



**Date:** 06/05/2020

## **REPORT ON RESEARCH FORMULATION AND RESEARCH DESIGN**

An online seminar on Research Formulation and Research Design on the online mode by Prof. Eleonora Tankova, Dean-International Economics, Bulgaria on 6<sup>th</sup> may 2020 as part of Research Methodology

Research formulation and design are critical stages in the research process, laying the foundation for conducting systematic investigations and generating valuable insights. This report provides an overview of research formulation, including the identification of research questions, objectives, and hypotheses, as well as the selection of appropriate research designs to address them effectively.

Research Formulation Research formulation involves clarifying the purpose, scope, and direction of the study. Key components of research formulation include:

- **Identification of Research Problem:** This entails identifying a gap in knowledge, a problem, or an opportunity for investigation within a specific field or discipline.
- **Research Questions:** Research questions guide the inquiry and help focus the study. They should be clear, concise, and aligned with the research problem.
- **Objectives:** Research objectives outline the specific goals or aims of the study, indicating what the researcher intends to accomplish.
- **Hypotheses:** Hypotheses are tentative explanations or predictions about the relationship between variables, providing a framework for testing the research questions empirically.
- **Research Design** Research design refers to the overall plan or strategy for conducting the study, encompassing the methods, procedures, and techniques used to collect and analyze data. Common research designs include:
  - **Experimental Designs:** Experimental designs involve manipulating one or more independent variables to observe their effects on dependent variables while controlling for extraneous variables. They allow for causal inference but require rigorous control and randomization.
  - **Quasi-Experimental Designs:** Quasi-experimental designs lack random assignment to treatment conditions but still involve manipulation of independent variables. They are suitable for situations where randomization is not feasible or ethical.
  - **Descriptive Designs:** Descriptive designs aim to describe or characterize a phenomenon, population, or group without manipulating variables. They involve collecting data through surveys, observations, or interviews and are useful for generating hypotheses or exploring relationships.
  - **Correlational Designs:** Correlational designs examine the relationship between two or more variables without manipulating them. They assess the degree of association or correlation between variables but do not imply causality.
  - **Mixed-Methods Designs:** Mixed-methods designs combine qualitative and quantitative approaches within a single study, providing a more comprehensive understanding of research questions. They involve collecting and analyzing both numerical and textual data.



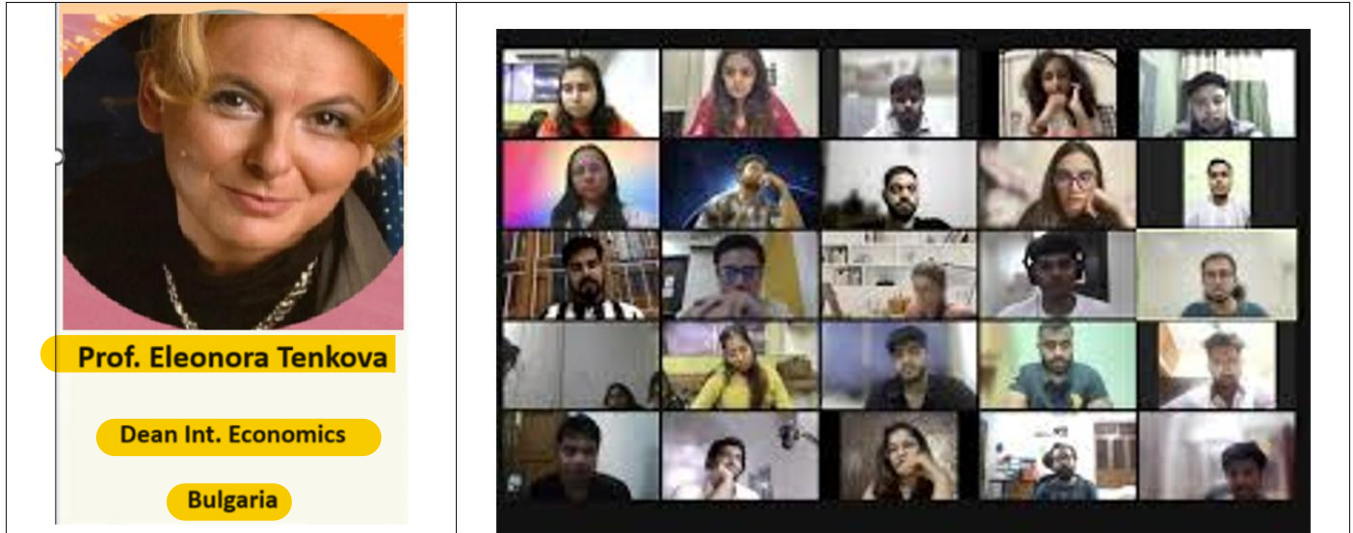


# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

- Considerations in Research Design Several considerations should be taken into account when selecting a research design, including:

**Resource person:** Prof. Eleonora Tankova, Dean-International Economics, Bulgaria



**Prof. Elenora is conducting online session on Research Formulation in the campus of RCMB with the MBA Students on 6<sup>th</sup> May, 2020.**

Director

Regional College of Management





# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

## REGIONAL COLLEGE OF MANAGEMENT, BANGALORE

### MBA & BBA STUDENTS LIST OF 2020-21 BATCH

SL.NO	REG NO	STUDENT NAME	ATTENDANCE
1	MB201201	CHOUTAMAL RUSHIKESH DIGAMBAR	P
2	MB201202	POORNIMA M J	P
3	MB201203	AAKANKSHA KULSHRESTHA	P
4	MB201204	ABHIJIT DUTTA BANIK	P
5	MB201205	ABHIJITH A	A
6	MB201206	ABHIK KARAN	P
7	MB201207	ABHINRAJ B	P
8	MB201208	ABHISHEK VIJAY B	A
9	MB201209	ADITYA KUMAR	P
10	MB201210	AKHILA MAGULURI	P
11	MB201211	AMARTYA MUKHERJEE	P
12	MB201212	ANANNYA BHATTACHARJEE	P
13	MB201213	ANISHA SINGH	P
14	MB201214	ANJITHA S	A
15	MB201215	ANKITA PRADHAN	P
16	MB201216	ANNAM KISHORE	P
17	MB201217	ANSHAD KUNNATH PARAMBIL	A
18	MB201218	ARNAB DEY	P
19	MB201219	ARNAB DEY CHOWDHURY	P
20	MB201220	ARPITA BHAGAT	A
21	MB201221	ASHUTOSH NAIK	P
22	MB201222	BADAMPUDI NIKHILA MANASA	P
23	MB201223	BANDI LEELA SAI KRISHNA	A
24	MB201224	BHABANI PRASAD DAS	P
25	MB201225	BODEM GURUSAI GOWTHAM KUMAR	P

Director

Regional College of Management



Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore



**Date: 21/05/2020**

## **REPORT ON MS EXCEL WORKSHOP**

### **INTRODUCTION**

An Online seminar in Zoom Platform on MS Excel was conducted by Dr. Peter A.C. Smith on 21<sup>st</sup> May 2020 on online mode

Dr Peter emphasized that Microsoft Excel remains a cornerstone tool for professionals across various domains due to its versatility in handling data, performing calculations, and generating insights. This report encapsulates the proceedings and outcomes of a recent Microsoft Excel workshop aimed at empowering participants with essential skills for data management, analysis, and visualization.

### **Dr. Peter explained the objectives of the Workshop**

- To familiarize Students with the core functionalities and features of Microsoft Excel.
- To enable students to efficiently organize and manipulate data using Excel's tools and techniques.
- To equip participants with the ability to perform basic and advanced data analysis tasks, including formulae, functions, and pivot tables.
- To provide insights into data visualization through Excel charts and graphs.
- To offer practical guidance on optimizing Excel usage for enhanced productivity and efficiency in professional tasks.

### **Workshop Structure and Content**

The workshop was structured into multiple modules, each focusing on different aspects of Excel proficiency:

- **Introduction to Excel:** Covered the Excel interface, navigation, basic formatting, and data entry techniques.
- **Data Organization and Manipulation:** Explored sorting, filtering, and conditional formatting, along with pivot tables for data summarization and analysis.
- **Formulae and Functions:** Delved into Excel formulae, functions, and logical operations, including common functions like VLOOKUP, IF, and SUM.
- **Advanced Data Analysis:** Introduced advanced functions, array formulae, and data validation techniques.
- **Data Visualization:** Demonstrated how to create and customize charts, graphs, and sparklines to visualize data effectively.
- **Efficiency and Productivity Tips:** Provided insights into Excel shortcuts, tips for optimizing workflows, and automation using macros.



## Delivery and Participant Engagement

The workshop adopted an interactive approach, combining instructor-led demonstrations with hands-on exercises and group discussions. Participants were encouraged to follow along with the demonstrations on their own laptops and apply the concepts learned in real-time. The facilitators provided personalized assistance and addressed queries to ensure a comprehensive understanding of the topics covered.

## Outcomes and Participant Feedback

The workshop received positive feedback from participants, who expressed satisfaction with the depth and relevance of the content covered. Many participants reported a significant improvement in their Excel skills and confidence levels. The interactive nature of the workshop, coupled with practical exercises, was cited as particularly beneficial. Participants also appreciated the tips and tricks shared for enhancing productivity in Excel tasks.

**Resource person:** Dr. Peter A.C. Smith, Leadership Alliance, Digital Marketing and Global Business Canada

Director

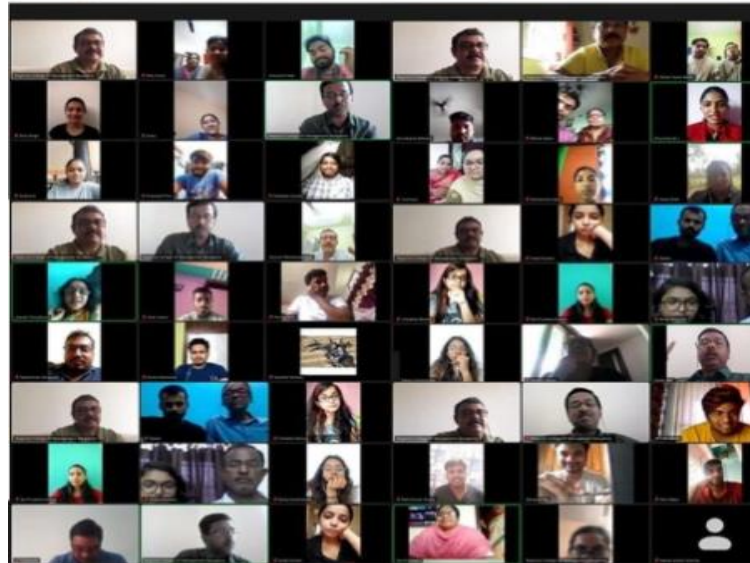
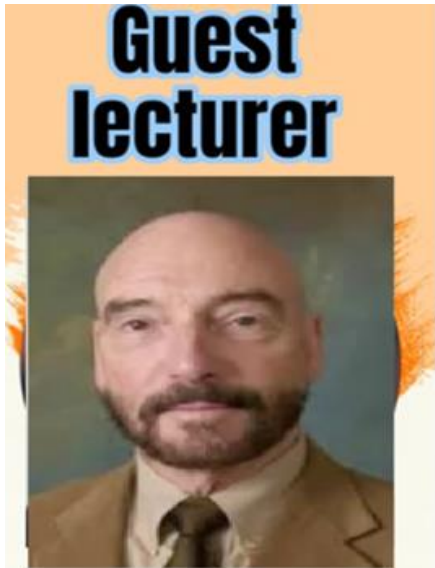
Regional College of Management





# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)



**Dr. Peter A C Smith is conducting online workshop on Advance Excel with the Students of RCMB on 21<sup>st</sup> May, 2020**

Director

Regional College of Management



Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore



# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

## REGIONAL COLLEGE OF MANAGEMENT, BANGALORE

### MBA & BBA STUDENTS LIST OF 2020-21 BATCH

SL.NO	REG NO	STUDENT NAME	ATTENDANCE
1	MB201201	CHOUTAMAL RUSHIKESH DIGAMBAR	P
2	MB201202	POORNIMA M J	P
3	MB201203	AAKANKSHA KULSHRESTHA	P
4	MB201204	ABHIJIT DUTTA BANIK	P
5	MB201205	ABHIJITH A	A
6	MB201206	ABHIK KARAN	P
7	MB201207	ABHINRAJ B	P
8	MB201208	ABHISHEK VIJAY B	A
9	MB201209	ADITYA KUMAR	P
10	MB201210	AKHILA MAGULURI	P
11	MB201211	AMARTYA MUKHERJEE	P
12	MB201212	ANANNYA BHATTACHARJEE	P
13	MB201213	ANISHA SINGH	P
14	MB201214	ANJITHA S	A
15	MB201215	ANKITA PRADHAN	P
16	MB201216	ANNAM KISHORE	P
17	MB201217	ANSHAD KUNNATH PARAMBIL	A
18	MB201218	ARNAB DEY	P
19	MB201219	ARNAB DEY CHOWDHURY	P
20	MB201220	ARPITA BHAGAT	A
21	MB201221	ASHUTOSH NAIK	P
22	MB201222	BADAMPUDI NIKHILA MANASA	P
23	MB201223	BANDI LEELE SAI KRISHNA	A
24	MB201224	BHABANI PRASAD DAS	P
25	MB201225	BODEM GURUSAI GOWTHAM KUMAR	P
26	MB201226	CHANDAN S R	P
27	MB201227	CHANDHRU R	P
28	MB201228	DEBADREE DASGUPTA	P
29	MB201229	DEEPANNITA GOPE	P
30	MB201230	DEEPTHY A	A
31	MB201231	DOGIPARTHI SARAN KUMAR	P
32	MB201232	FATHIMA SULTHANA KR	P
33	MB201233	GAURVI GOYAL	A
34	MB201234	GOPI HRUSHITHA SHYNI	P





# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

35	MB201235	GYANDEEP SINGHA	P
36	MB201236	HARSHITH B PREETHAM	P
37	MB201237	HYDER SAHEB A RAFIQUE	P
38	MB201238	INDRAJIT CHOUDHURY	P
39	MB201239	ISHA KUMARI SINGH	A
40	MB201240	JEETA SAIKIA	P
41	MB201241	JYOTI KUMARI SINGH	P
42	MB201242	KALANGI VENKATA DURGA KRISHNA	A
43	MB201243	KAPIL DINESH AGRAWAL	P
44	MB201244	KARTHIK H	P
45	MB201245	KENCHE LATHA	A
46	MB201246	Krishnanunni Sheethal	P
47	MB201247	KRIKKA RAWAT	P
48	MB201248	KSHITIJ GIROTRA	A
49	MB201249	KUMARI BEAUTY	P
50	MB201250	KUNAL MUKHERJEE	P

Director

Regional College of Management



Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore





**Date: 16/6/2020**

## **A REPORT ON CHI-SQUARE AND DATA VARIABLE CODING**

An Online seminar on Chi square and data variable coding was conducted by Anastasia Kiritsi, Prof, UK and Germany on 16<sup>th</sup> June 2020 on online mode which is part of **Research Methodology**

The Chi-Square Analysis and Data Variable Coding workshop aimed to provide participants with a comprehensive understanding of two crucial concepts in statistical analysis: Chi-Square test and Data Variable Coding. This report outlines the objectives, methodologies, content coverage, participant feedback, and recommendations for future workshops.

### **Dr. Kiritsi explained the objectives:**

To familiarize participants with different methods of coding categorical variables for effective data analysis.

To empower participants with hands-on experience through interactive exercises and case studies.

The workshop employed a blended learning approach, incorporating lectures, practical demonstrations, and interactive sessions.

**Lectures:** Expert facilitators delivered comprehensive lectures on Chi-Square analysis and Data Variable Coding, covering theoretical frameworks, assumptions, and practical considerations.

- Interactive exercises and case studies were conducted to reinforce learning outcomes and enable participants to apply concepts in real-world scenarios.
- Q&A Sessions: Regular question and answer sessions allowed participants to clarify doubts and deepen their understanding of the topics.

### **The workshop content was structured around the following key themes:**

- Introduction to Chi-Square Test: Definition, assumptions, and applications.
- Types of Chi-Square Tests: Pearson Chi-Square, Likelihood Ratio Chi-Square, and Fisher's Exact Test.
- Conducting Chi-Square Analysis: Step-by-step procedures and interpretation of results.

**Participant Feedback:** Feedback from participants indicated high satisfaction with the workshop. Key positive aspects highlighted by participants included:

- Clear explanations and comprehensive coverage of topics.
- Relevance of practical demonstrations and hands-on exercises.
- Opportunity for interactive engagement and clarification of doubts.
- Applicability of learning outcomes to their respective fields of study or profession.



# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

**Resource person: Prof. Anastasia Kiritsi, Prof ,UK and Germany**



**Prof. Anastasia Kristi, is conducting an online session on Research Methodology with the students of RCMB on 16<sup>th</sup> June, 2020.**

Director

Regional College of Management



Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore



# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

## REGIONAL COLLEGE OF MANAGEMENT, BANGALORE MBA & BBA STUDENTS LIST OF 2020-2021 BATCH

SL.NO	REG NO	STUDENT NAME	ATTENDANCE
1	MB201201	CHOUTAMAL RUSHIKESH DIGAMBAR	P
2	MB201202	POORNIMA M J	P
3	MB201203	AAKANKSHA KULSHRESTHA	P
4	MB201204	ABHIJIT DUTTA BANIK	P
5	MB201205	ABHIJITH A	A
6	MB201206	ABHIK KARAN	P
7	MB201207	ABHINRAJ B	P
8	MB201208	ABHISHEK VIJAY B	A
9	MB201209	ADITYA KUMAR	P
10	MB201210	AKHILA MAGULURI	P
11	MB201211	AMARTYA MUKHERJEE	P
12	MB201212	ANANNYA BHATTACHARJEE	P
13	MB201213	ANISHA SINGH	P
14	MB201214	ANJITHA S	A
15	MB201215	ANKITA PRADHAN	P
16	MB201216	ANNAM KISHORE	P
17	MB201217	ANSHAD KUNNATH PARAMBIL	A
18	MB201218	ARNAB DEY	P
19	MB201219	ARNAB DEY CHOWDHURY	P
20	MB201220	ARPITA BHAGAT	A

Director

Regional College of Management





**Date: 14/12/2020**

## **REPORT ON RESEARCH PROCESS, SETTING OF HYPOTHESIS, LITERATURE REVIEW, RESEARCH QUESTIONS, CHOOSING APPROPRIATE STATISTICAL TECHNIQUES**

### **INTRODUCTION**

A Seminar on Research process in detail was conducted by Prof. B. Ismail Zabiullah ,Prof H on 14<sup>th</sup> Dec 2020 which is part of major subject of **Research methodology** The report provides a comprehensive overview of the research process, focusing on key steps such as hypothesis setting, literature review, formulation of research questions, and selection of appropriate statistical techniques.

### **Hypothesis Setting**

Hypothesis setting is a critical aspect of the research process as it provides a clear direction and framework for the study. Hypotheses are tentative explanations or predictions about the relationship between variables. They are typically formulated based on existing theory, empirical evidence, or logical reasoning. A well-defined hypothesis consists of a null hypothesis ( $H_0$ ), which posits no effect or relationship, and an alternative hypothesis ( $H_1$ ), which suggests the presence of an effect or relationship. Hypothesis setting helps guide the selection of research methods and statistical techniques for testing the hypotheses empirically.

### **3. Literature Review**

The literature review serves as the foundation of the research process, providing a comprehensive overview of existing knowledge and research findings related to the topic of study. A thorough literature review helps researchers identify gaps, inconsistencies, or areas of controversy in the literature, which can inform the formulation of research questions and hypotheses. Key objectives of the literature review include synthesizing existing knowledge, identifying relevant theoretical frameworks, and establishing the rationale and significance of the study. By critically evaluating previous research, researchers can build upon existing knowledge and contribute new insights to the field.

### **4. Formulation of Research Questions**

Research questions serve as guiding inquiries that direct the focus of the study and provide a framework for data collection and analysis. Research questions should be clear, specific, and aligned with the research objectives and hypotheses. They should address the key variables or constructs of interest and facilitate empirical investigation. Research questions may be exploratory, descriptive, or explanatory, depending on the nature of the study. Formulating research questions involves considering the scope of the study, the theoretical framework, and the practical relevance of the research topic.

### **5. Choosing Appropriate Statistical Techniques**

Selecting appropriate statistical techniques is crucial for analyzing data and testing research hypotheses effectively. The choice of statistical technique depends on various factors, including the research design, the nature of the variables, the level of measurement, and the assumptions underlying the data. Common





# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

statistical techniques include descriptive statistics, inferential statistics, regression analysis, analysis of variance (ANOVA), correlation analysis, and factor analysis, among others. Researchers must consider the specific research questions and hypotheses when selecting statistical techniques and ensure that the chosen methods are appropriate for the data and research objectives.

**Resource person: Prof. B. Ismail Zabiullah ,Prof HR**



**RESOURCE PERSON**

**Dr. Ismail Zabiullah**



**Dr. Ismail Zabiullah is conducting a session on Research Process, Setting of Hypothesis and Literature Review with the students of RCMB on 14<sup>th</sup> Dec, 2020.**

Director

Regional College of Management



Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore



# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

## REGIONAL COLLEGE OF MANAGEMENT, BANGALORE MBA & BBA STUDENTS LIST OF 2020-2021 BATCH

SL.NO	REG NO	STUDENT NAME	ATTENDANCE
1	MB201201	CHOUTAMAL RUSHIKESH DIGAMBAR	P
2	MB201202	POORNIMA M J	P
3	MB201203	AAKANKSHA KULSHRESTHA	P
4	MB201204	ABHIJIT DUTTA BANIK	P
5	MB201205	ABHIJITH A	A
6	MB201206	ABHIK KARAN	P
7	MB201207	ABHINRAJ B	P
8	MB201208	ABHISHEK VIJAY B	A
9	MB201209	ADITYA KUMAR	P
10	MB201210	AKHILA MAGULURI	P
11	MB201211	AMARTYA MUKHERJEE	P
12	MB201212	ANANNYA BHATTACHARJEE	P
13	MB201213	ANISHA SINGH	P
14	MB201214	ANJITHA S	A
15	MB201215	ANKITA PRADHAN	P
16	MB201216	ANNAM KISHORE	P
17	MB201217	ANSHAD KUNNATH PARAMBIL	A
18	MB201218	ARNAB DEY	P
19	MB201219	ARNAB DEY CHOWDHURY	P
20	MB201220	ARPITA BHAGAT	A

Director

Regional College of Management



Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore



DATE: 13-01-2021

## REPORT ON TECHNOLOGY AND INNOVATION

**Purpose:** The Technology and Innovation Seminar aimed to explore the role of technology in driving innovation and entrepreneurship which is major subject of **Entrepreneurship**. The seminar provided insights into emerging technologies, disruptive business models, and strategies for leveraging innovation to gain a competitive edge in the market. This seminar was conducted by Prof. Arnab Ganguly

### Highlights:

- Keynote Address:** The seminar commenced with a keynote address by a renowned technology expert or industry leader. The keynote speaker shared insights into the latest trends in technology and innovation, highlighting the transformative potential of emerging technologies such as artificial intelligence, block chain, internet of things (IoT), and augmented reality (AR)/virtual reality (VR).
- Panel Discussions:** The event featured interactive panel discussions with technology innovators, entrepreneurs, investors, and industry experts. Panels explored various topics, including tech entrepreneurship, digital transformation, innovation ecosystems, and the impact of technology on different industries. Panelists shared their experiences, best practices, and predictions for the future of technology and innovation.
- Case Studies and Success Stories:** Participants had the opportunity to learn from real-world examples of successful technology startups and innovative companies. Case studies highlighted disruptive business models, breakthrough technologies, and strategies for harnessing innovation to solve complex problems and create value. Success stories inspired participants and provided practical insights into the opportunities and challenges of technology-driven entrepreneurship.
- Tech Workshops and Demos:** The seminar included hands-on workshops and technology demos showcasing the latest tools, platforms, and technologies for startups and innovators. Participants learned about prototyping, product development, and technology integration through interactive sessions and demonstrations led by industry experts and technology providers.
- Startup Pitches:** Entrepreneurs and startups had the opportunity to pitch their technology-driven business ideas to a panel of judges and investors. Pitch sessions allowed participants to showcase their innovations, articulate their value propositions, and seek feedback and potential investment opportunities. Pitches covered a wide range of industries and technologies, demonstrating the diversity and creativity of tech entrepreneurship.
- Networking Opportunities:** Networking sessions provided participants with opportunities to connect with like-minded entrepreneurs, technology professionals, investors, and ecosystem supporters. Participants exchanged ideas, formed collaborations, and explored potential partnership opportunities to accelerate their technology ventures and drive innovation.



**Conclusion:** The Technology and Innovation Seminar provided a dynamic and immersive platform for participants to explore, learn, and collaborate on harnessing technology for entrepreneurial innovation. Through keynote addresses, panel discussions, case studies, workshops, startup pitches, and networking opportunities, participants gained valuable insights, inspiration, and resources to leverage technology and drive innovation in their ventures. The seminar served as a catalyst for fostering collaboration, creativity, and disruptive innovation within the technology entrepreneurship ecosystem, empowering participants to shape the future of business and society through technology-driven entrepreneurship.

**Resource person:** Arnab Ganguly, Visiting Professor, Director HP.



**Prof. Arnab Ganguly is conducting a session on Entrepreneurship with the students of RCMB on 13<sup>th</sup> Jan, 2021.**

Director

Regional College of Management

Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.

Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore





# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

## REGIONAL COLLEGE OF MANAGEMENT, BANGALORE

### MBA & BBA STUDENTS LIST OF 2020-21 BATCH

SL.NO	REG NO	STUDENT NAME	ATTENDANCE
1	MB201201	CHOUTAMAL RUSHIKESH DIGAMBAR	P
2	MB201202	POORNIMA M J	P
3	MB201203	AAKANKSHA KULSHRESTHA	P
4	MB201204	ABHIJIT DUTTA BANIK	P
5	MB201205	ABHIJITH A	A
6	MB201206	ABHIK KARAN	P
7	MB201207	ABHINRAJ B	P
8	MB201208	ABHISHEK VIJAY B	A
9	MB201209	ADITYA KUMAR	P
10	MB201210	AKHILA MAGULURI	P
11	MB201211	AMARTYA MUKHERJEE	P
12	MB201212	ANANNYA BHATTACHARJEE	P
13	MB201213	ANISHA SINGH	P
14	MB201214	ANJITHA S	A
15	MB201215	ANKITA PRADHAN	P
16	MB201216	ANNAM KISHORE	P
17	MB201217	ANSHAD KUNNATH PARAMBIL	A
18	MB201218	ARNAB DEY	P
19	MB201219	ARNAB DEY CHOWDHURY	P
20	MB201220	ARPITA BHAGAT	A
21	MB201221	ASHUTOSH NAIK	P
22	MB201222	BADAMPUDI NIKHILA MANASA	P
23	MB201223	BANDI LEELA SAI KRISHNA	A
24	MB201224	BHABANI PRASAD DAS	P
25	MB201225	BODEM GURUSAI GOWTHAM KUMAR	P
26	MB201226	CHANDAN S R	P
27	MB201227	CHANDHRU R	P
28	MB201228	DEBADREE DASGUPTA	P

Director

Regional College of Management



Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore



Date: 24-04-2021

## REPORT ON MARKETING AND BRANDING

A seminar on Marketing and branding as part of Entrepreneurship was organized on 24-4-2021 and its detailed report is under.

**Resource Person : Sumeet Anand Prof HR**

The Marketing and Branding Seminar aimed to equip participants with the knowledge, strategies, and tools necessary to effectively market their products or services and build strong brands in today's competitive marketplace. The seminar explored various marketing techniques, branding principles, and strategies for creating compelling brand experiences and driving business growth.

### Highlights:

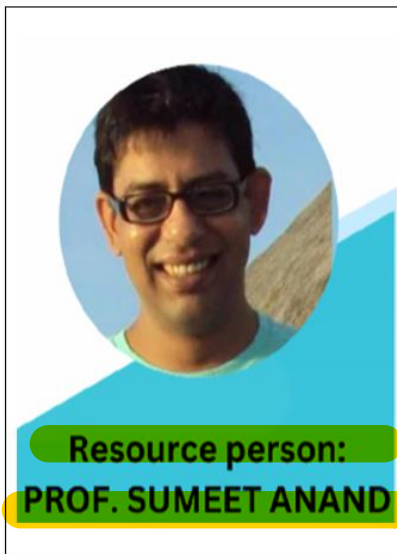
- Keynote Address:** The seminar commenced with an insightful keynote address by a marketing expert or industry leader. The keynote speaker shared trends, insights, and best practices in marketing and branding, highlighting the importance of brand storytelling, customer engagement, and digital marketing in building successful brands.
- Panel Discussions:** The event featured interactive panel discussions with marketing professionals, brand strategists, and industry experts. Panels explored a wide range of topics, including digital marketing trends, content marketing strategies, social media engagement, brand positioning, and customer experience management. Panelists shared their experiences, case studies, and practical insights into effective marketing and branding practices.
- Workshops and Skill-building Sessions:** Participants engaged in hands-on workshops and skill-building sessions focused on various aspects of marketing and branding. Workshops covered topics such as brand identity development, market segmentation, target audience analysis, marketing communications, and brand activation strategies. Facilitators provided practical tools, frameworks, and exercises to help participants develop and execute marketing and branding campaigns effectively.
- Case Studies and Success Stories:** The seminar included case studies and success stories of brands that successfully differentiated themselves and built strong connections with their target audiences. Case studies highlighted innovative marketing campaigns, brand positioning strategies, and examples of brand authenticity and storytelling. Success stories inspired participants and provided practical insights into building successful brands in today's competitive market.
- Digital Marketing Demos:** Participants had the opportunity to learn about the latest digital marketing tools, platforms, and techniques through live demonstrations and interactive sessions. Experts showcased digital marketing strategies such as search engine optimization (SEO), pay-per-click (PPC) advertising, email marketing, and social media marketing, providing practical tips and best practices for driving online visibility and engagement.




- 6. **Networking Opportunities:** Networking sessions provided participants with opportunities to connect with marketing professionals, entrepreneurs, and industry peers. Participants exchanged ideas, shared experiences, and explored potential collaboration opportunities to enhance their marketing and branding efforts. Networking events facilitated meaningful connections and partnerships within the marketing and business community.

**Conclusion:** The Marketing and Branding Seminar provided participants with valuable insights, strategies, and resources to elevate their marketing and branding efforts and drive business success. Through keynote addresses, panel discussions, workshops, case studies, digital marketing demos, and networking opportunities, participants gained practical knowledge and inspiration to create compelling brand experiences, engage with their target audiences effectively, and differentiate themselves in the marketplace. The seminar served as a catalyst for fostering creativity, innovation, and excellence in marketing and branding practices, empowering participants to build strong, authentic brands that resonate with consumers and drive sustainable business growth.

**Resource Person : Sumeet Anand Prof HR**



**Prof. Sumeet Anand is conducting a session on Marketing and Branding as a part of Entrepreneurship with the students of RCMB on 24<sup>th</sup> April, 2021.**

Director 

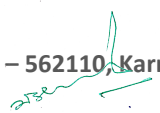
Regional College of Management



Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

  
 DIRECTOR  
 REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
 Devanahalli, Bangalore



# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

## REGIONAL COLLEGE OF MANAGEMENT, BANGALORE

### MBA & BBA STUDENTS LIST OF 2020-21 BATCH

SL.NO	REG NO	STUDENT NAME	ATTENDANCE
1	MB201201	CHOUTAMAL RUSHIKESH DIGAMBAR	P
2	MB201202	POORNIMA M J	P
3	MB201203	AAKANKSHA KULSHRESTHA	P
4	MB201204	ABHIJIT DUTTA BANIK	P
5	MB201205	ABHIJITH A	A
6	MB201206	ABHIK KARAN	P
7	MB201207	ABHINRAJ B	P
8	MB201208	ABHISHEK VIJAY B	A
9	MB201209	ADITYA KUMAR	P
10	MB201210	AKHILA MAGULURI	P
11	MB201211	AMARTYA MUKHERJEE	P
12	MB201212	ANANNYA BHATTACHARJEE	P
13	MB201213	ANISHA SINGH	P
14	MB201214	ANJITHA S	A
15	MB201215	ANKITA PRADHAN	P
16	MB201216	ANNAM KISHORE	P
17	MB201217	ANSHAD KUNNATH PARAMBIL	A
18	MB201218	ARNAB DEY	P
19	MB201219	ARNAB DEY CHOWDHURY	P
20	MB201220	ARPITA BHAGAT	A
21	MB201221	ASHUTOSH NAIK	P
22	MB201222	BADAMPUDI NIKHILA MANASA	P
23	MB201223	BANDI LEELA SAI KRISHNA	A
24	MB201224	BHABANI PRASAD DAS	P
25	MB201225	BODEM GURUSAI GOWTHAM KUMAR	P
26	MB201226	CHANDAN S R	P
27	MB201227	CHANDHRU R	P
28	MB201228	DEBADREE DASGUPTA	P

Director

Regional College of Management



DATE: 25-05-2021

Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore



## A REPORT ON ENTREPRENEURSHIP MINDSET AND RESILIENCE

### ONE DAY WORKSHOP WAS ORGANISED ON ENTERPRENURSHIP MINDSET AND RESILIENCE ON 25-5-2021.

**Resource person: C.Ramana Reddy, Guest faculty**

**Introduction:** Welcome to today's seminar on Entrepreneurship Mindset and Resilience. In this session, we will delve into the critical aspects of the entrepreneurial mindset and explore how resilience plays a pivotal role in the success of entrepreneurs.

**Understanding Entrepreneurship Mindset:** Entrepreneurship is not just about starting a business; it's a mindset characterized by visionary thinking, innovative spirit, risk-taking propensity, adaptability, and passion for creating value. Successful entrepreneurs possess a clear vision of their goals, constantly seek opportunities for innovation, are comfortable with uncertainty, adapt to changing circumstances, and are driven by a deep passion for their work.

#### Key Traits of the Entrepreneurial Mindset:

- Visionary Thinking:** Entrepreneurs envision the future and create strategies to turn their vision into reality.
- Innovative Spirit:** They continuously seek new ways to solve problems and disrupt industries through groundbreaking ideas.
- Risk-Taking Propensity:** Entrepreneurs embrace calculated risks as opportunities for growth and development.
- Adaptability:** They adapt to changing market dynamics, technological advancements, and consumer preferences.
- Passion and Persistence:** Passion fuels their drive, while persistence enables them to persevere through challenges and setbacks.

**The Role of Resilience in Entrepreneurship:** Resilience is the ability to bounce back from failures and setbacks, manage stress, and adapt to challenges effectively. It is a critical trait that enables entrepreneurs to navigate the ups and downs of the entrepreneurial journey with confidence and determination.

#### Key Aspects of Resilience:

- Emotional Intelligence:** Resilient entrepreneurs possess high emotional intelligence, allowing them to manage stress and interpersonal challenges effectively.
- Resourcefulness:** They leverage creativity and problem-solving skills to find alternative solutions to obstacles.
- Building a Support Network:** Resilient entrepreneurs surround themselves with mentors, peers, and advisors who provide guidance and encouragement during difficult times.
- Long-Term Perspective:** They maintain a long-term perspective, recognizing that setbacks are temporary and success requires perseverance and determination.

#### Practical Strategies for Developing Resilience:



1. **Mindfulness and Stress Management Techniques:** Practice mindfulness and stress management techniques to build emotional resilience.
2. **Continuous Learning and Adaptation:** Embrace a growth mindset and continuously learn from failures and setbacks.
3. **Seeking Support:** Build a strong support network and seek guidance from mentors and peers.
4. **Maintaining Perspective:** Maintain a long-term perspective and focus on the bigger picture despite short-term challenges.

**Conclusion:** In conclusion, entrepreneurship mindset and resilience are essential for success in the dynamic world of business. By cultivating a visionary mindset, embracing innovation, taking calculated risks, and nurturing resilience, entrepreneurs can overcome obstacles, seize opportunities, and achieve their goals. As you embark on your entrepreneurial journey, remember to cultivate these key traits and embrace challenges as opportunities for growth and development. Thank you for attending today's seminar.

Resource person: C.Ramana Reddy, Guest faculty from VRR HR Management solutions



**Prof. Ramana Reddy is debriefing the student after his session on Entrepreneurship mindset and resilience conducted on 25<sup>th</sup> May, 2021**

Director

Regional College of Management



Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore



# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

## REGIONAL COLLEGE OF MANAGEMENT, BANGALORE MBA 2020-21 STUDENT LIST

SL.NO	YEAR OF ENROLLMENT	REG NO	STUDENT NAME	ATTENDANCE
1	2020	MB201201	CHOUTAMAL RUSHIKESH DIGAMBAR	P
2	2020	MB201202	POORNIMA M J	P
3	2020	MB201203	AAKANKSHA KULSHRESTHA	P
4	2020	MB201204	ABHIJIT DUTTA BANIK	P
5	2020	MB201205	ABHIJITH A	A
6	2020	MB201206	ABHIK KARAN	P
7	2020	MB201207	ABHINRAJ B	A
8	2020	MB201208	ABHISHEK VIJAY B	P
9	2020	MB201209	ADITYA KUMAR	P
10	2020	MB201210	AKHILA MAGULURI	P
11	2020	MB201211	AMARTYA MUKHERJEE	P
12	2020	MB201212	ANANNYA BHATTACHARJEE	P
13	2020	MB201213	ANISHA SINGH	P
14	2020	MB201214	ANJITHA S	P
15	2020	MB201215	ANKITA PRADHAN	P
16	2020	MB201216	ANNAM KISHORE	P
17	2020	MB201217	ANSHAD KUNNATH PARAMBIL	P
18	2020	MB201218	ARNAB DEY	P
19	2020	MB201219	ARNAB DEY CHOWDHURY	P
20	2020	MB201220	ARPITA BHAGAT	P
21	2020	MB201221	ASHUTOSH NAIK	P
22	2020	MB201222	BADAMPUDI NIKHILA MANASA	P
23	2020	MB201223	BANDI LEELA SAI KRISHNA	P
24	2020	MB201224	BHABANI PRASAD DAS	P
25	2020	MB201225	BODEM GURUSAI GOWTHAM KUMAR	P
26	2020	MB201226	CHANDAN S R	P
27	2020	MB201227	CHANDHRU R	P
28	2020	MB201228	DEBADREE DASGUPTA	P
29	2020	MB201229	DEEPANNITA GOPE	P
30	2020	MB201230	DEEPTHY A	P
31	2020	MB201231	DOGIPARTHI SARAN KUMAR	P
32	2020	MB201232	FATHIMA SULTHANA KR	P
33	2020	MB201233	GAURVI GOYAL	P
34	2020	MB201234	GOPI HRUSHITHA SHYNI	P
35	2020	MB201235	GYANDEEP SINGHA	P
36	2020	MB201236	HARSHITH B PREETHAM	P
37	2020	MB201237	HYDER SAHEB A RAFIQUE	P





# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

38	2020	MB201238	INDRAJIT CHOUDHURY	P
39	2020	MB201239	ISHA KUMARI SINGH	P
40	2020	MB201240	JEETA SAIKIA	P
41	2020	MB201241	JYOTI KUMARI SINGH	P
42	2020	MB201242	KALANGI VENKATA DURGA KRISHNA	P
43	2020	MB201243	KAPIL DINESH AGRAWAL	A
44	2020	MB201244	KARTHIK H	P
45	2020	MB201245	KENCHE LATHA	P
46	2020	MB201246	Krishnanunni Sheethal	P
47	2020	MB201247	KRITIKA RAWAT	P
48	2020	MB201248	KSHITIJ GIROTRA	A
49	2020	MB201249	KUMARI BEAUTY	P
50	2020	MB201250	KUNAL MUKHERJEE	P
51	2020	MB201251	LUCKY DAS	P
52	2020	MB201252	MADHAVI	A
53	2020	MB201253	MADHINA M	P
54	2020	MB201254	MANDA SRINATH	P
55	2020	MB201255	MANOJ KUMAR	P
56	2020	MB201256	MAYANK VERMA	P
57	2020	MB201257	MEGHNA BHATTACHARJEE	P
58	2020	MB201258	NAMRATA MAIDUR	P
59	2020	MB201259	NANDISH PANDEY	P
60	2020	MB201260	NAYAN	P
61	2020	MB201261	NEHA KUMARI	A
62	2020	MB201262	NILA	P
63	2020	MB201263	NILANJANA DE	P
64	2020	MB201264	NINGAPPA	P
65	2020	MB201265	NITHIN NAINI	P
66	2020	MB201266	OJUS RAJENDRA SAMUDRE	P
67	2020	MB201267	OMKAR SURESH SANKAPAL	A
68	2020	MB201268	P NANDINI	P
69	2020	MB201269	PANKAJ YADAV	P
70	2020	MB201270	PATEL BRITI MANILAL	P
71	2020	MB201271	PERAPOGU NIKHIL	P
72	2020	MB201272	POREDDY VYSHNAVI REDDY	P
73	2020	MB201273	PRAGYA	P
74	2020	MB201274	PRASHANTH A	P
75	2020	MB201275	PRIYANKA DAS	A
76	2020	MB201276	RASHMI SHUKLA	P
77	2020	MB201277	SAIKAT KUMAR MAJHI	P
78	2020	MB201278	SAMAPTA RAJ	P
79	2020	MB201279	SAMIKSHYA BEHERA	P







# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

80	2020	MB201280	SAMPADA V	A
81	2020	MB201281	SANDEEP KUMAR MOHANTA	P
82	2020	MB201282	SAPTAPARNA SAHA	P
83	2020	MB201283	SAPTARSHEE SENGUPTA	P
84	2020	MB201284	SAVIO SIBI	P
85	2020	MB201285	SHABNAM SAIKIA	P
86	2020	MB201286	Shah Hetal Rajesh	A
87	2020	MB201287	SHATALWAR AKANKSHA PRAMOD	P
88	2020	MB201288	SHAYAN SWARUP GAUTAM	P
89	2020	MB201289	SHELKE KETAN VISHNU	P
90	2020	MB201290	SHIVANI SINHA	P
91	2020	MB201291	SHIWANGI DUBEY	P
92	2020	MB201292	SHUMITRA GOGOI	P
93	2020	MB201293	SIBASISH GANTAYAT	A
94	2020	MB201294	SINGH EKTA ARUNKUMAR	P
95	2020	MB201295	SNEHA GHOSH	P
96	2020	MB201296	SOUMYA RANJAN MOHANTY	P
97	2020	MB201297	SOURAV KUMAR SUMAN	P
98	2020	MB201298	SREELAKSHMI A	P
99	2020	MB201299	SUBHADIP SARKAR	P
100	2020	MB201300	SUBHAN	P

Director



Regional College of Management

Regional College Of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore



## REGIONAL COLLEGE OF MANAGEMENT, BANGALORE

**DATE :25-03-2021**

### **A REPORT ON SEMINAR ON UNDERSTANDING RISK MANAGEMENT AND DECISION MAKING WHICH IS PART OF ENTERPRENUERSHIP.**

**Dr.Peter A.C.Smith** conducted a workshop on “Risk management and decision making” at RCM Bangalore campus on 25<sup>th</sup> March 2021. He told these things are crucial components of any organization's strategy to mitigate uncertainties and maximize opportunities. This seminar report delves into the fundamentals of risk management, explores various decision-making models, and examines the interplay between the two in organizational contexts.

#### **Dr.Peter started with the Introduction:**

In today's dynamic business environment, organizations face multifaceted risks that can impact their objectives, operations, and stakeholders. Effective risk management involves identifying, assessing, and mitigating these risks to enhance resilience and ensure sustainable growth. Decision making, on the other hand, entails choosing the best course of action among available alternatives to achieve desired outcomes. This seminar aims to elucidate the principles, techniques, and challenges associated with risk management and decision making.

#### **He explain the Key Concepts:**

##### **1. Risk Management:**

- Definition and Scope
- Types of Risks (e.g., Financial, Operational, Reputation)
- Risk Identification Techniques (e.g., SWOT Analysis, Risk Registers)
- Risk Assessment and Quantification (e.g., Probability-Impact Matrix, Monte Carlo Simulation)
- Risk Mitigation Strategies (e.g., Risk Avoidance, Risk Transfer, Risk Acceptance)
- Monitoring and Control

##### **2. Decision Making:**

- Rational Decision-Making Model (e.g., Identify Problem, Generate Alternatives, Evaluate Alternatives, Select Best Alternative, Implement, Evaluate)
- Behavioral Aspects of Decision Making (e.g., Bounded Rationality, Cognitive Biases)
- Decision Making under Uncertainty and Risk
- Decision Support Systems (e.g., Analytics, Decision Trees)
- Group Decision Making and Consensus Building
- Ethical Considerations in Decision Making

##### **3. Integration of Risk Management and Decision Making:**

- Risk-Informed Decision Making
- Balancing Risk and Reward
- Incorporating Risk Appetite and Tolerance
- Scenario Planning and Contingency Planning
- Learning from Past Decisions and Risk Events





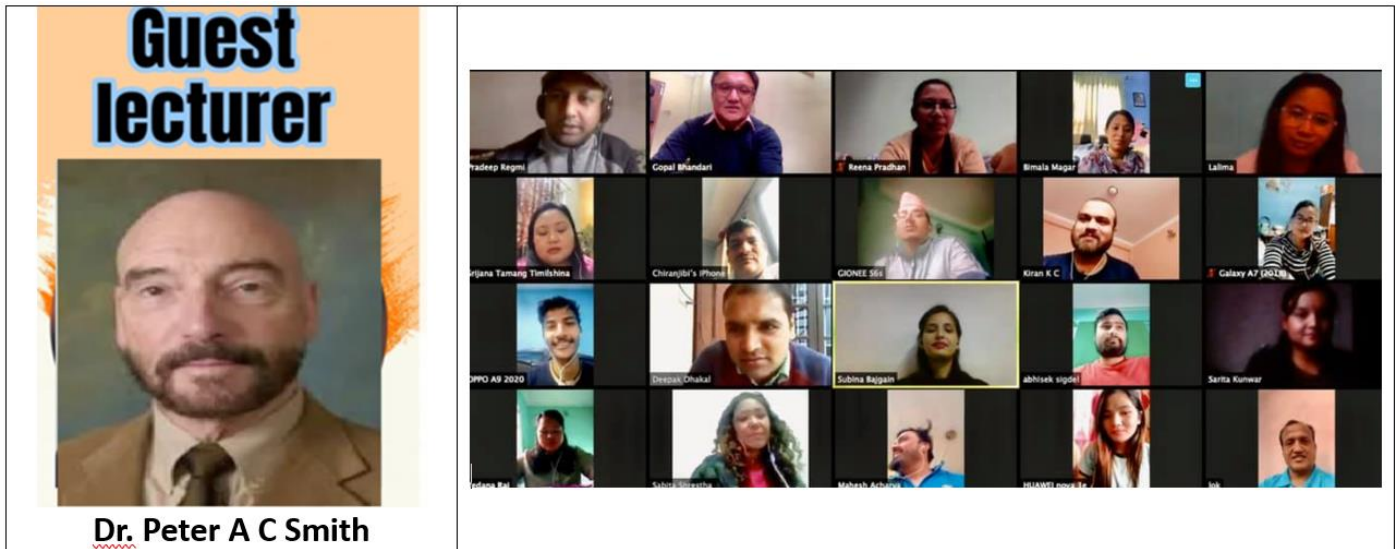
# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

## Case Studies:

1. **Financial Risk Management in Banking Sector:**
  - o Case Study of Lehman Brothers Collapse
  - o Lessons Learned and Regulatory Reforms
2. **Strategic Decision Making in Technology Industry:**
  - o Case Study of Apple Inc.'s Product Development and Market Entry Strategies
  - o Balancing Innovation and Risk Aversion

## Resource Person : Dr.Peter A.C.Smith



**Dr. Peter is with the Students during online session on Undertaking Risk Management as a part of Entrepreneurship Programme conducted on 25<sup>th</sup> March, 2021.**

Director   
Regional College of Management





# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

## REGIONAL COLLEGE OF MANAGEMENT, BANGALORE

### MBA & BBA STUDENTS LIST OF 2020-21 BATCH

SL.NO	REG NO	STUDENT NAME	ATTENDANCE
1	MB201201	CHOUTAMAL RUSHIKESH DIGAMBAR	P
2	MB201202	POORNIMA M J	P
3	MB201203	AAKANKSHA KULSHRESTHA	P
4	MB201204	ABHIJIT DUTTA BANIK	P
5	MB201205	ABHIJITH A	A
6	MB201206	ABHIK KARAN	P
7	MB201207	ABHINRAJ B	P
8	MB201208	ABHISHEK VIJAY B	A
9	MB201209	ADITYA KUMAR	P
10	MB201210	AKHILA MAGULURI	P
11	MB201211	AMARTYA MUKHERJEE	P
12	MB201212	ANANNYA BHATTACHARJEE	P
13	MB201213	ANISHA SINGH	P
14	MB201214	ANJITHA S	A
15	MB201215	ANKITA PRADHAN	P
16	MB201216	ANNAM KISHORE	P
17	MB201217	ANSHAD KUNNATH PARAMBIL	A
18	MB201218	ARNAB DEY	P
19	MB201219	ARNAB DEY CHOWDHURY	P
20	MB201220	ARPITA BHAGAT	A
21	MB201221	ASHUTOSH NAIK	P
22	MB201222	BADAMPUDI NIKHILA MANASA	P
23	MB201223	BANDI LEELE SAI KRISHNA	A
24	MB201224	BHABANI PRASAD DAS	P
25	MB201225	BODEM GURUSAI GOWTHAM KUMAR	P
26	MB201226	CHANDAN S R	P
27	MB201227	CHANDHRU R	P
28	MB201228	DEBADREE DASGUPTA	P

Director



Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore



Regional College of Management

**REGIONAL COLLEGE OF MANAGEMENT, BANGALORE**

**DATE :01/06/2021**

## **GEOGRAPHICAL INDICATIONS**

PROF.GURUDAS BANDOPADHYAY took one session for the Students of RCM Bangalore on Intellectual property (IP) rights . He explain the importance of it and how it encompass a legal framework safeguarding creations of the mind, including inventions, literary and artistic works, designs, and symbols. Within this framework, geographical indications (GIs) play a crucial role in protecting the reputation and quality of products linked to a specific geographical location. This essay will delve into the concept of GIs, their significance within intellectual property rights, and their impact on producers, consumers, and regional development.

Dr Bangdyopadhyay explains how at its core, a GI is a sign used on products that originate from a particular geographical area. This area's unique characteristics, such as climate, soil composition, or traditional knowledge, contribute to the specific qualities, reputation, or other characteristics of the product. Examples include Darjeeling tea from India, Champagne from France, and Tequila from Mexico. By registering a GI, producers gain exclusive rights to use the indication for their products, preventing unauthorized use by others whose products do not meet the established standards.

GIs hold significant weight within the intellectual property rights landscape. They fall under the category of "signs," alongside trademarks and appellations of origin. However, GIs differ from trademarks in their focus on geographical origin rather than branding a specific company. Compared to appellations of origin, which have stricter quality requirements, GIs can encompass a broader range of characteristics beyond just quality.

The importance of GIs is multifaceted. For producers, GIs provide a valuable tool for:

- **Market differentiation:** GIs distinguish their products from competitors, allowing them to command premium prices due to the association with quality and reputation.
- **Consumer protection:** GIs assure consumers that they are purchasing authentic products with the expected characteristics.
- **Legal recourse:** GIs empower producers to take legal action against unauthorized use of the indication, safeguarding their economic interests.

He explained the Consumers benefit from GIs by having access to:

- **Transparent information:** GIs guarantee the origin and authenticity of products, allowing consumers to make informed choices.
- **Quality assurance:** GIs often come with defined quality standards, ensuring a consistent product experience.
- **Support for local economies:** By choosing GI-protected products, consumers contribute to the economic prosperity of the specific region linked to the GI.

Beyond producers and consumers, GIs contribute significantly to regional development by:





- **Promoting traditional knowledge and skills:** GIs incentivize the preservation of traditional production methods and local knowledge associated with the product.
- **Economic growth:** GIs stimulate local economies by creating jobs, increasing export potential, and attracting investments.
- **Rural development:** GIs empower rural communities by providing them with a competitive edge for their agricultural or handicraft products.

International agreements like the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) recognize the importance of GIs by mandating member countries to provide legal protection for them. Additionally, the World Intellectual Property Organization (WIPO) administers the Lisbon Agreement, which establishes a system for the international registration of GIs.

He explains that implementing and enforcing GIs can be challenging. Defining the geographical area covered by the GI and establishing clear quality standards are crucial steps. Additionally, raising awareness among consumers about GIs and creating robust enforcement mechanisms are essential for ensuring their effectiveness.

## RESOURCE PERSON: PROF.GURUDAS BANDOPADHYAY



**Dr. Gurudas Bandopadhyay conducted his session on Geographical Indications with reference to Intellectual Property Rights on 1<sup>st</sup> June, 2021.**

Director

Regional College of Management





# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

## REGIONAL COLLEGE OF MANAGEMENT, BANGALORE

### MBA & BBA STUDENTS LIST OF 2020-21 BATCH

SL.NO	REG NO	STUDENT NAME	ATTENDANCE
1	MB201201	CHOUTAMAL RUSHIKESH DIGAMBAR	P
2	MB201202	POORNIMA M J	P
3	MB201203	AAKANKSHA KULSHRESTHA	P
4	MB201204	ABHIJIT DUTTA BANIK	P
5	MB201205	ABHIJITH A	A
6	MB201206	ABHIK KARAN	P
7	MB201207	ABHINRAJ B	P
8	MB201208	ABHISHEK VIJAY B	A
9	MB201209	ADITYA KUMAR	P
10	MB201210	AKHILA MAGULURI	P
11	MB201211	AMARTYA MUKHERJEE	P
12	MB201212	ANANNYA BHATTACHARJEE	P
13	MB201213	ANISHA SINGH	P
14	MB201214	ANJITHA S	A
15	MB201215	ANKITA PRADHAN	P
16	MB201216	ANNAM KISHORE	P
17	MB201217	ANSHAD KUNNATH PARAMBIL	A
18	MB201218	ARNAB DEY	P
19	MB201219	ARNAB DEY CHOWDHURY	P
20	MB201220	ARPITA BHAGAT	A
21	MB201221	ASHUTOSH NAIK	P
22	MB201222	BADAMPUDI NIKHILA MANASA	P
23	MB201223	BANDI LEELA SAI KRISHNA	A
24	MB201224	BHABANI PRASAD DAS	P
25	MB201225	BODEM GURUSAI GOWTHAM KUMAR	P
26	MB201226	CHANDAN S R	P
27	MB201227	CHANDHRU R	P
28	MB201228	DEBADREE DASGUPTA	P

Director

Regional College of Management



Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore



**DATE: 07/12/2020**

## **PLANT VARIETY PROTECTION**

A seminar was organized as part of **IPR** at the RCM Bangalore campus to share importance of it in business. Prof. Kirron Bindu during his session on Plant Variety Protection as a part of Intellectual Property Rights the agricultural sector plays a pivotal role in sustaining human life. As the global population continues to rise, so does the demand for food security. Plant breeding, the science of developing new plant varieties with improved characteristics, has been instrumental in meeting this demand. Intellectual property (IP) rights, specifically plant variety protection (PVP), act as an incentive for plant breeders, fostering innovation and ensuring a robust agricultural landscape.

### **Prof Kirron explained the Need for Plant Variety Protection**

Traditional plant breeding is a time-consuming and laborious process. Breeders rely on natural selection, induced mutations, or hybridization techniques to develop new varieties with desired traits like disease resistance, higher yields, or improved nutritional content. Without proper protection, these advancements could be easily copied by others, diminishing the incentive for breeders to invest their resources in research and development.

PVP offers a legal framework for safeguarding the rights of plant breeders. It grants breeders exclusive rights to control the commercialization of their new varieties for a defined period. This includes activities like producing, selling, conditioning for propagation, importing, or exporting the propagating material of the protected variety.

### **He explained the Balancing Innovation and Access**

While PVP incentivizes innovation, it's crucial to strike a balance with ensuring access to these improved varieties. PVP systems typically allow for exceptions, such as farmers' rights. Farmers are generally permitted to save seeds from their harvest for subsequent planting on their own farms, promoting self-sufficiency and seed security. Research and breeding exemptions also exist, allowing other breeders to use the protected variety for further research and development of new varieties.

### **The International Framework: UPOV Convention**

The International Union for the Protection of New Varieties of Plants (UPOV) Convention establishes a multilateral framework for PVP. Established in 1961, UPOV offers a standardized system for plant variety protection across member countries. The convention outlines key criteria for granting protection, including:

- **Novelty:** The variety must be distinct from any existing variety.
- **Distinctiveness:** The variety must possess characteristics that are clearly distinguishable from other known varieties.
- **Uniformity:** The variety's characteristics must be uniform across its propagation cycles.
- **Stability:** The variety's characteristics must remain stable across successive generations.

### **Sui Generis System vs. Patents**







# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

Plant variety protection is considered a "sui generis" system, meaning it's a unique form of IP specifically tailored for plants. This differs from patents, which are typically used for inventions. Patents require a higher bar for novelty and non-obviousness, which can be challenging to achieve for naturally occurring plant varieties.

The sui generis system acknowledges the unique characteristics of plant breeding and the cyclical nature of plant reproduction. It allows for the protection of essentially derived varieties, which are new varieties that retain the essential characteristics of a protected variety but possess some distinguishing features.

## The Impact of PVP

PVP has demonstrably spurred innovation in the agricultural sector. By granting breeders exclusive rights, it encourages investment in research and development, leading to the creation of new varieties with improved yields, enhanced nutritional content, and better resistance to pests and diseases. This translates to increased food security, improved environmental sustainability, and economic benefits for farmers and consumers alike.

## Challenges and Considerations

While PVP offers significant advantages, there are also challenges to consider. The cost of obtaining and maintaining PVP rights can be a barrier for small breeders. Additionally, concerns exist about the potential for consolidation within the seed industry, with larger corporations potentially dominating the market for protected varieties.

## RESOURCE PERSON: PROF KIRRON BINDU

Director

Regional College of Management





# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)



**Prof. Kirron Bindu during his session on Plant Variety Protection as a part of Intellectual Property Rights understanding with the students of RCMB on 7<sup>th</sup> December, 2020.**

Director

Regional College of Management





# REGIONAL COLLEGE OF MANAGEMENT

(Recognised by Govt. of Karnataka, Approved by AICTE & Affiliated to Bangalore University)

## REGIONAL COLLEGE OF MANAGEMENT, BANGALORE MBA & BBA STUDENTS LIST OF 2020-21 BATCH

SL.NO	REG NO	STUDENT NAME	ATTENDANCE
1	MB201201	CHOUTAMAL RUSHIKESH DIGAMBAR	P
2	MB201202	POORNIMA M J	P
3	MB201203	AAKANKSHA KULSHRESTHA	P
4	MB201204	ABHIJIT DUTTA BANIK	P
5	MB201205	ABHIJITH A	A
6	MB201206	ABHIK KARAN	P
7	MB201207	ABHINRAJ B	P
8	MB201208	ABHISHEK VIJAY B	A
9	MB201209	ADITYA KUMAR	P
10	MB201210	AKHILA MAGULURI	P
11	MB201211	AMARTYA MUKHERJEE	P
12	MB201212	ANANNYA BHATTACHARJEE	P
13	MB201213	ANISHA SINGH	P
14	MB201214	ANJITHA S	A
15	MB201215	ANKITA PRADHAN	P
16	MB201216	ANNAM KISHORE	P
17	MB201217	ANSHAD KUNNATH PARAMBIL	A
18	MB201218	ARNAB DEY	P
19	MB201219	ARNAB DEY CHOWDHURY	P
20	MB201220	ARPITA BHAGAT	A
21	MB201221	ASHUTOSH NAIK	P
22	MB201222	BADAMPUDI NIKHILA MANASA	P
23	MB201223	BANDI LEELE SAI KRISHNA	A
24	MB201224	BHABANI PRASAD DAS	P
25	MB201225	BODEM GURUSAI GOWTHAM KUMAR	P
26	MB201226	CHANDAN S R	P
27	MB201227	CHANDHRU R	P
28	MB201228	DEBADREE DASGUPTA	P
29	MB201229	DEEPANNITA GOPE	P
30	MB201230	DEEPTHY A	A
31	MB201231	DOGIPARTHI SARAN KUMAR	P
32	MB201232	FATHIMA SULTHANA KR	P
33	MB201233	GAURVI GOYAL	A

Director

Regional College of Management



Regional College of Management Bangalore, Survey No. 34/4 34/5, Mudugurki, Devanahalli, Bangalore – 562110, Karnataka.



Website: [www.rcmb.in](http://www.rcmb.in)

DIRECTOR  
REGIONAL COLLEGE OF MANAGEMENT BANGALORE  
Devanahalli, Bangalore