



Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell

Student Council Cell

Report of the Event Conducted
(One form to be filled for each event)

Department*:MBA

Date of Report: 31/03/2026

Sl. No.	Particulars	Event related Details			
1.	Event*	Guest Lecture			
2.	Title of the Event	An Expert Talk on Intellectual Property Right (IPR)			
3.	Date of Conduction	26/03/2026	4.	Time: 10:00 AM to 12:00PM	
5.	Venue	Gallery Room			
6.	Resource Person 1 Details (Profile to be enclosed)	Dr.Madhu S Professor, Department of MBA Jyothy Institute of Commerce & Management			
7.	Topics Covered	Intellectual Property Rights (IPR)			
8.	Resource Person 2 Details (Profile to be enclosed)	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	02	External:	0
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	44	External:	0
12.	Faculty Coordinator/s	Full Name	Dr.Nayana T		
		Department	MBA-BU		
		Designation	Assistant Professor & Associate Professor		
13.	Student Coordinator/s	Manish	B Section		
14.	Total Expenditure (Details to be enclosed)	3,500/-	15.	Sponsors and Amount (if any)	NA
16.	Agenda of the Event (Attach a copy)	NA	17.	Provide the link of the report uploaded on College Website	Yes
18.	Social Media Links (Provide the links of the report uploaded on Social Media)	No	19.	Report sent to Newspapers? If yes, provide cuttings/images:	NA
20.	Certificates Printed? (Attach a copy**)	No	21.	Feedback Collected? (Attach a copy**)	NA
22.	Attendance Sheet Attached? #	Yes	23.	Photographs of the Event (About 5 relevant, clear, and appropriate photos with precise caption. The jpg files need to be attached)	Yes
24.	Summary of the Event (Around 100 words)	An Expert Talk on Intellectual Property Right (IPR) by Dr. Madhu S was organized for 3 rd Semester MBA Students in Gallery Room. The Knowledge to Protection: Intellectual Property Awareness Series is a multi-institutional initiative designed to foster a deep understanding of Intellectual Property Rights (IPR) among students and academicians. Aligned with the national vision of Viksit Bharat 2047, this series emphasizes the role of innovation, creativity, and research as key drivers of India's journey toward becoming a developed nation. The program aims to bridge the gap between idea creation and legal protection by empowering participants with practical knowledge on patents, copyrights, and filing procedures. Through interactive sessions, expert talks, and case studies, it encourages the academic community to safeguard their intellectual output and contribute meaningfully to India's innovation ecosystem.			

Event Coordinator
31/3/26

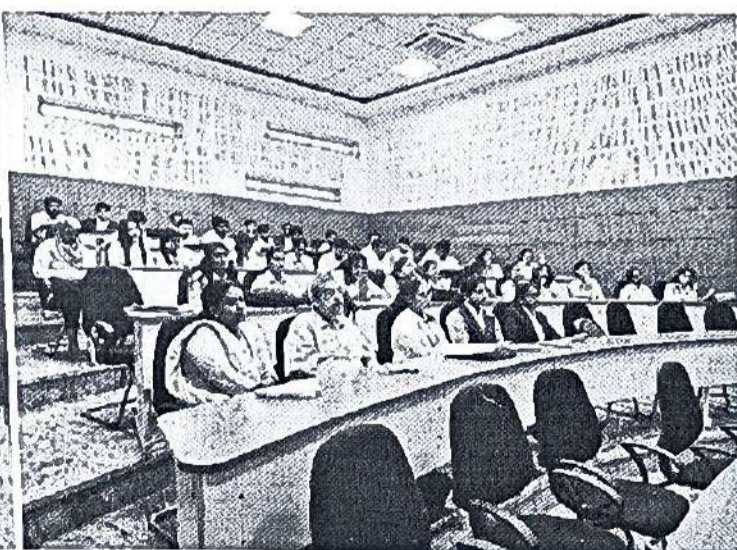
HOD
31/3/26

Director
31/3/26

IQAC Coordinator
31/03/26

Principal
14/26

Photos of the Event





Profile of Dr. S Madhu

Professor

Jyothy Institute of Commerce and Management
Bengaluru

Dr. Madhu S, is an accomplished academician, researcher, entrepreneur and author with **32 years of extensive teaching and industry experience**. He holds a **Ph.D. degree, M.Com. and M.B.A.** His academic journey reflects a blend of intellectual depth, scholarly productivity, and an enduring commitment to student development and institutional advancement. He has served as an Invited Professor in the Department of Studies and Research in Commerce, Tumkur University, Tumakuru and presently working as a professor at Jyothy Institute of Commerce and Management.

A prolific writer, **Dr. Madhu** has authored and edited an impressive **151 books**, encompassing **109 books, 4 edited volumes, 13 hardbound editions, and 25 e-books**. His publications span diverse areas of commerce, management, finance, analytics, information technology, and interdisciplinary research, contributing significantly to academic literature and practical understanding in these fields. In addition, he has supervised over **350 students for the master degree project dissertations**, provided **informal research support to PhD scholars** toward academic and professional excellence.

Dr. Madhu has made notable contributions to research and innovation, with **26 design patents and 5 published utility patents** to his credit. His research interests are evidenced through **30 articles in reputed national and international journals, 10 book chapters indexed in Scopus, ABDC**, and several ongoing research projects. He has also communicated papers and book chapters to international journals, underscoring his continuous engagement in scholarly work. He is also a member of a journal editorial board and a reviewer for the IGI Global Scientific Publishing. He is also a member of a Journal editorial board.

In recognition of his academic and professional achievements, **Dr. Madhu**, has received prestigious awards **Rooshikumar Pandya Lifetime Achievement Award, Banaras Hindu University (BHU) Research Excellence Award 2025, Innovative Researcher Award, and Best IP Researcher Award** and has served as a jury member, for the **K-Tech, Karnataka Innovation & Technology Society (KITS), Karnataka Startup Cell, Department of Electronics, IT, BT & S&T, Government of Karnataka**. He is a keynote speaker, guest of honour, and plenary speaker on numerous occasions. He has delivered over **60 invited talks and lectures** as a resource person across universities, colleges, and professional

forums, inspiring students and faculty alike. His academic leadership extends to organizing **five international and national level conferences, seminars, and workshops**, in addition to active participation in **national and international conferences, faculty development programs, and webinars**.

Dr. Madhu has also been entrusted with several **administrative responsibilities**, serving as a member of **Boards of Studies (BoS)** and **Boards of Examinations (BoE)**, acting as an external evaluator for **PhD theses and viva voce**, a **question paper setter**, and an **examiner** for various universities. His expertise and integrity in academic evaluation have earned him respect among peers and institutions.

Dr. Madhu in his personal capacity has started an awareness Series – **Knowledge to Protection: Intellectual Property Awareness Series: *From Ideas to Rights – Understanding Patents and Copyrights in Academia*** (In alignment with the vision of **Viksit Bharat 2047**). Under this program he has traveled across the State and has done more than 10 programs. With a strong focus on research, innovation, and intellectual property, **Dr. Madhu** continues to bridge the gap between academia and industry. His efforts in promoting intellectual property awareness, guiding research, and fostering academic excellence reflect his vision for a knowledge-driven, innovative, and self-reliant India aligned with the goals of *Viksit Bharat 2047*.

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
MBA- BANGALORE UNIVERSITY 3RD SEMESTER Finance-C 26.03.2026
An Expert Talk on Intellectual Property Right (IPR)

Sl No	Registration Number	Student Name	Signature
1	P03CJ24M015154	Vishwas avvappa Amarawadagi	
2	P03CJ24M015155	Ankita Ashok Talekar	
3	P03CJ24M015158	Annapoorneshwari M M	
4	P03CJ24M015159	Spoorti S Vernekar	
5	P03CJ24M015161	Sudeepgouda	
6	P03CJ24M015162	Divyashree S	
7	P03CJ24M015163	Ananya.S	
8	P03CJ24M015164	Harshitha B C	
9	P03CJ24M015165	Lavanya H L	
10	P03CJ24M015166	Vinay AN	
11	P03CJ24M015168	Bindushree K	
12	P03CJ24M015169	Darshan Gowda R	
13	P03CJ24M015171	Gnanesh BN	
14	P03CJ24M015172	Anusha Anvekar	
15	P03CJ24M015173	Subhash P	
16	P03CJ24M015174	Vijayalakshmi. V	
17	P03CJ24M015175	AITEEQ US ZAMA	
18	P03CJ24M015176	Shetty Shamita Shankar Jhanaki	
19	P03CJ24M015177	Thanvi shetty	
20	P03CJ24M015179	S Ujwal	
21	P03CJ24M015180	Gopal	
22	P03CJ24M015181	Vinayak kalyanashetti	
23	P03CJ24M015182	Vyshnavi Sudhan	
24	P03CJ24M015183	G Pavan Joshua	
25	P03CJ24M015185	Keerthana P	
26	P03CJ24M015186	chinmayi	
27	P03CJ24M015187	Divya M	
28	P03CJ24M015188	S SINDHU SINGH	
29	P03CJ24M015189	Deepak Raj D	
30	P03CJ24M015191	Bhagyashree Ganji	
31	P03CJ24M015193	SOWMYA K	
32	P03CJ24M015195	Rakesh YM	

33	P03CJ24M015198	Prajwal Shatty	
34	P03CJ24M015199	S Akshay kumar	S. Akshay kumar
35	P03CJ24M015201	Chiranth H U	Chiranth
36	P03CJ24M015203	Karishma Taj R	Karishma Taj R
37	P03CJ24M015204	Naveena N	Naveena N
38	P03CJ24M015205	Karthik Gowda M	Karthik S
39	P03CJ24M015206	Varun Aradhya AR	Varun AR
40	P03CJ24M015207	Puneeth Raju R	Puneeth
41	P03CJ24M015208	CHANDAN R	Chand
42	P03CJ24M015209	Yashawanth Thelkar VC	
43	P03CJ24M015210	Subramani k j	Subramani
44	P03CJ24M015211	K S Sujith	
45	P03CJ24M015212	Samrudh Jain	
46	P03CJ24M015213	Darshan S	
47	P03CJ24M015214	Vinith BR	
48	P03CJ24M015219	Nishchitha k c	Nishchitha
49	P03CJ24M015220	Hithesh	Hithesh
50	P03CJ24M015223	HEMANTH KUMAR L	Hemant
51	P03CJ24M015224	B K Vishveen	
52	P03CJ24M015225	Raziya Samreen S K	Raziya Samreen S K
53	P03CJ24M015228	Sudarshan	Sudarshan
54	P03CJ24M015231	Taslima Banu Sayyed	
55	P03CJ24M0150232	SRIKANTA	
56	P03CJ24M015234	Nidhi Somayaji	Nidhi
57	P03CJ24M015235	Darshan M	
58	P03CJ24M015237	Manoj TD	
59	P03CJ24M015238	Sharanbasu S B	Sharanbasu
60	P03CJ24M015239	Jayanth M	
61	P03CJ24M015240	Preksha	Preksha
62	P03CJ24M015241	Bharath Gowda M	
63	P03CJ24M015244	sharath chandra	Sharath chandra

Faculty
Co-ordinator => Prof. TARUN MALIK
Dr. Nayana . T

Tarun

26/3/26

मुक्ता. R

दम 'r' sution

Intellectual Property right (IPR) are legal protection for creating of the mind - such as inventions, artistic works, design, symbol and names - granting creators exclusive right to their intangible assets for specific period. These right enable creators to earn financial benefits, encourage innovation, and prevent unauthorized third party.

These intangible assets, including patents, copyrights and trademarks, enable holders to control uses of their property for a specific period.

They usually give the creator an exclusive right over the use of his/her creation for an certain period of time.