



MALINENI LAKSHMAIAH WOMEN'S ENGINEERING COLLEGE

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Pulladigunta (V) Vatticherukuru (M), Guntur (Dist.)



Dt: 24-04-2024

CIRCULAR

All students are hereby informed that a workshop on "**Intellectual Property Rights (IPR) and IP Management for Startups**" is scheduled to be conducted as per the details below:

- **Date:** 25th April 2024
- **Venue:** Seminar hall
- **Speaker:** Dr. K. Lakshma Reddy, Associate Professor, MBA, VVIT, Guntur

The workshop aims to provide insights into Intellectual Property Rights and effective IP management strategies, especially for startups. Students will gain valuable knowledge on protecting innovations and navigating the IPR landscape in entrepreneurial ventures.


Principal
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PULLADIGUNTA, GUNTUR-17,

Copy to:

1. Notice Board
2. HODs of all Departments

Dt: 25-04-2024

REPORT OF THE EVENT

Report on Workshop: "Intellectual Property Rights (IPR) and IP Management for Startups"

Date: 25th April 2024

Venue: Seminar Hall

Speaker: Dr. K. Lakshma Reddy, Associate Professor, MBA, VVIT, Guntur

The Department of MBA organized a workshop on **"Intellectual Property Rights (IPR) and IP Management for Startups"** on 25th April 2024. The session was conducted by Dr. K. Lakshma Reddy, an esteemed Associate Professor from VVIT, Guntur, who specializes in Intellectual Property Rights and startup management.

The workshop was attended by **120 students** across various departments. It aimed to enhance students' understanding of the significance of Intellectual Property Rights in protecting innovations and managing intellectual assets in entrepreneurial ventures.

Dr. Lakshma Reddy discussed the various types of intellectual property, the process of obtaining patents, trademarks, and copyrights, and the role of effective IP management in startups. He also shared real-world case studies, shedding light on how startups can strategically leverage IP to gain a competitive edge.

The session concluded with an interactive Q&A session, where students actively engaged with the speaker, clarifying their doubts and discussing ideas related to innovation and IP protection.

Outcome:

- Students gained a comprehensive understanding of IPR fundamentals.
- Awareness was created about the importance of protecting intellectual property in startups.
- Participants expressed enthusiasm for applying the concepts in their entrepreneurial endeavors.

The workshop was a great success, and students appreciated the opportunity to learn from an expert in the field.



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MALINENI LAKSHMAIAH WOMEN'S ENGINEERING COLLEGE (AUTONOMOUS)



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WORK SHOP ON INTELLECTUAL PROPERTY RIGHTS (IPRs) AND IP MANAGEMENT FOR STARTUP

ORGANISED BY:

DEPARTMENT OF MBA

RESOURCE PERSON:

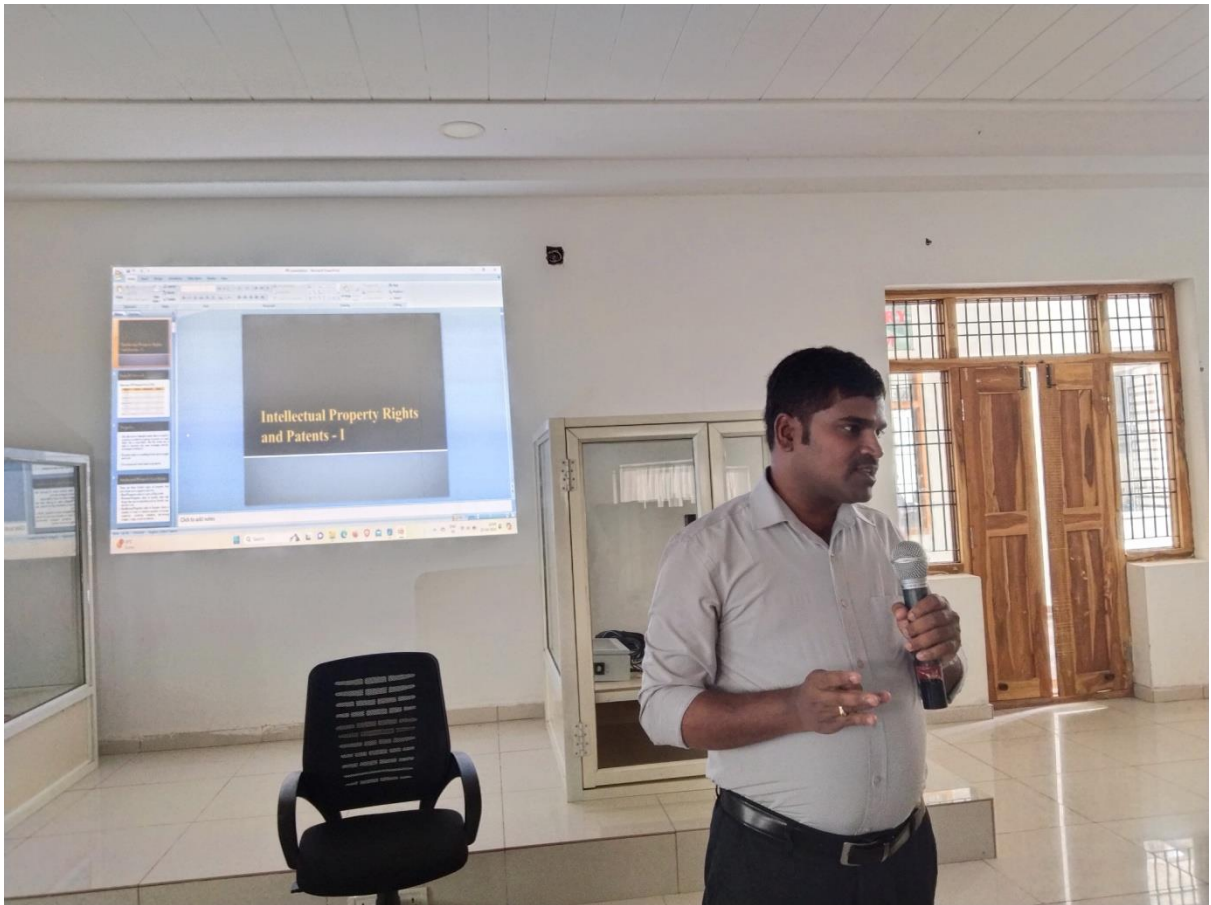
Dr.K.LAKSHMA REDDY MBA, PhD
Associate Professor In Dept of MBA
VVIT Nambur



Date: 25-04-2024

Time: 10:30am to 12:30pm Venue: Seminar Hall









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Dt: 24-04-2024

CIRCULAR

All students are hereby informed that a workshop on "**Business Model Canvas (BMC)**" is scheduled to be conducted as per the details below:

- **Date:** 22nd April 2024
- **Venue:** Seminar Hall
- **Speakers:**
 - Dr. T. Roja Rani
 - Mr. Ragavendra

The workshop is designed to introduce students to the **Business Model Canvas**, a strategic tool used to develop, visualize, and improve business ideas. Participants will gain hands-on experience in creating and analyzing business models, which are essential skills for entrepreneurship and startup success.


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1. Notice Board
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Dt: 25-04-2024

Date: 22-04-2024

REPORT OF THE EVENT

Report on Workshop: "Business Model Canvas (BMC)"

Date: 22nd April 2024

Venue: Seminar Hall

Speakers:

- Dr. T. Roja Rani
- Mr. Ragavendra

The Department of MBA successfully organized a workshop on "**Business Model Canvas (BMC)**" on 22nd April 2024. The workshop aimed to equip students with the knowledge and skills needed to develop, visualize, and analyze business ideas using the Business Model Canvas, a widely used strategic tool for entrepreneurship and innovation.

The session was conducted by two distinguished speakers:

- **Dr. T. Roja Rani**, an expert in business strategy and entrepreneurship.
- **Mr. Ragavendra**, a practitioner with extensive experience in startup development and business modeling.

A total of **120 students** from various departments actively participated in the event.

The workshop covered the following key topics:


- Introduction to the Business Model Canvas and its components.
- Practical steps to develop a business model for a startup idea.
- Hands-on activities where students worked in teams to create and present their business models.

The session concluded with an interactive Q&A, where students shared their insights, clarified doubts, and received constructive feedback on their business models from the speakers.

Outcome:

- Students gained a clear understanding of the Business Model Canvas framework.
- The workshop fostered innovative thinking and teamwork among participants.
- Students expressed increased confidence in applying BMC principles to their entrepreneurial ideas.

The event was highly engaging and informative, leaving a positive impact on students aspiring to venture into the entrepreneurial ecosystem.



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WORKSHOP ON BUSINESS MODEL CANVAS (BMC)

Organized by:

INSTITUTION'S INNOVATION COUNCIL

&

Department of MBA

Speaker



Dr. T.Roja Rani, MBA, Ph.D
Associate Professor
Department of Management Studies
BVRIT, HYDERABAD

Speaker



Mr. Raghavendra, MBA
Associate Professor
Department of Management Studies
BVRIT, HYDERABAD

Date & Time: 22nd April, 2024 @ 9:30 a.m to 4:30 p.m

Venue:: Seminar Hall







Ourreach program on Innovation & Entrepreneurship

1. **Date of the Event:** 25-01-2024
2. **Title of the Event:** Outreach Program on Innovation & Entrepreneurship
3. **Place of the Event :** ZPHS, Kornepadu, Guntur(Dist), Andhra Pradesh
4. **Objective of the Program:**

The Objective of this program is to instill a spirit of creativity, critical thinking and initiative among students. The program aims to cultivate an entrepreneurial mindset, empowering students to identify opportunities, solve problems and develop innovative solutions. The program prepares students for future career paths in entrepreneurship and equips them with the tools to drive positive change in their communities.

5. **Resource Persons :**

a. **Speaker:**

S.No	Name of the Speaker	Designation
1.	Dr. K. Gouthami	Professor & Dean, R& D
2.	Dr. D.Subba Rao	Assistant Professor, S&H Dept
3.	Students of III/II E.C.E	



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6. Participant Details:

a. Student Participants:

S.No	Name of the Branch	Year/ Semester	No.of Students
1.	E.C.E	III/I	10

b. School student Participants:

S.No	Grade of the students	No.of Students
1.	Grade 9	20
2.	Grade 10	25

c. Faculty Participants

S.No	Name of the Branch	No.of Faculty
1.	E.C.E	4

7. Banner of the Event:

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Pulladigunta(V), Vatticherukuru(M), Guntur(DT), A.P.

INSTITUTION'S INNOVATION COUNCIL (201912754)

is organizing

**Innovation and Entrepreneurship
Outreach Program**

at Z.P. High School, Korenepadu
Date: 25-01-2024 | Time: 1:00 pm to 4:00 pm



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8. Event Photos:





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9. Social Media :

[https://www.facebook.com/photo/?fbid=817463807074005&set=pcb.817465317073854&__cft__\[0\]=AZXJubgD1v-2Nc0V_1-FQ2eCKxsHE9ZkU7UKg4qx263EC4aYZDmFOPEoIS3Q6W_U26EcSprC2bVJFuIn0qM2JncUA AwkzY3MbFf_sa45g25HrxnpKSn5vPGQinziiDMEgazrszdRi4etomfVtTmKfuncCVMSkEHs GaYJWBcQszS2gAI_HUxDLNjvhGsgQmy3mRFNBuGL0hzkY0TysGlec4_&__tn__=*bH-R](https://www.facebook.com/photo/?fbid=817463807074005&set=pcb.817465317073854&__cft__[0]=AZXJubgD1v-2Nc0V_1-FQ2eCKxsHE9ZkU7UKg4qx263EC4aYZDmFOPEoIS3Q6W_U26EcSprC2bVJFuIn0qM2JncUA AwkzY3MbFf_sa45g25HrxnpKSn5vPGQinziiDMEgazrszdRi4etomfVtTmKfuncCVMSkEHs GaYJWBcQszS2gAI_HUxDLNjvhGsgQmy3mRFNBuGL0hzkY0TysGlec4_&__tn__=*bH-R)



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INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)

10. Remarks:

The Outreach program on Innovation & Entrepreneurship is conducted at ZPHS, kornepadu, Andhra Pradesh. Total 45 students of Grade 9 & Grade 10 have participated in this program. By nurturing innovation within the school environment, it empowers students to explore their entrepreneur potential, preparing them for future career opportunities and encouraging them to make a positive impact in the world.



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Pulladigunta CVRD, Yatticheruvu (Md), Prathipada Road, Guntur - 522 017 A.P.



Ref: MLEW/S&H/23-24/CIR/03

Date: 20-10-2024

C I R C U L A R

This is to inform to all the departments' staff that S&H Dept., is going to conduct a Two-Day Workshop on 23-10-2023 & 24-10-2023 to Seminar Hall. Interested staff members from all departments are requested to enroll your details with the Co-ordinator. The details of the program are as

Workshop Title: "Intellectual Property Rights (IPR)"

Resource Person:

Timings:

23-10-2023:

Session 1: 10.00 A.M – 12 P.M.

Session 2: 01.30P.M – 3.30 P.M

24-10-2023:

Session 3: 10.00 A.M – 12 P.M.

Session 4: 01.30P.M – 3.30 P.M

Coordinator: Dr. P. Srilakshmi

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PULLADIGUNTA, GUNTUR-522017.**

Dr. A. Srikrishna Chaitanya

(H.O.D., S&H Dept)



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Pulladigunta (V.O. Yatticherukuru (Md), Peethipadu Road, Guntur - 522 017 A.P.



Dt: 20-10-2023

From

Dr.A.S.K.Chaitanya

Professor, Head of the Department,

Department of S&H,

Malineni Lakshmaiah Women's Engineering College

Pulladigunta,

Guntur Dt.

To

The Principal,

Malineni Lakshmaiah Women's Engineering College

Pulladigunta,

Guntur Dt.

Sub: Requesting Permission to conduct Two days Workshop- Reg.,

Respected sir,

We the department of Sience and Humanities is planning to conduct Two day workshop on "Intellectual Property Rights (IPR)" on 23-10-2023 & 24-10-2023. We are requesting your permission to organize the workshop and use the seminar hall on these days.

Thanking you,

PRINCIPAL
MALINENI LAKSHMAIAH
WOMEN'S ENGINEERING COLLEGE
(AUTONOMOUS)
PULLADIGUNTA, GUNTUR-522017.

Yours Sincerely,

(Dr A.S.K.Chaitanya)

(H.O.D,S&H Dept)



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Workshop on Intellectual Property Rights (IPR)

23-10-2024 & 24-10-2024

ATTENDANCE SHEET

SL.No	STAFF NAME	Designation	Department	Signature		Signature	
				23-10-24		24-10-24	
				FN	AN	FN	AN
1	Dr. A.S.K. Chaitanya	Professor & HOD	S&H	ASK	ASK	ASK	ASK
2	Dr. P. Sri Lakshmi	Professor.	S&H	P	P	P	P
3	G. Anandh	Asst. Prof	EEE	G	G	G	G
4	P. Parvathi Sarada	Asst. Prof	S&H (CE)	P	P	P	P
5	L. Yamini	Asst. Prof	S&H	L	L	L	L
6	B. Bhavenu	Asst. Prof	S&H	B	B	B	B
7	P. Javedunnisa	Asst. Prof	S&H	P	P	P	P
8	V. Lakshmi Prasanna	Asst. Prof	S&H	V	V	V	V
9	D. Florence	Asst. Prof	S&H	D	D	D	D
10	R. Nageswari	Asst. Prof	S&H	R	R	R	R
11	D. Suvachala	Asst. Prof	S&H	D	D	D	D
12	J. Srishta	Asst. Prof	S&H	J	J	J	J
13	G. L. Parimala	Asst. Prof	S&H	G	G	G	G
14	M. Pooja Swani	Asst. Prof	S&H	M	M	M	M
15	P. SASIDHAR	Asst. Prof	S&H	P	P	P	P
16	P. Anur Kumar	Asst. Prof	S&H	P	P	P	P

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(Dr. A.S.K. Chaitanya)

(H.O.D. S&H Dept)



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Workshop on Intellectual Property Rights (IPR)

23-10-2024 & 24-10-2024

FEEDBACK ANALYSIS

SL.No	DESCRIPTION	EXCELLENT	SATISFACTORY	UNSATISFACTOY	NOT APPLICABLE
1	The workshop met its objectives	✓			
2	Time allotment of the session was sufficient	✓			
3	Resource persons knowledge on the topic		✓		
4	Question and answers were	✓			
5	Is it helped to learn new concepts	✓			
6	Organization of contents in good manner		✓		
7	Participation and interaction were encouraged	✓			
	TOTAL				

(Dr. A.S.K. Chaitanya)

(H.O.D. S&H Dept)

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SUMMARY REPORT

Name of the WORKSHOP : Workshop on "Intellectual Property Rights (IPR)"

Program Date: 23-10-2024 & 24-10-2024

Program Location: Seminar Hall

Program Conducted By : Department of Science & Humanities

Number of Participants: 16

Objectives of the Program:

- i) The faculty will get familiarity about patents & Copy rights
- ii) The scope of this workshop is to provide a forum to exchange views, ideas and the latest innovations in the research and technical field.
- iii) It shall improve the participants ability in carrying out research in various areas.

Summary Report:

The workshop was successfully conducted by department of Science & Humanities on "intellectual Property Rights (IPR)" in research methodology which was inaugurated by: Dr. J Apparao ,Principal MLWEC.

Eminent speakers were joined to enhance the knowledge of faculty through the development program. The workshop provided a better understanding on research as well as the knowledge on vast areas of Sciences and Humanities. The professor delivered the talk on "importance of research in academics as it is very helpful to the participants". There were many useful topics covered in the program.

The workshop was concluded with the feedback and certificate distribution to all the participants. Overall the program was beneficial and knowledgeable experience for the participants to learn about scope and significance of Research.

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Workshop on Intellectual Property Rights (IPR)


23-10-2024 & 24-10-2024

FEEDBACK FORM

SL.No	DESCRIPTION	EXCELLENT	SATISFACTORY	UNSATISFACTORY	NOT APPLICABLE
1	The workshop met its objectives	✓			
2	Time allotment of the session was sufficient	✓			
3	Resource persons knowledge on the topic		✓		
4	Question and answers were	✓			
5	Is it helped to learn new concepts	✓			
6	Organization of contents in good manner	✓			
7	Participation and interaction were encouraged		✓		

Any topics are to be added/deleted to/from the workshop:


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