



**SESHDRI RAO**  
**GUDLAVALLERU ENGINEERING COLLEGE**  
(An Autonomous Institute with Permanent Affiliation to JNTUK, Kakinada)  
SeshadriRao Knowledge Village, Gudlavalleru-521356, Krishna (Dt), AP,  
India



A

Report on

## **IIC Calendar Activity**

In view of

**“Workshop on Intellectual Property Rights (IPRs) and IP management for start up in association with NIPAM”**

**“Innovation”**

**Thrust area: Validation and Innovation & Business Model Development**

On

**05<sup>th</sup>, 23<sup>rd</sup> & 30<sup>th</sup> March 2024 (Phase-I)**

By

**SRGEC TECHDOC**

**Innovation and Incubation cell**

For the Academic Year

**2023-24**

Quarter-III

Semester-II



**Ministry of  
Education**  
Government of India



**MoE's  
INNOVATION CELL**  
(GOVERNMENT OF INDIA)



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of Education Initiative)



<b>Semester 2</b>	<b>Thrust area: Validation and Innovation &amp; Business Model Development Quarter-III</b>
<b>Theme</b>	Innovation
<b>Activity Name</b>	Workshop on Intellectual Property Rights (IPRs) and IP management for start up in association with NIPAM
<b>Mode of Conduct</b>	Offline
<b>Time</b>	One Week; 05 <sup>th</sup> , 23 <sup>rd</sup> & 30 <sup>th</sup> March 2024 (Phase-I)
<b>Participants</b>	Students: 125+123= 248 Attended Faculty:10 Attended

**Objective:**

The workshop on Intellectual Property Rights (IPRs) and IP management for startups, conducted in association with NIPAM, aims to educate and empower startup entrepreneurs with essential knowledge and strategies for effectively navigating intellectual property landscapes to safeguard their innovations and maximize their business potential.

**Exemplary:**

The workshop on Intellectual Property Rights (IPRs) and IP management for startups, held on 23<sup>rd</sup> and 30<sup>th</sup> March 2024 for III B.Tech Students of Department of CSE, SRGEC, provided a vital platform for startup entrepreneurs to gain insights into the intricacies of intellectual property and its management. Dr. B. Mahesh Babu and Dr. T. Srinivasa Rao, esteemed coordinators, spearheaded enlightening sessions designed a series of Intellectual Property Rights (IPRs) and IP management for startups, conducted in association with NIPAM to equip participants with the necessary tools and understanding to leverage intellectual property for strategic advantage in their entrepreneurial journey.

Throughout the workshop, participants delved into the fundamentals of intellectual property rights, including patents, trademarks, copyrights, and trade secrets. Practical case studies and interactive discussions elucidated the significance of identifying, protecting, and monetizing intellectual assets to enhance the competitiveness and sustainability of startup ventures.

Moreover, the workshop facilitated discussions on IP management strategies tailored to the specific needs and challenges faced by startups. Attendees received guidance on crafting effective IP strategies aligned with their business objectives, including methods for conducting patent searches, drafting patent applications, and managing IP portfolios on limited budgets.

An integral aspect of the workshop was its emphasis on fostering a culture of innovation and IP consciousness among startup ecosystems. Participants were encouraged to proactively integrate IP considerations into their business planning processes, thereby strengthening their market positioning and mitigating risks associated with intellectual property infringement.

By the workshop's conclusion, participants emerged equipped with practical insights and actionable strategies to navigate the complex landscape of intellectual property, empowering them to safeguard their innovations, attract investment, and drive sustainable growth in the competitive startup landscape. The exemplary blend of theoretical knowledge, practical

guidance, and strategic insights ensured that attendees departed with a clear roadmap for leveraging intellectual property to unlock the full potential of their startup ventures.

The event garnered an overwhelming response from both students and faculty members, reflecting the collective dedication towards promoting environmental consciousness and sustainable development. The Principal, Dr. B. Karuna Kumar, and the IIC President, along with the Vice Principal - Academics, Dr. M.R.Ch. Sastry, expressed their heartfelt appreciation to the entire IIC team, for orchestrating such a successful event. The IIC president thanked Dr. Kumutha, IPR coordinator, NIPAM for her thought full speech.



