



THE ENTREPRENEURSHIP JOURNEY VS IPR

A Challenging Successful Career

15th OCTOBER
2024



Venue : Jasmine Hall
Tiem : 10 AM onwards



**Academic
Staff College**

**CATEGORY 1
UNIVERSITY**
BY MHRD, Govt. of India

**KL ACCREDITED BY
NAAC WITH A++
GRADE**

nirf
2023
NATIONAL
INSTITUTIONAL
RANKING
FRAMEWORK

**RANKED 28
AMONG ALL
UNIVERSITIES**

**43 YEARS OF
EDUCATIONAL
LEADERSHIP**

Report on Workshop on “The entrepreneurship journey Vs IPR”

Resource Person(s):

1. Sri. Tammireddy Siva Sankar Rao, EX-Joint Commissioner GST and Chairman –DC MSME, Govt. of AP.
2. Mr. Tilak Babu Pidikiti, Executive Director, NRI group of institutions.
3. Mr. Chandu Samba Siva Rao, Space Scientist.
4. Mr. Ajay Kumar, Managing Director, Leading Edge vision Pvt. Ltd.
5. Mr. Parvez, CA, MSME and Business Consultants.

Date: 15-10-2024 (Tuesday)

Timings: 10.00 AM to 5.00 PM

Venue: Peacock Hall.

A one-day workshop, titled “**The Entrepreneurship Journey vs IPR**”, was an initiative by the Academic Staff College at KLEF in collaboration with KL-Intellectual Property Rights Facilitation Centre (KLIPFC). The event aimed to provide a comprehensive understanding of the entrepreneurial landscape and its critical intersections with Intellectual Property Rights (IPR).

The workshop witnessed enthusiastic participation from students, budding entrepreneurs, researchers, and faculty members from diverse disciplines. With expert speakers from academia, industry, and legal domains, the event offered invaluable insights into the role of IPR in safeguarding innovations and fostering entrepreneurial success.

Key Objectives

1. To familiarize participants with the entrepreneurial journey, including ideation, funding, and scaling.
2. To highlight the significance of Intellectual Property Rights in protecting and leveraging innovations.
3. To provide practical guidance on integrating IPR into business strategies for long-term growth.



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Speakers :
Successful Entrepreneurs at
International and National Levels

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Inaugural Session

The workshop commenced with a warm welcome address by Dr. K. Raghava Rao, Director, KLIPFC.



Dr.K. Raghava Rao, Director-KLIPFC giving the inaugural address



Lamp lighting by the dignitaries

- **Chief Guest:** Tammireddy Siva Sankar Rao, EX-Joint Commissioner GST and Chairman –DC MSME, Govt. of AP, emphasized the pivotal role of IPR in driving economic growth and fostering a culture of innovation.



Speech by Chief Guest, Tammireddy Siva Sankar Rao garu



Felicitating the chief guest

Topics Covered

The workshop was structured into interactive sessions and panel discussions, covering the following topics:

Session 1: Ajay Kumar Managing Director, Leading Edge vision Pvt. Ltd.

Topic: Entrepreneurship & Employment Opportunities in Japan and India

Key Points:

- Understanding entrepreneurship: From ideation to execution.
- Challenges in the entrepreneurial journey: Funding, team building, and scaling.
- The role of mentorship and networking in entrepreneurial success.



Guest of honor Dr. Ajay Kumar addressing the participants

Session 2: Venkat Kamesh, Managing Director Sri Vignan Technologies

Topic: The Role of Innovation & Technology Business in Entrepreneurship Journey

Key Points:

- Introduction to IPR: Patents, Trademarks, Copyrights, and Trade Secrets.
- The role of IPR in protecting business ideas and innovations.
- Global vs. national IPR frameworks and policies.



Session 3: Mr. Parvez, CA, MSME and Business Consultants

Topic: The Role of Finance, Tax, Auditing in Entrepreneurship journey

Key Points:

- How to identify and protect key intellectual assets in a startup.
- Leveraging IPR for competitive advantage in domestic and international markets.
- Case studies: Successful businesses and their IPR strategies.



The workshop concluded with an open Q&A session where participants engaged with the speakers, sharing their queries and entrepreneurial experiences. A networking session followed, fostering connections among attendees, mentors, and experts.

Participants highly appreciated the workshop for its relevance, depth, and practicality. The collaborative effort of KLEF and KLIPFC was lauded for addressing the critical need to bridge knowledge gaps between entrepreneurship and IPR. The workshop ended with a vote of thanks by **Dr.K. Raghava Rao** acknowledging the efforts of the speakers and participants for making the event a resounding success.

PRINCIPAL-ASC

19/10/2024

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ACADEMIC STAFF COLLEGE
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