



KKR&KSR Institute of Technology and Sciences Vinjanampadu, Guntur, Andhra Pradesh-522017

Approved by AICTE, New Delhi and Permanent Affiliation from JNTUK, Kakinada

Accredited with "A" Grade by NAAC & NBA Accreditation Status for 4 UG (CSE, ECE, EEE, ME) Programs

ONE DAY WORKSHOP ON IPR'S AND IP MANAGEMENT FOR STARTUP

24th APRIL 2024

**Organized by KKR & KSR Institute of Technology and Sciences in association
with MHRD-IIC**

About the Institution:

KKR & KSR Institute of Technology & Sciences, popularly known as KITS was established in the year 2008, by GSR & KKR Educational Society in Vinjanampadu village, Vatticherukuru Mandal of Guntur district. KITS has set for itself the mission to churn out professional deft, academically-bright and socially responsible individuals to contribute its wee bit to the knowledge society. The college is situated in a spacious 11 acres of land in- an idyllic rural setting. Despite being a college with 12 years of academic standing, the college is making rapid strides in establishing good practices in teaching-learning processes. It's a pleasure to disclose the achievements made by the students of KITS in all spheres, of participation at the university level. It's proud moment for our institution and students who have topped the university in various faculties of Engineering. The college has good infrastructure and is making concrete efforts in building an industry-institute beneficial corridor through addressing both the potential resources of the region and also meeting the transnational technical requirements. Though main impetus of our college is technology it also supports and encourages students to involve in various social service activities like Blood Donation, Donations to orphanages, old age homes, and poor feeding. As on the date, college enjoys NAAC accreditation of "A" Grade for 5 years, NBA accreditation for 3 years since 2018 and permanent affiliation of JNTUK Kakinada. The institution has received funding amount worth of Rs1.65cr from various funding organizations; there is 170 qualified teaching staff which is more than the stipulated number by AICTE/affiliating University.

About the Speakers:

Dr.M.Purna Kishore

Dr.M. Purna Kishore received his M.Tech in area of VLSI-D from NCET .He received (Ph.d) in area of Antennas from Andhra university. He has 18 paper publications in Antennas and VLSI. He has published 5 patents in IOT and Signal processing. He has 3years of Industrial and 13years of teaching experience. He is member of IETE, IEEE. He is ambassador of Innovation Council.

1. Objectives of the Event:

The workshop aims to empower startups with the knowledge and skills necessary to effectively manage their IP assets and drive business success.

- To create awareness about the importance of Intellectual Property Rights (IPRs) for startups.
- To educate startups about the different types of IPRs (patents, trademarks, copyrights, designs, and trade secrets).
- To provide guidance on how to identify, protect, and manage IP assets.
- To share best practices for IP management and strategy development.
- To discuss the role of IPRs in funding, collaborations, and business growth.
- To provide insights into IP-related challenges and how to overcome them.

2. Venue of the Event:

The event is organized in KKR&KSR Institute of Technology and Sciences Vinjanampadu, Guntur.

3. Date & Time of the Event: This is organized on 24th April 2024

4. No. of students participated: 48

5. No. of faculties participated: 1

6. Event photograph





7. Benefits in terms of learning/Skill/Knowledge obtained.

The Benefits in terms of learning/skill/knowledge obtained from the one-day workshop on IPR's and IP management for startups:

- startups can gain a comprehensive understanding of IPR's and IP management, enabling them to make informed decisions and drive business success.
- Understanding of IPR types (patents, trademarks, copyrights, designs, trade secrets).
- Knowledge of IP protection strategies and best practices.
- Familiarity with IP laws and regulations.
- Ability to identify and manage IP assets.
- Understanding of IP valuation and monetization.
- Insights into IP-related challenges and solutions.
- Knowledge of IP management tools and software.
- Understanding of IP licensing and collaboration agreements.

8. One Participant Feed Back:

I am D.Harshavardhini ,studying in ECE department in KKR & KSR Institute of Technology and Sciences. I have attended the ONE DAY WORKSHOP ON IPR'S AND IP MANAGEMENT FOR STARTUP 24th APRIL 2024 **Organized by KKR & KSR Institute of Technology and Sciences in association with MHRD-IIC**. First of all I want to thank my college management who provided such facility for all of us to learn about these things. In this regard my sincere thanks to AICTE-MHRD-IIC, who have been conducting such type of events for the student nourishment. I attended the workshop on 24th April 2024.

9. Expenditure Amount (If any): **RS.15,000**

10. Remarks: The workshop is organized smoothly.

11. Experiences and Output of the Session

Many students from our college are attended **ONE DAY WORKSHOP ON IPR'S AND IP MANAGEMENT FOR STARTUP** on 24-04-2024, conducted by KKR & KSR Institute of Technology and Sciences in association with MHRD-IIC.

Outcomes of the Session

The session is Very useful and informative. **Professors** explained very clear about IPR&IP Management. This session is very useful to understand current startups ideas and we learn more about startups and IP Management. So it is better to extend this session. They explained the importance of startups in present scenario.

Thank you very much to the management and MHRD-IIC for giving the opportunity.