



Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell Report of
the Event Conducted Department of
Management -BBA

In Association with Research and IPR Cell (ANYESHANA)

Department*: BBA

Date of Report: 12/03/2026

Sl. No.	Particulars	Event related Details			
1.	Event*	Research and IPR Cell -Event on IPR			
2.	Title of the Event	Student Awareness Programme on IPR			
3.	Date of Conduction	12-03-2026	4.	Time -11:00- 12:00 PM	
5.	Venue	Room No.212, 2 nd Floor, Building no.13			
6.	Resource Person 1 Details (Profile to be enclosed)	Dr. Sowmya D N			
7.	Topics Covered	The session covered key areas such as patents, copyrights, trademarks, industrial designs, trade secrets, and the process of securing intellectual property.			
8.	Resource Person 2 Details (Profile to be enclosed)	NIL			
9.	Topics Covered	NIL			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal: 3	External: Nil		
11.	No. Student Participants	Internal: 75	External: Nil		
12.	Faculty Coordinator/s	Prof. Nagarajeswari M, Assistant Professor, DSCASC Dr. Puja Sharma, Assistant Professor, DSCASC Dr. R Pavithra, Assistant Professor, DSCASC			
13.	Student Coordinator/s	Surabhi, Aiswarya, Rohini, Preetham,			
14.	Total Expenditure	3757	15	Sponsors and Amount (if any)	NIL
16.	Agenda of the Event	NA	17.	Provide the link of the report uploaded on College Website	Nil
18.	Social Media Links	Nil	19.	Report sent to Newspapers? If yes, provide cuttings/images:	
20.	Certificates Printed?	No	21.	Feedback Collected? (Attach a copy**)	YES
22.	Attendance Sheet Attached?*	YES	23	Photographs of the Event	YES
24.	Summary of the Event	<i>The Department of BBA in association with Research and IPR Cell of the institution organized an awareness program on "Student Awareness Programme on Intellectual Property Rights (IPR)" for BBA students. The objective of the session was to introduce students to the basic concepts of intellectual property and highlight the importance of protecting innovative ideas and creative work. The session was interactive and informative, helping students understand the significance of IPR in today's knowledge-based economy. The program was well received by the participants and contributed to enhancing awareness about intellectual property rights among students.</i>			



Nip
Event Coordinator

R. Gopal
12/03/26
IQAC Coordinator
IQAC Co-ordinator
Dayananda Sagar College of Arts,
Science & Commerce
Kumara Any Layout, Bengaluru - 560 111.

Balu. G
Principal
Principal
Dayananda Sagar College of Arts
Science & Commerce
Kumaraswamy Layout, Bengaluru - 560 111



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Shivage Malleshwara Hills, Kumaraswamy Layout, Bengaluru 560111
(Affiliated to Bangalore University and Recognized by Government of Karnataka)



DEPARTMENT OF BBA

in association with
Research and IPR cell (ANVESHANA)
under the guidance of IQAC

organises

Students Awareness Programme on IPR

for UG Students



12 March 2026
11:00AM- 12:00 PM



Resource person
Dr. Sowmya D N

Director M.Com
Seshadripuram First Grade college Yelahanka



Building No. 13,
Room No. 212

FACULTY
COORDINATORS

Prof. Nagarajeswari M

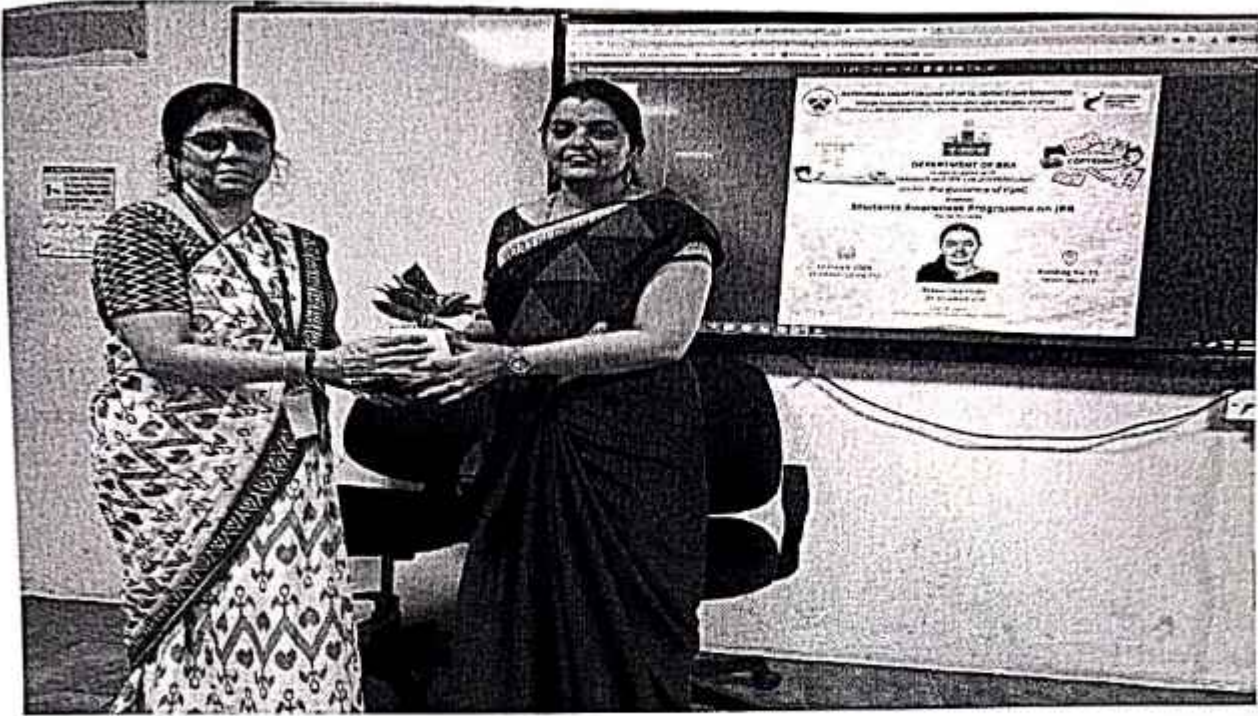
Dr. Puja Sharma

Dr R Pavithra

PROF. REKHA M P
HOD- BBA

IQAC COORDINATOR
VICE PRINCIPAL
PRINCIPAL





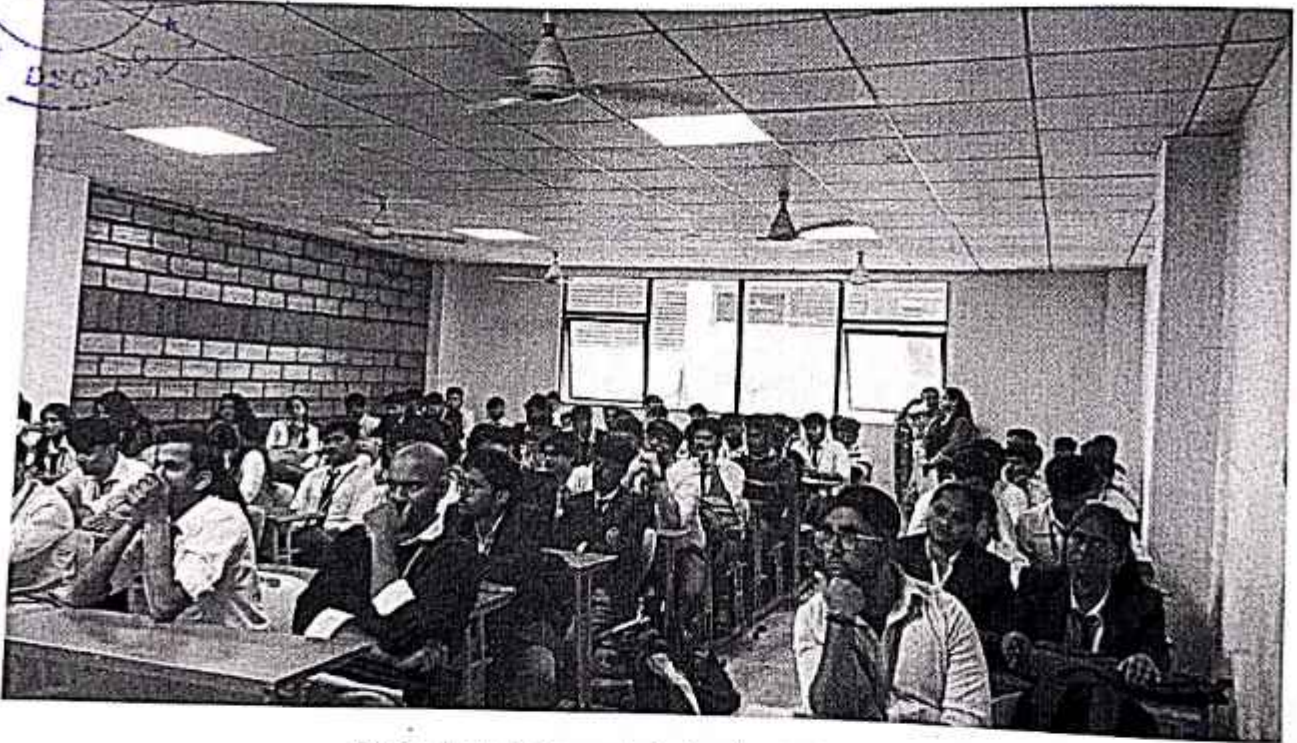
Welcoming of the Resource Person by HOD Prof. Rekha MP



Lecture Delivering by the resource person to the students

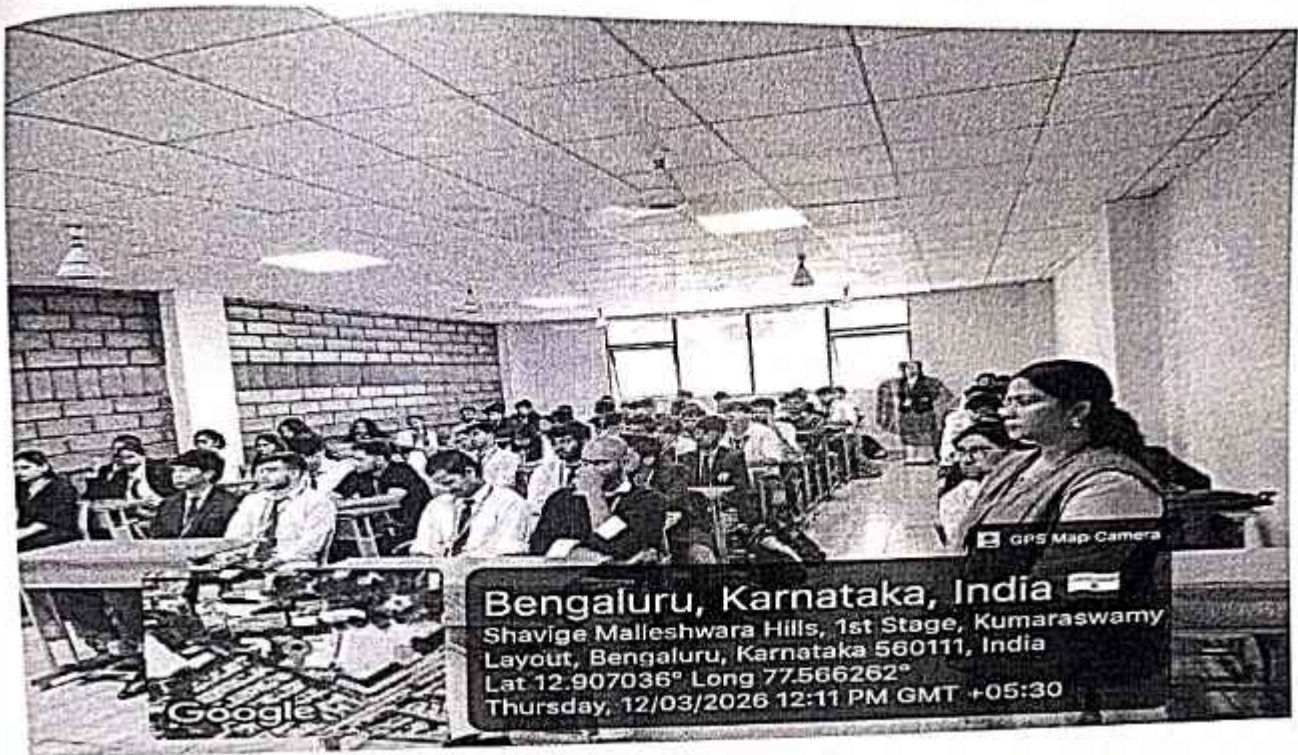


Group photo with Resource Person, faculties and students



Deep involvement of students in the session

International Quality
Bengaluru
560 111



Students taking part in the session



Felicitation for resource person



**DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE
AND COMMERCE**

Kumaraswamy Layout, Bangalore - 560111
(Affiliated to Bangalore University, Approved by AICTE, NAAC Accredited)
Internal Quality Assurance Cell

Name of the Activity: Students Awareness Programme on IPR

Department: BBA 'A'

Date: 12/3/26 Time: 11-12 pm

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Alkhat oha	U03C124M0116	BBA (A)	Alkhat
2	B.R. Tejash Raju	U03C124M0035	BBA (A)	Tejash
3	K. Anveshreddy	U03C124M0135	BBA (A)	K. Anveshreddy
4	Jagadheeswaran	U03C124M0135	BBA (A)	Jagadheeswaran
5	KUSHALS	U03C124M0063	BBA (A)	Kushals
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Event Coordinator Name: Prof. Nageswari M

Signature: N. Nageswari



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Kumaraswamy Layout, Bangalore - 560111
(Affiliated to Bangalore University, Approved by AICTE, NAAC Accredited)
Internal Quality Assurance Cell

Name of the Activity: Students Awareness Programme on RPR

Department: BBA 'B'

Date: 12/3/26 Time: 11:00-12:00 pm

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Nishchag Gowda M	U03CJ24M0081	BBA 4 th Sem 'B'	
2	Ricky Tongbram	U03CJ24M0086	BBA 4 th Sem 'B'	
3	Pranav Kumar	U03CJ24M0070	BBA 4 th Sem 'B'	
4	Manvendra Parmar	U03CJ24M0078	BBA 4 th Sem 'B'	
5	Prashanth	U03CJ24M0146	BBA 4 th Sem 'B'	
6	Lakshmi Navasimha	U03CJ24M0005	BBA 4 th Sem 'B'	
7	Mohammed Zakariya	U03CJ24M0142	BBA 4 th Sem 'B'	
8	R. Diganth Singh	U03CJ24M0028	BBA 4 th Sem 'B'	
9	Pranav. E	U03CJ24M0057	BBA 4 th Sem 'B'	
10	Rahul N [Narayan]	U03CJ24M0028	BBA 4 th Sem 'B'	
11	Likitha K.	U03CJ24M0004	BBA 4 th Sem 'B'	
12	Mandara	U03CJ24M0041	BBA 4 th Sem 'B'	
13	Manya V Jogi	U03CJ24M0154	BBA 4 th Sem 'B'	
14	Lakshmi Pradeep C	U03CJ24M0016	BBA 4 th Sem 'B'	
15	PAVANA R	U03CJ24M0005	BBA 4 th Sem 'B'	
16	PRAGNA	U03CJ24M0023	BBA 4 th Sem 'B'	
17	Poojitha Nair	U03CJ24M0106	BBA 4 th Sem 'B'	
18	Meghana R	U03CJ24M0042	BBA 4 th Sem 'B'	
19	Ranjitha Ramesh	U03CJ24M0049	BBA 4 th Sem 'B'	
20	Pratheek Prasanna	U03CJ24M0122	BBA 4 th Sem 'B'	
21	Lisha. H	U03CJ24M0002	BBA 4 th Sem 'B'	
22	NIRANJAN. S	U03CJ24M0139	BBA 4 th Sem 'B'	
23	Rani Yadav	U03CJ24M0089	BBA 4 th Sem 'B'	
24	Manish. F	U03CJ24M0009	BBA 4 th Sem 'B'	
25				

Event Coordinator Name: Dr. Pooja Shetty

Signature:



The Student Awareness Program on Intellectual Property Rights (IPR) was highly informative and beneficial. The session provided a clear understanding of the importance of protecting intellectual creations such as inventions, designs, trademarks and copyrights.

The Resource person explained key concepts like patents, copyrights, trademarks and trade secrets in a simple and engaging manner, making it easy for students to grasp even complex tasks. Real-life examples and case studies helped in innovation, entrepreneurship and academic research.

The session was well organized and insightful. It has increased about the need to respect and protect intellectual property.

V. Aishwarya
IV Semester
BBA 'C' Sec