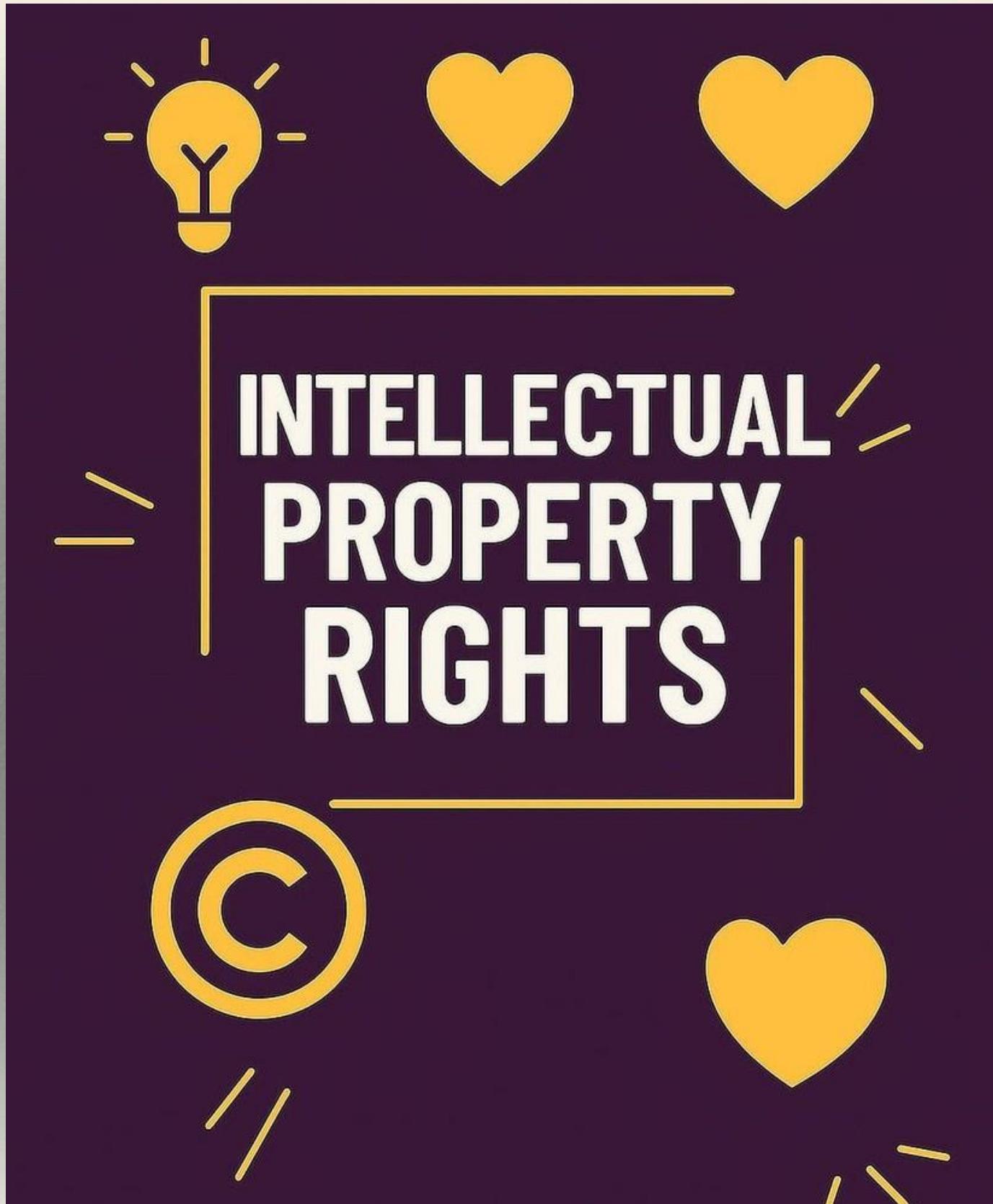




# MALLA REDDY COLLEGE OF ENGINEERING



## COMPUTER SCIENCE & ENGINEERING (DATA SCIENCE)





# **COMPUTER SCIENCE & ENGINEERING (DATASCIENCE)**

ORGANIZES

# **iNtellectual**

# **property**



# **rights**



"Join us as we embark on a journey of collaboration, innovation, and shared knowledge — where open source is not just a tool, but a philosophy that unites

## **31<sup>ST</sup> OCTOBER 2025, 1:30PM**

**VENUE:**  
**SEMINAR HALL,**  
**ADMIN BLOCK, MRCE**

**Prepared by:**  
**A. Prasanth**  
**Asst. Prof (CSE-DS)**

# VISION

Leverage Data Science expertise in emerging technologies and innovations that benefits industry and society to foster a positive impact through data- driven insights

# MISSION

To Equip Students with Innovative and Cognitive Skills in the field of Data Science, while instilling Ethical values and Fostering collaboration between Industry and Academia.

To create a learning environment focused on data science and programming for problem-solving, leveraging rapid technological advancements to enhance employability and opportunities for higher studies.

To Nurture knowledge that addresses Societal issues through Data Science

## Program Outcomes (POs)

Engineering Graduates will be able to:

PO1: Engineering Knowledge: Apply knowledge of mathematics, natural science, computing, engineering fundamentals and an engineering specialization as specified in WK1 to WK4 respectively to develop to the solution of complex engineering problems.

PO2: Problem Analysis: Identify, formulate, review research literature and analyze complex engineering problems reaching substantiated conclusions with consideration for sustainable development.

PO3: Design/Development of Solutions: Design creative solutions for complex engineering problems and design/develop systems/components/processes to meet identified needs with consideration for the public health and safety, whole-life cost, net zero carbon, culture, society and environment as required. (WK5)

PO4: Conduct Investigations of Complex Problems: Conduct investigations of complex engineering problems using research-based knowledge including design of experiments, modelling, analysis & interpretation of data to provide valid conclusions. (WK8).

PO5: Engineering Tool Usage: Create, select and apply appropriate techniques, resources and modern engineering & IT tools, including prediction and modelling recognizing their limitations to solve complex engineering problems. (WK2 and WK6)



PO6: The Engineer and The World: Analyze and evaluate societal and environmental aspects while solving complex engineering problems for its impact on sustainability with reference to economy, health, safety, legal framework, culture and environment. (WK1, WK5, and WK7).

PO7: Ethics: Apply ethical principles and commit to professional ethics, human values, diversity and inclusion; adhere to national & international laws. (WK9)

PO8: Individual and Collaborative Team work: Function effectively as an individual, and as a member or leader in diverse/multi-disciplinary teams.

PO9: Communication: Communicate effectively and inclusively within the engineering community and society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations considering cultural, language, and learning differences

PO10: Project Management and Finance: Apply knowledge and understanding of engineering management principles and economic decision-making and apply these to one's own work, as a member and leader in a team, and to manage projects and in multidisciplinary environments.

PO11: Life-Long Learning: Recognize the need for, and have the preparation and ability for i) independent and life-long learning ii) adaptability to new and emerging technologies and iii) critical thinking in the broadest context of technological change. (WK8)

### **Program Educational Objectives (PEOs)**

PEO1 – Our graduates will attain proficiency in delivering insights through analytics, visualization, design, implementation, and optimization using advanced methodologies and data science tools to effectively tackle challenges.

PEO2 – Our graduates will achieve the Skill to adapt rapidly evolving technologies, integrating new information effectively, and collaborating across multiple disciplines, with a strong focus on innovation and entrepreneurship

PEO3 – Our graduates will demonstrate strong moral values and professional ethics, with the ability to work both independently and collaboratively to address industry and societal needs.

### **Program Specific Outcomes (PSO's)**

PSO1: Apply principles of Computer Science and Engineering to design advanced software tools for building intelligent prediction models that support data-driven decision-making processes.

PSO2: Leverage data science concepts to enhance knowledge in data analytics, statistics, and machine learning, aiming to solve real-world business challenges.



IN COLLABRATION WITH





# MALLA REDDY COLLEGE OF ENGINEERING

(Approved by AICTE (New Delhi), Affiliated to JNTUH & Accredited by NBA (CSE & ECE))

Recognised under Section 2 (f) & 12 (B) of the UGC Act 1956, An ISO 9001:2015 Certified

Institution Maisammaguda, Kompally, Dhulapally, Secunderabad-500100

## DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING (DATA SCIENCE)



**EVENT NAME** : GENDER SENSITIZATION

**EVENT TYPE** : GUEST LECTURE

**PROPOSED DATE & TIME** : 1ST NOVEMBER, 10:30 AM

**DURATION** : 1 DAY

**VENUE** : SEMINAR HALL, ADMIN BLOCK

**EXPECTED AUDIENCE** : STUDENTS OF 2ND YEAR CSD

## EVENT OBJECTIVES :

The main objective of this event on Intellectual Property Rights (IPR) is to create awareness among students about the importance of protecting their creative and innovative works. It aims to educate participants about various forms of intellectual property such as patents, copyrights, trademarks, and industrial designs. The event encourages students to understand how IPR promotes innovation and entrepreneurship. It seeks to provide insights into the legal procedures for registering and safeguarding intellectual creations. By conducting expert talks and interactive sessions, the event hopes to bridge the gap between innovation and protection. Another objective is to inspire young minds to develop original ideas responsibly. It also aims to highlight real-world case studies of successful IPR usage. Participants will gain practical knowledge about filing and maintaining intellectual property. The event intends to build respect for others' creations and discourage plagiarism. Ultimately, it strives to nurture a culture of creativity, innovation, and legal awareness among students.



# **EVENT DESCRIPTION**

The Intellectual Property Rights (IPR) event was organized to spread awareness about the importance of protecting creative and innovative ideas. It aimed to educate students about the different types of intellectual property such as patents, copyrights, trademarks, and industrial designs. The session emphasized how IPR serves as a foundation for innovation, research, and entrepreneurship in today's competitive world. Expert speakers from the legal and technical fields delivered insightful talks on the significance of safe guarding intellectual creations. Participants learned about the procedures and legal aspects involved in obtaining IPR protection. The event also showed case studies of successful innovators who benefited from proper IP management. Through interactive discussions, students gained clarity on common misconceptions related to IPR. The speakers encouraged participants to develop original ideas and respect others' intellectual work. The event promoted a culture of creativity, responsibility, and awareness among the attendees. It highlighted how IPR supports economic growth and innovation at both national and global levels. Students actively participated in the sessions.

## **TARGET AUDIENCE & PARTICIPATION :**

THE STUDENTS OF THIRD YEAR DS DEPARTMENT CAN PARTICIPATE  
EXPECTED NUMBER OF PARTICIPANTS - 200+



# PREPARATION

The coordinators played a crucial role in ensuring the smooth organization of the Intellectual Property Rights (IPR) event. They began the preparations well in advance by planning the event schedule and dividing responsibilities among team members. Invitations were sent to guest speakers, faculty, and students through official channels. The coordinators arranged the venue, seating, and technical setup required for presentations and interactive sessions. Publicity materials such as posters and digital banners were designed and circulated to create awareness.

Registration counters were set up to manage participant entries efficiently. The team also prepared event kits, name tags, and certificates for all attendees. Coordinators ensured all audio-visual equipment was tested and functioning properly before the event. Refreshments and hospitality arrangements were made to welcome guests and speakers. They also supervised the stage management and anchor rehearsals to maintain professionalism. Throughout the event, coordinators monitored every activity to ensure punctuality and order. Their teamwork and dedication contributed greatly to the overall success of the IPR event.

# SESSION HIGHLIGHTS

The Intellectual Property Rights (IPR) session was filled with insightful discussions and valuable learning experiences. Expert speakers explained the fundamentals of IPR, emphasizing its importance in innovation and entrepreneurship. The session began with an overview of different types of intellectual property, including patents, copyrights, and trademarks. Participants were introduced to real-world examples showing how IPR protects creative and technological ideas. The resource person shared detailed guidance on filing procedures and legal documentation. Interactive Q&A sessions allowed students to clarify their doubts and gain practical knowledge. The speakers also discussed recent developments and global trends in intellectual property protection. Case studies of successful inventors and startups inspired participants to think innovatively. The session highlighted the role of IPR in supporting research and industrial growth. Students actively participated, making the event lively and engaging. The overall atmosphere encouraged curiosity, learning, and creativity. The session concluded with words of motivation from the speakers, inspiring everyone to respect and protect intellectual creations.



# Teaching in the Gender Sensitization Seminar

The teaching sessions during the Intellectual Property Rights (IPR) seminar were highly informative and engaging. The seminar was designed to give students a clear understanding of how intellectual property plays a vital role in innovation and creativity. Expert speakers and faculty members began by explaining the basic concepts of IPR, including patents, copyrights, trademarks, and industrial designs. They emphasized the importance of protecting original ideas and inventions in the modern competitive world. The teaching approach combined theoretical knowledge with real-world applications, making the sessions more relatable. Presenters used visual aids, case studies, and live examples to explain how intellectual property is obtained and maintained. Students were taught the procedures for filing patents and the legal rights associated with ownership. The session also covered the consequences of plagiarism and the ethical aspects of intellectual creation. Interactive discussions and quizzes helped reinforce understanding and kept participants actively involved. The speakers highlighted how IPR encourages research, entrepreneurship, and economic growth. Each session focused on building awareness about the importance of respecting others' intellectual works. Students were guided on how to identify patentable ideas and protect them legally. The teaching also included insights into national and international IPR laws and policies. Participants learned about organizations such as WIPO and IPO that regulate intellectual property. Real-life examples of startups and innovators who benefitted from IPR protection were discussed in detail. The seminar encouraged students to develop a mindset of innovation and originality. Teachers provided practical tips for maintaining creativity while adhering to legal guidelines. Group activities and brainstorming sessions made learning more interactive and effective. The sessions concluded with an open discussion, allowing participants to share their thoughts and queries. Overall, the teaching in the IPR seminar was impactful, inspiring students to value knowledge, protect their ideas, and contribute responsibly to innovation.

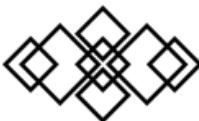
The teaching sessions not only enriched the students' understanding but also motivated them to think critically about innovation. Faculty members emphasized the importance of originality and guided students on transforming ideas into patentable concepts. The resource persons encouraged participation through real-time examples and problem-solving activities. Students expressed great interest in learning how intellectual property contributes to national development. The seminar created a collaborative learning environment where creativity and legal awareness were equally valued. It helped participants realize the significance of safeguarding their innovations for future growth. Overall, the extended teaching sessions left a lasting impact, inspiring students to explore IPR as a vital aspect of their academic and professional journey.



# **Speaker : Dr.G. SRI KRISHNA**

Dr. G. Sri Krishna served as the key speaker for the Intellectual Property Rights (IPR) seminar and delivered an inspiring session. He is a highly respected academician and researcher with vast experience in the field of intellectual property and innovation management. Dr. Sri Krishna has contributed significantly to promoting awareness about IPR among students and professionals. His deep understanding of patents, copyrights, and trademarks brought valuable insights to the session. With his engaging teaching style, he simplified complex legal and technical concepts for better understanding. He emphasized the importance of protecting creative ideas and inventions in today's competitive world. Throughout his lecture, he shared real-world examples and case studies that made the session more relatable. His words motivated students to develop original ideas and safeguard them through proper legal procedures. Dr. Sri Krishna also discussed the role of IPR in research, entrepreneurship, and national development. His interactive approach encouraged active participation from the audience. The clarity and passion in his talk left a lasting impression on everyone present. Overall, Dr. G. Sri Krishna's session greatly enriched the seminar and inspired students to value intellectual property protection.

Dr. G. Sri Krishna's expertise and approachable nature made the seminar highly engaging and educational. His ability to connect academic theory with practical application inspired students to think innovatively. Participants appreciated his dedication to promoting intellectual awareness among youth. His contribution added immense value to the overall success of the IPR seminar.



# INTERACTION

The interaction between the students and the speaker during the IPR seminar was highly engaging and informative. Students showed great enthusiasm in asking questions related to patents, copyrights, and trademarks. The speaker patiently clarified every query with practical examples and real-life case studies. The discussion helped students understand how intellectual property laws are applied in various industries. Many participants shared their innovative ideas and sought guidance on how to protect them legally. The speaker appreciated their curiosity and encouraged them to think more creatively and responsibly. The Q&A session created a healthy exchange of ideas and built confidence among students. Through this interactive discussion, participants gained a deeper understanding of the importance of originality and innovation. The session also highlighted the need for awareness about intellectual property rights among young inventors. The friendly communication between the speaker and students made the seminar lively and memorable. It inspired several participants to consider filing patents or developing unique projects. Overall, the interaction added immense value to the learning experience of the event.

The extended interaction session created a strong bridge between theoretical knowledge and practical understanding. Students were encouraged to share their personal viewpoints on innovation and intellectual property. The speaker engaged them through thought-provoking questions, motivating them to think beyond textbooks. Several participants discussed real-world issues related to idea protection and startup challenges. The open discussion allowed students to gain confidence in expressing their opinions. The speaker's approachable attitude made the environment comfortable and inspiring. Overall, the extended interaction fostered curiosity, collaboration, and a deeper appreciation for the value of intellectual property rights.



# FELICITATION

The felicitation ceremony was one of the most memorable moments of the IPR seminar. The session was gracefully hosted by the anchors, Lalith and Pallavi, who carried out the proceedings with confidence and charm. They warmly invited the dignitaries and guests to the stage for the felicitation of the chief speaker, Dr. G. Sri Krishna. The anchors expressed heartfelt gratitude for his valuable insights and contribution to the event. A memento and bouquet were presented as a token of appreciation and respect. The ceremony reflected the institution's culture of honoring knowledge and expertise. Lalith and Pallavi maintained excellent coordination throughout the segment, ensuring smooth transitions and engaging announcements. Their clear communication and stage presence created an atmosphere of elegance and enthusiasm. The felicitation was met with applause from the audience, acknowledging the speaker's efforts and inspiring words. Both anchors also extended thanks to the organizing committee and faculty members for their support. They highlighted the importance of recognizing the contributions of guest speakers who dedicate their time to enlighten students. The moment symbolized gratitude, respect, and academic spirit. Their professionalism and teamwork added grace to the event. The felicitation concluded with a group photograph capturing the memorable occasion. Overall, the felicitation ceremony led by Lalith and Pallavi added a dignified and heartfelt touch to the IPR seminar.



## **Address by Dr. J. Gladson Maria Britto, HOD – CSE(DS)**

We express our sincere gratitude to Dr. Gladson Maria Britto, Head of the Department – Computer Science and Engineering(DS), for his constant guidance and support throughout the Gender Sensitization Seminar. His encouragement and visionary leadership played a pivotal role in making this event a success. She motivated the team to plan the seminar meticulously, ensuring every aspect—from logistics to content—was handled efficiently. Her emphasis on fostering awareness and inclusivity helped shape the seminar's objectives.

Dr. Gladson Maria Britto's insightful suggestions during the preparation phase enhanced the overall structure and flow of the event. She inspired the coordinators to create an engaging environment where students could actively participate and learn. Her commitment to promoting holistic education and ethical values was evident in her support for the initiative. The HOD's presence and guidance during the seminar encouraged participants to take the discussions seriously and engage meaningfully.

His leadership emphasized the importance of gender sensitivity in academic and professional spaces. She highlighted how awareness and understanding of gender issues contribute to a respectful and inclusive campus culture. The team deeply values her constructive feedback, which helped refine the seminar's content and delivery. Dr. Gladson Maria Britto's vision continues to inspire students and faculty alike to work toward creating a more equitable and conscious society.

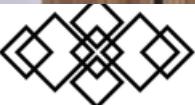


# Address by Dr. Ashok Maram, Principal

We extend our heartfelt gratitude to Dr. M. Ashok, Principal of the institution, for his inspiring address during the Gender Sensitization Seminar. His presence and words set a positive tone for the event and motivated all participants to engage actively. Dr. Ashok emphasized the importance of fostering equality, respect, and inclusivity in both academic and personal spheres. He highlighted the critical role educational institutions play in shaping students' perspectives on gender sensitivity. The Principal encouraged students to challenge stereotypes, recognize unconscious biases, and contribute to a fair and respectful environment. He stressed that awareness and understanding of gender-related issues are essential for personal growth and professional development. His address provided practical insights into how students can practice empathy and respect in everyday interactions. Dr. Ashok also underlined the value of active participation in discussions and activities, which helps in building a conscious and responsible community.

He praised the efforts of the faculty and coordinators for organizing such a meaningful seminar. Dr. Ashok acknowledged the role of teamwork and meticulous planning in ensuring the success of the event. His words inspired students to internalize the principles discussed and apply them in real-life scenarios. The Principal's address reinforced the institution's commitment to promoting ethical values, inclusivity, and holistic education.

He encouraged continuous learning and reflection on gender issues beyond the classroom. Dr. Ashok's guidance highlighted the importance of being proactive in addressing inequality and fostering mutual respect. His thoughtful examples and motivational insights created a lasting impression on the audience. Overall, his address was a source of encouragement, reflection, and inspiration, urging students and faculty alike to contribute to a more equitable and inclusive society.



# **PRIZE DISTRIBUTION**

The quiz prize distribution ceremony was one of the most exciting and anticipated moments of the IPR seminar. It marked the celebration of knowledge, participation, and enthusiasm among the students. The quiz competition had been conducted earlier as part of the seminar to test participants' understanding of Intellectual Property Rights concepts. Students showcased their awareness on topics such as patents, copyrights, trademarks, and industrial designs. The event witnessed active participation, with teams competing enthusiastically in multiple rounds. The questions were designed to promote learning and application of IPR in real-world contexts. During the prize distribution, the anchors invited the winners to the stage amidst loud applause from the audience. The chief guest, Dr. G. Sri Krishna, along with the faculty coordinators, presented the prizes and certificates to the winners. He congratulated the participants for their exceptional performance and encouraged them to keep expanding their knowledge in the field of intellectual property. The winners expressed their gratitude and shared their learning experiences from the seminar. The audience appreciated their efforts and teamwork, creating an atmosphere filled with joy and motivation. The coordinators took immense pride in seeing the students' excitement and confidence. The quiz not only enhanced their understanding of IPR but also fostered a spirit of healthy competition. The prize distribution ceremony served as a reminder that learning becomes more meaningful when it is both fun and rewarding. The smiles on the winners' faces reflected their sense of accomplishment. Faculty members praised the organizing committee for conducting the quiz so efficiently. The anchors, Lalith and Pallavi, handled the segment with energy and enthusiasm, ensuring perfect coordination. The event concluded with a group photograph of the winners, guests, and organizers. The quiz prize distribution truly added a festive and fulfilling touch to the seminar. It stood as a symbol of knowledge, achievement, and the success of the entire IPR event.

The extended part of the prize distribution ceremony further enhanced the spirit of the event. The anchors continued to maintain the energy by congratulating not only the winners but also all participants for their active involvement. Special mentions were given to students who showed outstanding enthusiasm during the quiz rounds. The audience cheered loudly, creating a moment of pride and celebration for everyone present. The speaker appreciated the students' curiosity and encouraged them to take part in more intellectual activities. Faculty members also praised the dedication and discipline of the participants. The event became a platform to recognize the hidden talents and teamwork among students. The prizes served as a token of appreciation for their effort and learning spirit. Each award symbolized encouragement to explore the world of innovation and creativity. The anchors concluded the segment with warm words of gratitude and applause for all. The overall atmosphere during the prize distribution was filled with joy, motivation, and a sense of accomplishment.



# WINNERS AND RUNNERS



# ORGANIZING TEAM

The success of the IPR Seminar would not have been possible without the tireless efforts and dedication of the organizing team. From the very beginning, the team demonstrated remarkable commitment, ensuring that every aspect of the event was planned and executed flawlessly. Their meticulous attention to detail—from coordinating with the resource person to arranging logistics and managing registrations—reflected their professionalism and teamwork. Each member contributed enthusiastically, bringing unique skills and perspectives that enriched the overall organization of the seminar.

The coordinators worked relentlessly to design engaging promotional materials, informative posters, and structured schedules, ensuring participants were well-informed and motivated to attend. Their seamless collaboration and effective communication enabled the smooth handling of unexpected challenges, maintaining the flow and timing of the event. The team also focused on creating an inclusive and welcoming environment, where participants felt encouraged to participate, share their thoughts, and engage in discussions.

Their foresight in preparing technical setups, seating arrangements, and activity materials ensured a seamless experience for both the resource person and the audience. The volunteers exhibited dedication and discipline, assisting attendees, managing queries, and maintaining decorum throughout the seminar. The team's creativity and problem-solving skills were evident in how they designed interactive activities and scenario-based discussions that kept participants engaged.

Beyond logistics, the organizing team demonstrated a deep understanding of the seminar's purpose, aligning every effort with the goal of promoting gender awareness and inclusivity. Their enthusiasm, positivity, and proactive approach inspired confidence among participants and faculty alike. The team's hard work, unity, and perseverance were instrumental in transforming the seminar into a meaningful and impactful experience. Each member's contribution was invaluable, and together, they showcased exemplary teamwork, leadership, and dedication. The organizing team not only ensured the success of the event but also set a benchmark for future initiatives, leaving a lasting impression on everyone involved.

The organizing team's commitment went beyond just planning and execution; they consistently demonstrated passion, responsibility, and leadership throughout the seminar. Their ability to anticipate challenges, adapt to last-minute changes, and maintain a positive attitude ensured a smooth and engaging experience for everyone. By fostering a spirit of collaboration, they encouraged each member to contribute their strengths, which resulted in a well-coordinated and professional event. The team's dedication not only made the seminar successful but also created a welcoming and inclusive environment that left a lasting impact on the participants. Their hard work, initiative, and enthusiasm reflected true leadership qualities and set a remarkable example for future events.



## **ORGANIZING TEAM :**

### **PATRON:**

Dr.Ashok Maram- Principal,MRCE

### **CONVENOR:**

Dr.J. Gladson Maria Britto - Head,Dept of CSE(DS)

### **CO-CONVENOR:**

Mrs.P.Lirina Radhakrishnan - IIIInd year Head

### **FACULTY COORDINATORS:**

Mrs.Bhagya Lakshmi - Asst.Prof

Mr.Kumara Swamy - Asst.Prof

Mrs.Neelima - Asst.Prof

### **STUDENT COORDINATORS:**

Harish Reddy

Sai Likith

Vinith Roy

Abhiram P

Akhil

K Lalith Kumar

Sri kumar

Tarun Nayini

Nidhish



## **Outcomes:**

Students understood the importance of protecting creative and innovative ideas through IPR.

Participants gained knowledge about patents, copyrights, trademarks, and other forms of intellectual property.

Students learned the legal procedures involved in filing and safeguarding intellectual property.

## **POs Mapped:**

Mapped POs: PO6, PO7, PO11

Mapped PSOs: PSO1, PSO2

