఆవిష్కరణల దిశగా అడుగులు వేయాలి

జగన్నాథపురం, న్యూస్ టుడే: నూతన ఆవిష్కరణల దిశగా విద్యార్థులు అడుగులు వేయాలని కృష్ణా విశ్వవిద్యాలయం ఆచార్యులు పి.వీరబ్రహ్మచారి అన్నారు. కాకినాడ లోని అన్నవరం సత్యదేవి ప్రభుత్వ డిగ్రీ కళాశాలలో మైక్రోబయాలజీ విభాగం ఆధ్వ

ర్యంలో గురువారం 'మేధో సంపత్తి హక్కులు- సూత్రాలు' అనే అంశంపై నిర్వహించిన సదస్సులో ఆయన పాల్గొన్నారు. ఈ సందర్భంగా మాట్లాడుతూ మేధో సంపత్తి హక్కుల (పేటెంట్ రైట్స్)ను ఏ విధంగా పొందాలో విద్యార్థులకు వివరించారు. గీతం



కార్యక్రమంలో పాల్గొన్న కళాశాల నిర్వాహకులు, అతిథులు

విశ్వవిద్యాలయం ఆచార్యులు ఎన్. నాగేశ్వర రావు రెడ్డి మాట్లాడుతూ విద్యార్థులు నూతన ఆవిష్కరణలు కనిపెట్టి, సొంతంగా పరిశ్రమల స్థాపనకు కృషి చేయాలన్నారు. ఈ కార్యక్రమంలో ప్రెస్నిపాల్ సువర్చల, అధ్యాపకులు అరుణ, చెన్నారావు, బదరీనారాయణ, అనిత తదితరులు పాల్గొన్నారు.



**Lightening the Lamp by the Dignitaries**





**Session I: Dr. P. Veera Bramhachari addressing on IPR: Patent Laws and Technological Advances in Indian Perspective**



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