



# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

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L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

## Master of Business Administration

**Report on Event attended by Dr.O.Naresh as Resource Person for  
Workshop on World IPR DAY Celebrations a session IPR and IP  
Management for Startups on 26<sup>th</sup> April,2024 at KBN College  
Vijayawada.**

<b>Event Name</b>	<b>Workshop on World IPR DAY Celebrations a session IPR and IP Management for Startups on 26<sup>th</sup> April,2024 at KBN College Vijayawada.</b>
<b>Event type/Name</b>	One Day <b>Workshop.</b>
<b>Date/duration</b>	26-04-2024 (One day)
<b>Resource person/Organiser</b>	Dr. O. Naresh, Faculty MBA, LBRCE / Organized by Department of Management Studies, NRI Institute of Information Technology, Agiripalli.
<b>Name of Convener</b>	Dr. Ravi Kiran, HOD, Master of Business Administration, KBN College, Vijayawada.
<b>Target audience</b>	70
<b>Total No. of participants</b>	65
<b>Objective the event</b>	A workshop on Understanding the different types of IPRs and make the initiative by the students to become an entrepreneur
<b>Description about the event:</b>	Dr. O. Naresh was invited as a resource person to present the views on different types of IPRs, how to manage the Intellectual Properties by the newly started businesses especially Startups.



GPS Map Camera



Vijayawada, Andhra Pradesh, India

22-15-88/102, Satyanarayana Puram, Kothapet, Vinchipeta, Vijayawada, Andhra Pradesh

520001, India

Lat 16.523603°

Long 80.612344°

26/04/24 09:55 AM GMT +05:30

Google



GPS Map Camera



Vijayawada, Andhra Pradesh, India

9-42-104, Kummaripalem, Vinchipeta, Vijayawada, Andhra Pradesh 520001, India

Lat 16.523674°

Long 80.612375°

26/04/24 09:37 AM GMT +05:30

Google



**Dr. A. Adishesha Reddy  
Prof. & HOD, MBA Dept.**