



## INNOVATION CONTESTS, IDEATION PROGRAMS & BOOT CAMPS FOR INNOVATORS & STARTUPS

CIIE has released the following circulars on Ideation events, Boot camps and other Innovation Contests during October – December 2020

- ✓ Call for Research proposals on Indian Traditional Knowledge System (IKS) by MHRD Innovation Cell (MIC), Govt. of India released on 6th November 2020
- ✓ Call for Paper Writing and Research Report on Innovation – Event by CIIE released on 17th December 2020
- ✓ CoWIN Grand Challenge for Strengthening COVID Vaccine Intelligence Network by MoHFW & MeitY, Government of India released on 30th December 2020
- ✓ Aatmanirbhar Toys Innovation Challenge – Create a Toy based Game reflecting Indian Tradition or Culture released on 30th December 2020

### Impact of Design on Innovation and Startup Ecosystem

IP Facilitation Center (IPFC) of Center for Innovation, Incubation & Entrepreneurship (CIIE) organized an event (webinar) jointly with M/s Spread Design & Innovation on 5th Oct 2020. Mr. Shwetabh S.Verma has delivered awareness on design & its impact on Innovation & startups delivered to the second and third year students of Civil & Mechanical Engineering students. While design for social impact is a relatively new field in the formal sense, certainly all design has social impact. From the utensils designed to influence how and what we eat, to the apps that affect our brain chemistry and our personal relationships, all design impacts the social realm. The elements, or principles, of visual design include Contrast, Balance, Emphasis, Movement, White Space, Proportion, Hierarchy, Repetition, Rhythm, Pattern, Unity, and Variety. These principles of design work together to create something that is aesthetically pleasing and optimizes the user experience



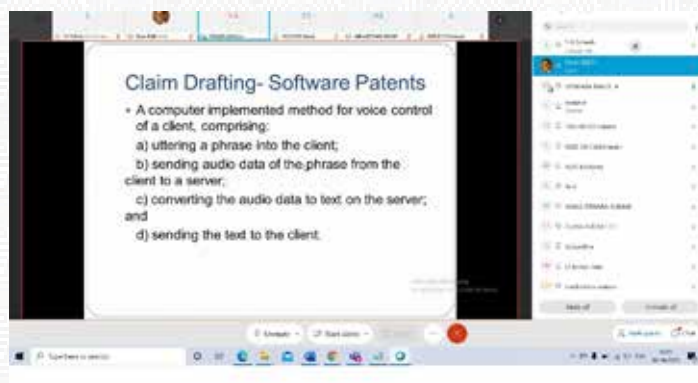
**Competitive case analysis on a product manufactured by different manufacturers**



**A Case Study for Attractive and usable features in kids tooth brush**

## PATENT DRAFTING AND FILING

IP Facilitation Center (IPFC) of Center for Innovation, Incubation & Entrepreneurship (CIIE) organized an event (webinar) on "Patent Drafting & Filing" on 16th Oct 2020 and Mr. Rahul Agarwal was the resource person to give awareness on Patent Drafting & Filing to all the students and faculty of KL University. The event gave an overall basic knowledge and awareness on patent drafting, wording to be used in drafting and the filing process with Indian Patents Office. The resource person is a registered patent agent with India Patents Office, Govt. of India. Few of the Screenshots



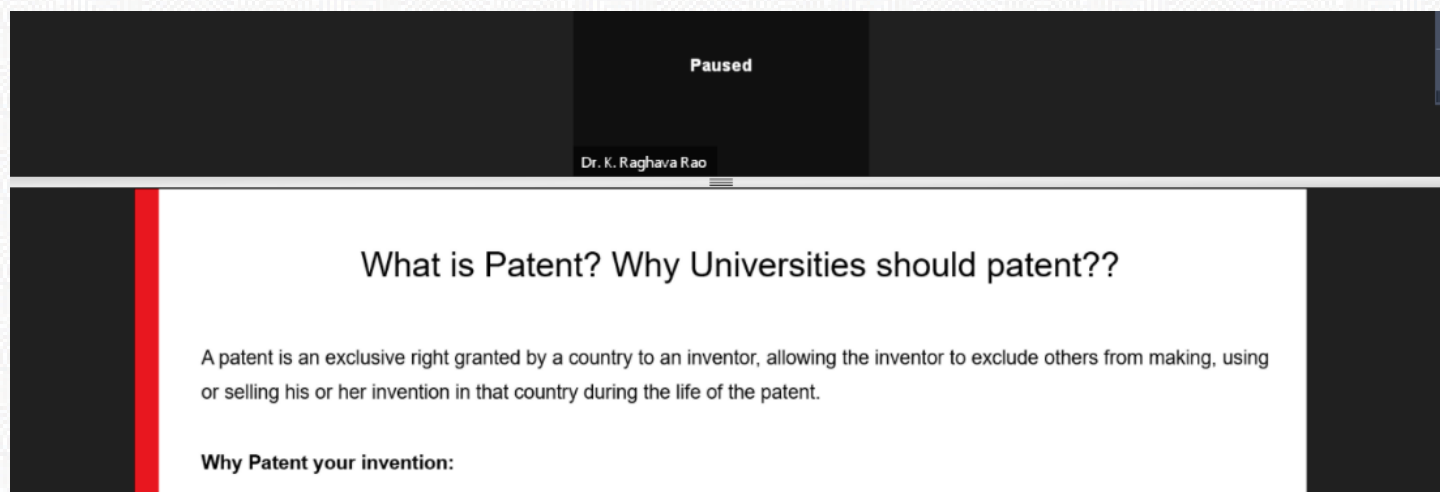
Resource person explaining on claim drafting during the session

## ADVANCING & SAFEGUARDING THE RESEARCH WORK WITH PATENT SEARCH

IP Facilitation Center (IPFC) of Center for Innovation, Incubation & Entrepreneurship (CIIE) organized an event (webinar) jointly with M/s LexisNexis India Pvt. Ltd on 17th Oct 2020 with Mr. Sachin Sharma and Mrs. Tharraniswari Gunasekaran the resource person to give awareness on safeguarding research through proper patent search. The event gave an overall knowledge and awareness on patent search with the aid of patent search database software to the students and faculty in daily life. Patent databases provide protection for the invention to the owner of the patent for a limited period which varies from country to country.



Dr. K. Raghava Rao,  
Convener of the event addressing the participants.



Resource person explaining the necessities of patent

## PARTICIPATION OF CIIE IN FIRST PRSG MEETING TO REVIEW PHYSICAL AND FINANCIAL PROGRESS OF TIDE 2.0 CENTERS (WEST & SOUTH-WEST ZONE CLUSTERS BY MINISTRY OF ELECTRONICS & INFORMATION TECHNOLOGY (MEITY)

Center for Innovation, Incubation & Entrepreneurship (CIIE) has participated in the first review meeting to review physical and financial progress of TIDE 2.0 Centers for West & South-West Zone Clusters held on 15th October 2020 through online. The following is the list of TIDE 2.0 centers participated and presented their report on the progress on the grant released during the year 2019-2020

- a. Centre for Innovation Incubation and Entrepreneurship (CIIE), IIM Ahmadabad
- b. Society for Innovation and Entrepreneurship (SINE), IIT, Bombay
- c. International Centre for Entrepreneurship and Technology (iCreate), Ahmadabad
- d. IIM Udaipur Incubation Centre, Udaipur
- e. Gujarat University Startup and Entrepreneurship Council (GUSEC), Ahmadabad
- f. Atal Incubation Centre, Banasthali Vidyapith, Tonk
- g. JECRC Incubation Centre, JECRC University, Jaipur
- h. Pilani Innovation and Entrepreneurship Development Society, BITS Pilani
- i. AIC - Pinnacle Entrepreneurship Forum, Pune
- j. Sandip Technology Business Incubator (TBI), Sandip University, Nashik
- k. AIC - Centre for Cellular & Molecular Biology (AIC-CCMB), Hyderabad
- l. i-TIC Foundation, IIT Hyderabad
- m. SR Innovation Exchange, Warangal Affiliated to JNTU, Hyderabad
- n. IIM Visakhapatnam Incubation Center, Visakhapatnam
- o. Atal Incubation Centre - ALEAP We-Hub, Hyderabad (Association of Lady Entrepreneurs of India)
- p. Dayananda Sagar Entrepreneurship Research & Business Incubator (DERBI) Foundation, Bengaluru
- q. KLE Centre for Technology Innovation and Entrepreneurship, KLE Technological University, Dharwad
- r. CIIE, KL University, Guntur
- s. PSG Science and Technology Entrepreneurial Park (PSG-STEP), PSG College of Technology, Coimbatore
- t. Vellore Institute of Technology - Technology Business Incubator (VITBTI)

### CIIE is one of Top Performer IICs & got ranking of All 5 – Star Rating Institutes by MoE's Institutions Innovation Council, Government of India

MoE's Innovation Cell has launched and implementing various policy programs such as Smart India Hackathon, International Hackathons, Atal Ranking of Institutions on Innovation Achievements (ARIIA), establishment of Institution's Innovation Councils (IICs) and National Innovation and Start-up Policy (NISIP) for Higher Education Institutions (HEIs) to engage, encourage and channelize the creative energy and entrepreneurial potential of Indian youths to build innovations and enterprises. Center for Innovation, Incubation & Entrepreneurship (CIIE) is participating in all the events conducting by MoE Institution Innovation Council along with its self driven activities on startup ecosystem. CIIE of our university is participating in IIC activities since 2018 and for the year 2019-2020 got recognition with All 5 – Star rating





## INNOVATION AND INTELLECTUAL PROPERTY RIGHTS

KL Intellectual Property Facilitation Center (KL IPFC) of Center for Innovation, Incubation & Entrepreneurship (CIIE) organized an event (webinar) with M/s Sailaja Sarvepalli & Co., on 24th Nov 2020 with Ms. Sailaja as the resource person to deliver on 'Innovation and Intellectual Property Rights'. The event gave an overall edge on innovation and novelty in the design& distinguishing features during patent filing process. This was well received by all the participants of the webinar – students, faculty, Startups, MSMEs and other industry participants. The following are the key topics discussed by the speaker

- Innovation and Intellectual Property
- Inventions and patents



Dr. K. Raghava Rao, PI-KLIIFC inviting the participants and addressing the webinar



Delivery on key topic by resource person

## WHY DO PATENTS.. THE NEED AND BENEFITS OF IPR

KL Intellectual Property Facilitation Center (KL IPFC) of Center for Innovation, Incubation & Entrepreneurship (CIIE) organized an event (webinar) on the topic "Why do Patents.. The need and benefits of IPR" with M/s Novocus Legal, on 27th Nov 2020 with Ms.Ruchica Kapoor as the resource person. The webinar gave an overall edge on the need of patents and usefulness in building financial strength to the individuals and organizations. The following is the list of key topics delivered by the speaker

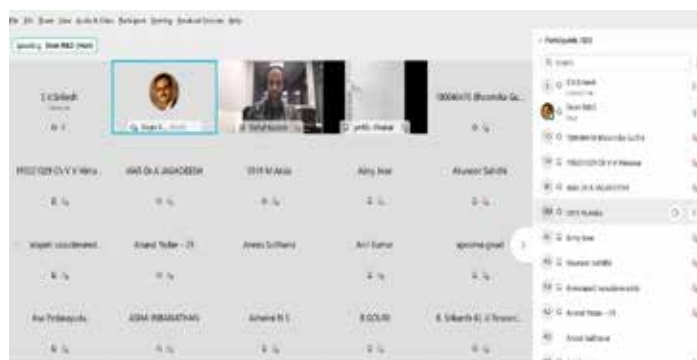
**Benefits of IPR, b.Types of IPs, c.Copyright, d.Copyright , e.Design Rights, f.Trademarks, g.Trade Secrets**



Delivery on Key topics by the Speaker

## PRACTICAL OVERVIEW OF THE INNOVATION PROCESS: FROM IDEA TO PATENT

KL Intellectual Property Facilitation Center (KL IPFC) of Center for Innovation, Incubation & Entrepreneurship (CIIE) organized an event (webinar) with M/s Turnip Solutions on 5th Dec 2020 with Dr. Rahul Kapoor as the resource person to deliver on 'Practical Overview of the Innovation Process: From Idea to Patent'. The event gave an awareness and knowledge on identifying the components of innovation for patenting and importance of elaboration of the novelty in proper documentation for quick filing of the patent and fast processing for patent evaluation and awarding it to the applicant. This was well received by all the participants of the webinar – students, faculty, Startups, MSMEs and other industry participants. The speaker has delivered a very interesting delivery on the topic "Patentability of the invention" to justify whether the innovative idea (invention) falls under patentable subject matter (category), more specifically if the invention is patentable or not shall be found with the help of the Patent agent and patent attorney (known as Prior Art Search of Patent Literature).



Resource person addressing the participants of the event



Delivery on the topic by the resource person

## PARTICIPATION OF CIIE IN THE WORKSHOP "FASTSTART INCUBATION OPERATIONS" CONDUCTED BY IIITH, IIMB, IITB, IITM & FORGE ACCELERATOR

A workshop mode program was organized by CIE-IIITH jointly with NSRCEL - IIMB, FORGE Accelerator, C-CAMP, IITM Incubation cell, IIT Bangalore to collectively foster entrepreneurship and create holistic innovation ecosystem amongst incubation operation team members. The workshop was held through online mode in two parts: 7th & 8th and 14th & 15th December 2020. This workshop was a deep engagement workshop to help new incubators understand incubator operations, its various facets, programs, organization structures and resource models, start-up enablement, etc. The following is the list of members participated from Center for Innovation, Incubation & Entrepreneurship (CIIE) of KL Deemed to be University



FastStart Workshop & its contents

S. No	Name of the Participant	Designation
1	Dr. Krovi Raja Sekhar	Associate Dean & Head (CIIE)
2	Dr. K Raghava Rao	Incubation Manager (CIIE)
3	Mr. S Venkata Srikesh	Assistant Professor for Design & CIIE



## VIRTUAL CONFERENCE 'MAKE IN ANDHRA, AN INNOVATION SUMMIT – CHALLENGES & OPPORTUNITIES FOR START-UPS, MSMES, ENTREPRENEURS AND SKILLING'

KL Intellectual Property Facilitation Center (KL IPFC) of Center for Innovation, Incubation & Entrepreneurship (CIIE) organized virtual conference with eminent personalities from different field on 19th Dec 2020 with Mr.Goutham Reddy, Industries, Commerce, and Information Technology Minister, Government of Andhra Pradesh as chief guest and key note speaker to deliver on 'Make in Andhra, An Innovation Summit – Challenges & Opportunities for Startups,MSMEs and Entrepreneurs'.

Panel speakers of the virtual conference are

- a.Mr. Venkat S.Medapati MS, Advisor to Govt. of AP, NRT Affairs, Services and Investments & President APNRT Society
- b.Mr. K.V.S Prakash Rao, President, Andhra Chamber of Commerce and Industry Federation.
- c.Mr.Dasari Ramakrishna, Managing Director – Efftronics
- d.Mr.G.V.R. Naidu, Assistant Director, MSME Development Institute, Govt of India
- e.Ms.Vanitha Datla, Managing Director-Elico Healthcare Services Ltd.
- f.Mr. Y.Ajaykumar, Deputy Director of Industries, Govt. of Andhra Pradesh
- g.Dr.Varla Bhanu Prakash Reddy, Partner- Director of GrayLogic Technologies Pvt. Ltd.
- h.Mr.Anil.R, Founder, End Now Foundation

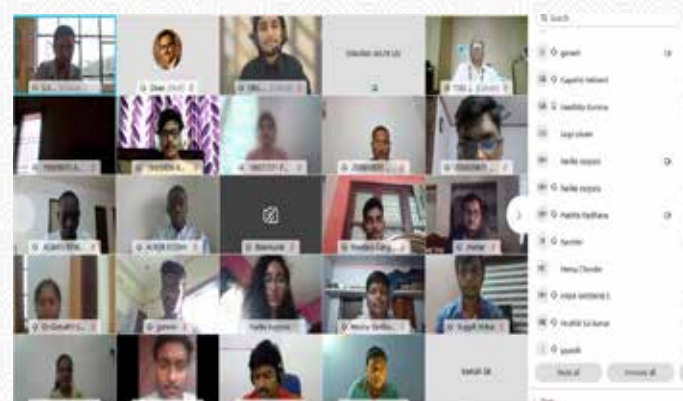
Honorable President of KLEF, Shri K. Satyanarayana garu delivered the message of making opportunities and facilities available in the campus , encouraging towards 'Make in India and make in Andhra Pradesh'. Dr.L.S.S Reddy garu , honorable Vice Chancellor of KLEF delivered on the education system competitive enough to enable students be active self learners of any skill required for opportunity existence of any kind and mould themselves as self drivers for constant opportunity creators to the society.

The interactions between the participants and panel speakers gave overall edge on new opportunities of post COVID'19 in various sectors, government initiatives for Startups on novel innovations, encouragement to Entrepreneurs, investments in healthcare industry etc.

All the panel members shared their views in the respective domain areas and created awareness about the opportunities in different sectors specifically to the students from different discipline of education. Discussions also arised on new funding opportunities to Startups, mentoring the Startups, identifying the novel innovations in healthcare sector for COVID'19 treatment had also been shared to the participants. Panel discussions were well received by all the participants – students, faculty, Startups, MSMEs and other industry participants.



**Dignitaries Honorable President, Vice Chancellor & others delivering during inaugural session**



**Panel Discussion by all the participants and speakers**

## IPR STRATEGY: A BIRD'S EYE VIEW

KL Intellectual Property Facilitation Center (KL IPFC) of Center for Innovation, Incubation & Entrepreneurship (CIIE) organized an event (webinar) with M/s Qualcomm India on 30th Dec 2020 with Mr.Nitin Sharma as the resource person to deliver on 'IPR Strategy : A Bird's Eye View'. The event gave an overall edge on IPR Strategy and the process to be adopted starting from ideation to filing of patent. This was well received by all the participants of the webinar – students, faculty, Startups, MSMEs and other industry participants.

An important topic on how IPR's can be used with focus on: Obtaining revenue, Raising capital, Collaborating- Collaboration between companies through the establishment of joint ventures or open innovation, Reducing costs & risks when collaborating with others and Securing a position in the market.



**Mr. Nitin Sharma, resource person for the event addressing the participants.**