



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(AUTONOMOUS)

Re-Accredited by NAAC,
An ISO 9001:2015 certified Institution,
Affiliated to Bharathiar University,
Pollachi - 642 001.

DEPARTMENT OF COMPUTER TECHNOLOGY

In Association With

INSTITUTION'S INNOVATION COUNCIL

organizes

ONE DAY WORKSHOP

ON

DIGITAL MARKETING FOR ENTREPRENEURIAL SUCCESS & IPR

EVENT ID : IQAC/2022-23/JAN/215

TOPIC: Intellectual Property
Rights (IPR)

Session - I



Mr. R. P. RAMANATHAN
Consultant of Trade Marks and
Geographical Agent
Indian Patent Organization
Coimbatore.

TOPIC: Digital Marketing for
Entrepreneurial Success

Session - II



Mr. M. MAHARAJ
Director
BCBUZZ TECHNOLOGIES Private Limited
Saravanampatty
Coimbatore.



20-FEB-2023



**Dr. ABDULKALAM
ARANGAM
NGM COLLEGE**

About the NGM College

A nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists late. S.P. Nallamuthu Gounder and Late Arutchelver Padmabhushan Dr.N Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started NGM College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of autonomous system from the academic year 1987-88. The college has been Re-Accredited by NAAC and it is ISO 9001:2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post Graduate and Research Institution, offering 29 UG, 11 PG, 14 M.Phil and 13 Ph.D Programmes, apart from Diploma and Certificate Courses. The college has been ranked within Top 100 (72nd Rank) in India by NIRF 2021.

About the B.Sc., C.T. Department

One of the latest additions to NGM's Departmental list is the Department of Computer Technology, which has its humble beginning in 2011 with the objective of imparting quality education in the field of computer science. It started with the student strength of 50 students. With rapidly evolving technology and the continuous need for innovations, the department aspires to reassert the significance of high quality education by producing competent professionals who can shape the destiny of our country. To pave way for our students to a successful career with an educational experience that emphasizes on: Excellence, Integrity, Sharing, Innovation, Ownership, Joy and Passion for Learning. To continue to be the Premier Department for Computer Technology and to become regionally top-ranked and nationally recognized for Academic Excellence. To offer a broad-based education, encourage lifelong learning, foster teamwork, promote creativity, discovery and competitiveness. To turn out highly qualified graduates into world-class professionals capable of competing in the IT Arena as well as in a research environment.

About the Workshop

As the digital culture is taking its shape it is high time that we should adopt new ways to perform marketing activities. Digital Marketing is the perfect solution for such activities. With the perfect tools and platforms, we can execute your marketing activities digitally. Digital marketing is not always about doing things "Digitally", because the users who are using those digital platforms are not robots, they are humans. And as a marketer, need to keep your focus on the "human" side of digital activities too. And this is where we emphasize more. Digital marketing was just a fresh and different form of marketing at one point. But the value of digital marketing has drastically increased in the last couple of years. 49% of users say they use Google to discover a new thing or product or to locate it. To understand this Digital marketing thoroughly, through the workshop that will let perform those digital marketing activities with a practical approach.

The workshop focus on different aspects of Intellectual Property Rights (IPRs), Conversion of the research/project works into Patents and Hands-on-Training on patent searches for Innovations. The aim is to train the participants about the mechanism of accessing and using IPR information for further research and development in developing new products and process and for their use in business development. Also suggest steps for transforming innovations into proprietary assets through this workshop.

ORGANIZING COMMITTEE

CHIEF PATRON

Dr. B. K. KRISHNARAJ VANAVARAYAR
President
Nallamuthu Gounder Mahalingam College

PATRON

Dr. R. MUTHUKUMARAN
Principal,
NGM College.

ADVISORS

Dr. S. SARAVANA BABU
Dean - Academic

Dr. S. UMAPATHY
Dean - Research

PROGRAMME ORGANIZER

Dr. M. RAJASENATHIPATHI

Asso. Professor and
Head of Department,
Computer Technology.

**" The Journey of Thousand
Miles Begin with
a Single Step... "**

PROGRAMME CONVENORS

Mrs. C. Keerthana
Mrs. K. S. Leelavathi
Dr. R. Jayaprakash
Mrs. A. Kalaivani

Asst. Professor, Department of
Computer Technology,
NGM COLLEGE - Pollachi.

CONTACT INFO:

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PROGRAMME SCHEDULE

Date: 20.02.2023

Time: 10.00 a.m.

Welcome Address by	Mrs. C. KEERTHANA Asst. Professor, Department of Computer Technology
Presidential Address by	Dr.R.MUTHUKUMARAN Principal, NGM College.
Felicitation by	Dr.M. RAJASENATHIPATHI Asso. Professor and Head of Department, Computer Technology.

Break 11.00 a.m. - 11.15 a.m.

Technical Session- 11.15 a.m.- 01.15 p.m.

Topic: Intellectual Property Rights (IPR)	Mr. R. P. RAMANATHAN Consultant of Trade Marks and Geographical Agent Indian Patent Organization Coimbatore.
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Lunch 01.15 p.m. - 02.00 p.m.

Technical Session- 02.00 p.m- 04.00 p.m.

Welcome Address by	Mrs. A. KALAIVANI Asst. Professor, Department of Computer Technology
TOPIC: Digital Marketing For Entrepreneurial Success	Mr. M. MAHARAJ Director BCBUZZ TECHNOLOGIES Private Limited Saravanampatty Coimbatore.
Vote of Thanks by	Mrs. K. S. LEELAVATHI Asst. Professor, Department of Computer Technology

National Anthem