



Submission of application to DST NIDHI Seed Support (SS) program by CIIE

Application was submitted to DST NIDHI Seed Fund Support for a grant of 10 Crores on 23rd June 2021 by Dr.K.RajaSekhar, Associate Dean, IIE & IPR as Principal Investigator (PI) and Dr.B.J.K.Singh, Dean-R & D as Co-Principal Investigator(Co-PI) for the project.

National Initiative for Developing and Harnessing Innovations (NIDHI) is an umbrella programme conceived and developed by the National Science & Technology Entrepreneurship Development Board (NSTEDB) of Department of Science & Technology (DST), Government of India (GOI).

This umbrella programme NIDHI, aims at nurturing start-ups through scouting, supporting and scaling of innovations. The various departments and ministries of the central government, state governments, academic and R & D institutions, financial institutions, angel investors, venture capitalist, mentors and the private sector would be the key stakeholders of NIDHI.

The key objective of the NIDHI- SEED SUPPORT (SS) PROGRAM is to ensure timely availability of the seed support to the deserving incubatee startups within an incubator, thereby enabling them to take their venture to the next level and facilitate their success in the marketplace. The scheme also enables the incubators to widen their pipeline of startups and also share the success of their startups which would also result in ensuring their long term operational sustainability.

Participation of CIIE in Fast Start Incubator Operations Training Program

Dr.K. RajaSekhar, Associate Dean-IIE & IPR and Professor of CSE,

Mr.L.Babu Hari Krishna, Manager-CIIE and Mr.S.V.SriKesh, Asst. Professor(TBI/B.Des) from CIIE participated in Fast Start Incubator Operations organized by CIIE, IIT-Hyderabad on 22nd June 2021



Training on Incubator Engagement Models

The program imparted knowledge on how to understand the process involved in designing growth programs for startups, understand the incubation process, important success factors, operating and revenue models of the incubators.

The program also gave an awareness on various facets of incubator operations, types of incubator activities, the structure of programs, resources, people and operations.

Faculty Development Programme (FDP) on 'Innovation and Entrepreneurship Skill Development from 21st June to 24th June 2021

CIIE conducted Faculty Development Programme on 'Innovation and Entrepreneurship Skill Development for all the faculty of KLEF in both the campuses of Hyderabad and Vijayawada.

The main objective of the FDP is to gain the knowledge of converting the research work into a viable item of demand executing the process of Startup culture and Entrepreneurship practices.

Speakers :

1. Dr.Nandita Sethi, Founder & Managing Director 'The Entrepreneur Zone' on 21st June 2021 on the topic 'Conversion of seed level innovation driven by Research to Incubation, Startup & Entrepreneurship'
2. Mr.R. Sreeram, Founder & Managing Director, Eruvaka Technologies on 22nd June 2021 on the topic 'Sector specific Entrepreneurship - Understanding local to global users'
3. Mr.M.V.A.L Narasimha Rao, Assistant Registrar & Assistant Professor-KL Business School on 22nd June 2021 on the topic 'The Art of Pursuing Entrepreneurial Career - Concepts, Process and Challenges'
4. Mr. Venkatesh, 'Yerrakula & Associates' on 23rd June 2021 on the topic 'Types of Startup Registrations and legal implications on non-operating Startups'
5. Dr.K.Raja Sekhar, Associate Dean- IIE & IPR , Professor, CSE Dept. on 24th June 2021 on the topic 'Project opportunities with CIIE and various funding opportunities from Government Agencies and other investors'

Participation of Students from KLEF in quarter finals of 'Toycathon' at national level held on 22 June - 24 June 2021

Students from the second year of CSE from KLEF (in academic year 2020-21), in the month of Jan 2021 contested in the all India level 'Toycathon' competition as an academic assignment for the course 'Business of Games & Entrepreneurship' handled by

Dr.K.Raja Sekhar. Out of vast number of contestants across the country, team 'Matrix' from CSE of KLEF was qualified to participate in the quarter finals at national level for the project 'Upanayati'

Members of the 'Matrix' team :G.Pavan Sai(Team Lead) (190030524),P.HanuShanmukh Priya (190030590), G.Vamsi Mithra (190030514),Bhavya Satya Sri(190031679),L.Siddharth(190030941)

Internal Faculty guide: Mr.J.Surya Kiran, Asst. Professor,CSE Department.

About Toycathon



Toycathon 2021 is an inter-ministerial initiative organized by Ministry of Education's Innovation Cell with support from All India Council for Technical Education, Ministry of Women and Child Development, Ministry of Commerce and Industry, Ministry of MSME, Ministry of Textiles and Ministry of Information and Broadcasting.

Currently, India's toy market stands at around 1.5 billion USD, which primarily is dominated by imported toys. Moreover, majority of these toys do not represent Indian heritage, civilization and value systems.

Toycathon 2021 is a unique opportunity for Students, Teachers, Start-ups and Toy experts/professionals in India to submit their innovative toys/games concepts and win large number of prizes worth Rs. 50 lakhs.

Meeting held for implementation of 'Work Process Flow' module in ERP for CIIE operations on 18 June 2021

Meeting was conducted by Dr.K.Raja Sekhar, on the plan of development of 'Work Process Flow' module in ERP for CIIE operations as per the modules sent by ERP team.

Date : 18 June 2021 , Time : 10.15 hrs to 11.40 hrs Venue : Online mode

Participants:Mr. Pankaj Dwivedi,Manager -CIIE (KL Hyderabad Campus), Mr.L.Babu Hari Krishna,Manager-CIIE(KL Vijayawada Campus),Mr.S.V.Sriekesh,Asst. Professor (TBI/B.Des),CIIE (KL Vijayawada Campus)

14	IIE	14.01	Ideation Process Management
		14.02	Ideation Support Services
		14.03	Incubation Life Cycle Management
		14.04	Makers Space Booking
		14.05	Makers Space Management
		14.06	Fab Lab Booking & Management
		14.07	Venture Capitalist Management
		14.08	Funding Management
		14.09	IIE Awards & Recognition Management
		14.10	IIE Event Management
		14.11	IIE Analytics & Dash Board

Points discussed:

1. 1) Check all the modules and members shall work on modules as per the sharing basis
 - a) Ideation Process Management, Ideation Support Services, Incubation Life Cycle Management, Makers Space Booking, Makers Space Management, Fab Lab Booking & Management to be worked by Mr.S.V.Srikrish
 - b) Venture Capitalist Management, Funding Management to be worked by Mr.L.Babu Hari Krishna
 - c) IIE Event Management to be worked by Mr. Pankaj Dwivedi.
1. 2) Suggestions can be made in reducing the number of modules and renaming the module.
2. 3) Sample module with all the elements to be prepared and call for discussions

Awareness Session on IPR, Trademarks & Copyrights to Students and Faculty of Marris Stella College by Dr.K.Raghava Rao

Dr.K.Raghava Rao, Principal Investigator(PI) of KLIPFC delivered an awareness session to the faculty and students of Marris Stella College.

Basics of IPR and the available resources in KLIPFC were presented during the awareness session.

Basic definitions on Trademarks and Copyrights were

discussed with case studies.

Copyrights and patents provide legal grounds for ownership and the right to pursue legal recourse if someone infringes on your idea. Otherwise, people can go around stealing ideas and creations and selling them as their own.

Orientation programme to Innovation Ambassadors conducted by MoE Innovation Cell on 02nd June 2021

Ministry of Education (MoE), Innovation Cell conducted orientation session to the Innovation Ambassadors on 2nd June 2021 nominated by the Institutes under Institution Innovation Cell(IIC) to make awareness on

1)How to maximize the impact of I&E(Innovation & Entrepreneurship) initiatives at HEIs(Higher Education Institutes) through integration and alignment of NISP(National Institute Startup), IIC and ARIIA(Atal Ranking of Institutions on Innovation Achievements) programs.

2)Orientation on other major Initiatives of MOE's Innovation Cell.

All Innovation Ambassadors from CIIE of KLEF were intimated to attend the session and clarify on the issues of Innovation Ambassador role.

Panel discussion with 'Innovators and Startup Founders' by SIRT, Bhopal on 27 May 2021

CIIE participated (by Mr.S.V.Sriresh) in the panel discussion organized by SIRT, Bhopal with 'Innovators and Startup Founders'. Opinions were shared on how innovations shall scale up with in a short time with various techniques of making prototypes for Proof of Concepts (PoC) made and effective contribution of continuous attempts in making prototypes can lead a simple path of making Minimum Viable Product (MVP). Similar opinions were also expressed by other members on stream lining of the product development process making it effective in building the product with minimum time frame, resources and more time catering to analysis and customer insights captured in market research.



IUCEE Cluster Meeting Development on Innovation and Startup developments (Institute level developments) 12 May 2021

Cluster meeting was conducted by IUCEE to the member Institutes to announce the Institute level developments on Innovations & Startups conducted.

Respective members who represented various institutes shared the events, activities and programs conducted on Innovations and motivational talks on various Innovations for the students of the first year of joining the institute into any academic program.

CIIE represented by Dr.K.Raja Sekhar and Mr.S.V.Sriresh shared the on going events & activities conducted on Innovation, Startups, Bootcamps (TARS), Seminars, Workshops in KLEF encouraging students and faculty for effective research and further converting into a potential Startup. Discussions contain about the

successful Startups from the campus and specific focus on Faculty Startups (TARS-Translation of Academic Research to Startups) converting the research work into a commercial aspect and patentable object boosting the innovation index of the country.

Webinar conducted by KLIPFC of CIIE on 'Importance & benefits of Trademarks and Copyrights for MSMEs, Startups and Institutions' (10th Apr 2021)

KL Intellectual Property Facilitation Center (KL IPFC) of Center for Innovation, Incubation & Entrepreneurship (CIIE) organized webinar on 'Importance & benefits of Trademarks and Copyrights for MSMEs, Startups and Institutions' on 10th April 2021 with Mr.Ch.Gopinadh (practicing Chartered Accountant and Tax Consultant) as speaker for the event.

The webinar is conducted to transfer overall knowledge on usefulness of trademarks and copyrights in business operations to the participants.

Trademarks provide value beyond core business. Trademarks can lead the way for expansion from one industry to another, such as from personal care to clothing or eye ware.

Registering your business name for a trademark protects your sales by preventing consumer confusion. For example, if another company uses the same or a similar name to yours and sells a similar product, customers might think they're buying from you instead of your competitors.

Webinar conducted by KLIPFC of CIIE on "Geographical Indication (GI) Identification and Procedure of GI Registration" (17th Apr 2021)

KL Intellectual Property Facilitation Center (KL IPFC) of Center for Innovation, Incubation & Entrepreneurship (CIIE) organized webinar on "Geographical Indication (GI) Identification and Procedure of GI Registration" on 17th April 2021 with Mr. Subhajit Saha, Director & Head, CII-Telangana State.

The webinar is conducted for all faculty, startups, MSMEs and other participants to gain overall knowledge on

usefulness of GI registration by Societies, Organizations and Government.

Geographical Indications have been given the status of intellectual property since the product gets more value commercially by its mere association with a particular place.

GIs helps in the identification of a source of goods which in turn is related with the quality of goods.

GI tags are issued as per the Geographical Indications of Goods (Registration and Protection) Act, 1999. This tag is issued by the Geographical Indication Registry under the Department of Industry Promotion and Internal Trade, Ministry of Commerce and Industry.

The Geographical Indications Registry has a total of 361 GIs registered in India as of September 2019.

The registration of GIs began in the financial year 2004-05 after the Geographical Indications of Goods (Registration & Protection) Act, 1999 came into effect from September 2003.

There are three main ways to protect a geographical indication:

1. so-called sui generis systems (i.e. special regimes of protection);
2. using collective or certification marks;
3. Methods focusing on business practices, including administrative product approval schemes.



WHAT DOES A GI DO?

- GI registration provides the registered proprietor and the authorized user the exclusive right to use the registered GI on the specified goods
- Monopolization of the market enables the producers to control prices, i.e., can charge premium prices, thereby enhancing profits
- Studies reveal that 80 % consumers are prepared to pay 20 – 30 % higher prices for goods they believe are having better qualities over other goods

Speaker:

Mr. Subhajit Saha delivering the session on GI's

Award of 'Distinguished Professor' to Dr.K.Raghava Rao by Novel Research Academy (28th May 2021)

Dr.K. Raghava Rao,PI-KLIPFC was awarded 'Distinguished Professor' by Novel Research Academy in May 2021



Patents filed by Koneru Lakshmaiah Intellectual Property Facilitation Center (KLIPFC) with India Patent Office, Govt. of India

KLIPFC had filed fifty (50) patent applications with India Patent Office (IPO) since the start of operations from July 2020.