

## **Guest Lecture on “Think Differently: How BLUE are you?”**

**By Sri E Damodhar <sub>IPS</sub> IG (Technology & Legal) of AP**



A Guest Lecture on “Think Differently: How BLUE are you?” by Sri E Damodhar, IG for Technology services and Legal was held in KLUniversity Jasmine Hall on 20<sup>th</sup> January 2017. Dr. AVS Prasad Pro Vice chancellor and Dr. K. Raja Sekhar Associate Dean, Innovation, Incubation & Entrepreneurship & IPR of KL University have welcomed the guest with Flower bouquet. Dr. AVS Prasad has spoken on the issues that are important for current generation especially on thinking capabilities. Dr. K. Raja Sekhar Associate Dean has given welcome speech and also elaborated the activities of IIE cell where innovation in Technology is key objective for the university.

Sri E Damodhar has started his speech with elaborated talk on the approach adapted by the corporate giants like Google, Nokia, Dell and other technological giants. He has spoken different examples quoting varied thoughts made by the respective Techno companies to promote their product and subsequent business approach acclimatized against competitors. He explained the meaning of BLUE version took by US Business companies and subsequent impact on the entire world. He also quoted and highlighted the contributions and revolution happened in Internet technology with few examples and case studies on OYO, UBER, OLA and other novel business firms. More than 150 students of B.Tech. BBA and BA students of KLUniversity have attended the guest lecture.

Resource person Details: Sri E Damodhar IG of Technology services & Legal of Andhra Pradesh  
Topic: “Think Differently: How BLUE are you?”