



**Department of Management Studies**  
in association with  
**Department of Research and Development - IPR Cell**  
Organizes  
A Faculty Development Program On

## **Integrating IPR into Business Strategy: A management approach**

 31 August 2024 | 09:30 AM

 NHCIE

**Speaker**

**Dr. Agalya V**

Head - IPR Cell, Department of R & D, NHCE



**Event Coordinator**

**Ms. Saumi Roy**  
Innovation Ambassador

**Conveners**

**Dr. V Revathi**  
DEAN - R&D

**Dr. Rose Kavitha**  
Professor & HOD -MBA

**Dr. Manjunatha**  
Principal



# **NEW HORIZON COLLEGE OF ENGINEERING**

**Department of Research & Development -IPR CELL**

**&**

**Department of Management**

**Studies**

**with**

**Department of Information Science**

**Event Name: Faculty Development Program on  
“Integrating IPR into Business Strategy: A Management  
Approach”**

**Event Report:**

The department of Research & Development in association with Department of Management and Department of Information Science has conducted FDP on Integrating IPR into Business Strategy: A Management Approach ‘on 31<sup>st</sup> August 2024 at Computer Lab -1 Second floorC block NHCE. Dr. Agalya. Professor & Associate Head was the Resource Person and this program mainly focused on Intellectual Property Rights (IPR) and its crucial role in maximizing innovation with scientific research. It aims to equip faculty members and researchers with knowledge about effective IPR strategies to protect and commercialize their innovations.

Dr. Agalya V. delivered an insightful session on patent writing, addressing various subtopics from the patent draft in detail, accompanied by examples.

The topics covered included:

- Understanding the fundamentals of IPR and patents
- Strategies for protecting scientific research through IPR
- Legal aspects and filing procedures for patents
- Opportunities for commercialization and innovation management

The session was attended by 24 participants and was highly informative and beneficial to all attendees

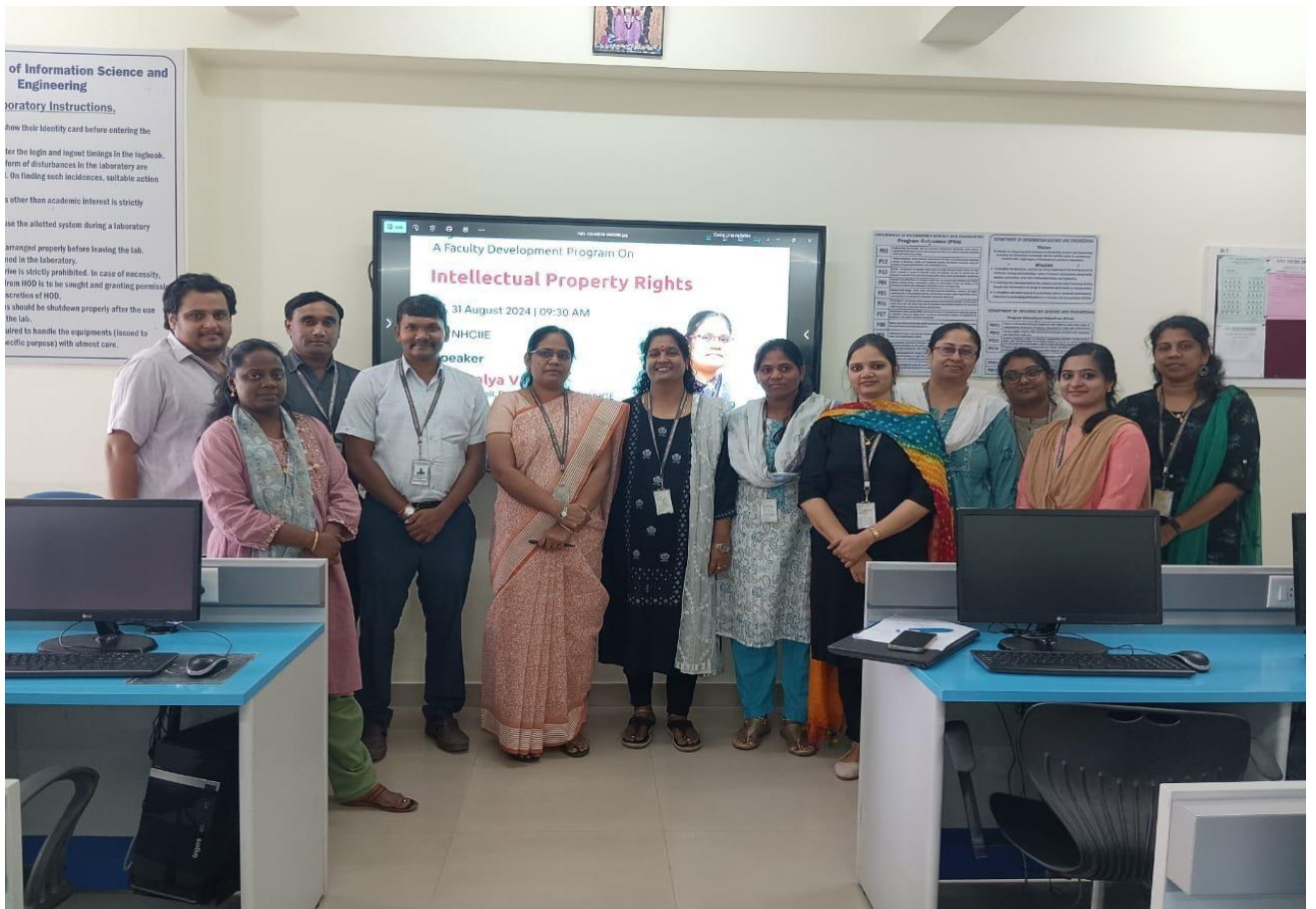
**Event Initiated and conduction details:**

DATE: 31<sup>st</sup> August 2024

TIME: 9:30 AM

VENUE: Computer Lab -1 Second floor C block NHCE






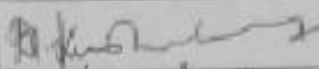

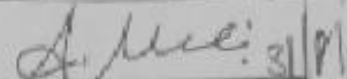

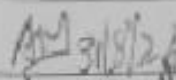
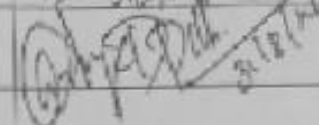

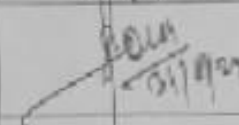
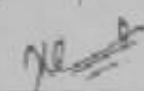


# NEW HORIZON COLLEGE OF ENGINEERING

New Horizon Knowledge Park, Ring Road, Marathalli  
Autonomous College Permitted to UTE, Approved by AICTE & UGC  
Accredited by NAAC with 'C' Grade, Affiliated to JGU


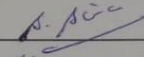
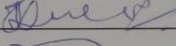




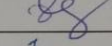
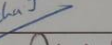
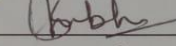
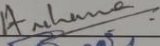
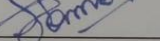
## Department of Management Studies

### Faculty List - 2024-25

Sl.No	Employee Name	Designation	Signature
1	Dr Rose Kavitha	HOD & Professor	
2	Dr. Priyameet Kaur Keer	Associate Prof	 31/8/24
3	Dr. D Krishna Kumar	Associate Prof	
4	Dr. Dhanalakshmi R V	Associate Prof	 31/8/24
5	Mr. Seshu A N	Sr. Assistant Prof	 31/8/24
6	Ms. Saumi Roy	Sr. Assistant Prof	 31/8/24
7	Ms. Shalini S N	Assistant Prof	
8	Ms. Ankita. Jeewankar	Assistant Prof	 31/8/24
9	Ms. Aiswarya D Pillai	Assistant Prof	 31/8/24
10	Mr Rajat Hubballi	Assistant Prof	
11	Mr. Madhuraj CA	Assistant Prof	 31/8/24
12	Mr. Shivashish Gaur	Assistant Prof	 31/8/24
13	Mr Naresh K V	Assistant Prof	

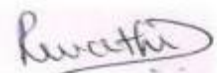
**NEW HORIZON COLLEGE OF ENGINEERING**  
**DEPARTMENT OF INFORMATION SCIENCE AND ENGINEERING**  
**Event : Intellectual Property Rights**  
Faculty Attendance

Date: 31/08/2024

Sl.No	Name of the Faculty	Designation	Signature
1	Dr. Arvind S Kapse	Professor	
2	Dr. Sivaramkrishnan S	Asso Prof	
3	Mrs. J Karthiyayini	Sr. Asst .Prof	
4	Mrs. Divya K V	Sr. Asst .Prof	
5	Mrs. Shalini A	Sr. Asst Prof	
6	Ms. Shruthi	Sr. Asst Prof	
7	Mrs. Krishnaveni	Asst Prof	
8	Ms. Bibiana Jeniffer	Asst Prof	
9	Ms. Neha Jadhav	Asst Prof	
10	Ms. Shubhi Srivastava	Asst Prof	
11	Ms. Archana Das	Asst Prof	
12	Ms. K Thamarai Selvi	Asst prof	



Associate Head- R&D



Dean R&D