



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(Deemed to be University)

Affiliated to JNTUA, Ananthapuramu & Approved by AICTE, New Delhi
NAAC Accredited with A+ Grade, NIRF India Rankings 2024 - Band: 201-300 (Engg.)
NBA Accredited - B.Tech. (CIVIL, CSE, ECE, EEE, MECH, CST), MBA & MCA



A Report on Seminar on
“Introduction to Innovation, Start-up, IPR and Government of India Initiatives
for Entrepreneurship Development in Academic Institutions”

Organized by Research and Development Cell

on 12.10.2026



Seminar
on

“Introduction to Innovation, start-up, IPR and Gov initiatives for
Entrepreneurship Development in Academic Institution”



Mr. Satish Kumar, IES
Assistant Director
Department of Food & Public Distribution
Ministry of Consumer Affairs
Govt of India, New Delhi.

Date: 12-10-2026

Venue: Seminar Hall - A

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Report Submitted by: Dr. P. Sivaiah, Associate Dean – R&D, Research & Development Cell

Resource Person Details: Mr. Satish Kumar, IES, Assistant Director, Department of Food and Public Distribution, Ministry of Consumer Affairs, Government of India.

Venue: Seminar Hall A, MITS

Mode of Conduct: Offline

Report Received on 13.10.2026.

The Research and Development Cell of Madanapalle Institute of Technology & Science (MITS), Deemed to be University, conducted a seminar on “Introduction to Innovation, Start-up, IPR and Government of India Initiatives for Entrepreneurship Development in Academic Institutions.” The session was delivered by Mr. Satish Kumar, IES, Assistant Director, Department of Food and Public Distribution, Ministry of Consumer Affairs, Government of India.



The seminar introduced participants to the process of developing an idea into a viable start-up. It connected customer needs and business model validation with intellectual property protection, government support and technology commercialization.

Objectives:

- To explain how entrepreneurs identify problems, validate ideas and develop a business model.
- To introduce the forms of intellectual property and their relevance to innovation and start-ups.
- To familiarise participants with selected Government of India programmes supporting start-ups, MSMEs and technology development.

Details of the Seminar:

The session explained value propositions and business models using customer segments, channels, revenue streams and resources. The Business Model Canvas was illustrated through Razorpay. Market research, customer feedback, minimum viable product (MVP) testing, pilot prototypes and financial analysis were discussed as methods for validating an idea before scaling. The speaker also addressed product-market fit, start-up pitches, key business metrics, and the differences between incubation and acceleration.



Funding sources discussed included bootstrapping, angel investment, venture capital and government grants. The speaker outlined common term-sheet provisions and reviewed operational, competitive, financial and market risks. A Razorpay case study illustrated how a start-up can address a market problem, test an MVP, respond to customer feedback and seek investment as it grows.

Selected Government Schemes and Support Programmes:

The speaker introduced support mechanisms for start-ups and MSMEs, including Udyam registration, IP Facilitation Centres and Technology Transfer Facilitation Centres. Selected schemes and programmes highlighted in the presentation included:

- Startup India Seed Fund Scheme, which supports proof of concept, prototype development and early commercialisation through approved incubators.
- DST NIDHI programmes, including NIDHI-PRAYAS for prototype development, NIDHI-EIR for aspiring entrepreneurs and NIDHI-SSS for seed support through incubators.
- MeitY TIDE and SAMRIDH, which support technology start-ups at different stages of product development and growth.
- iDEX, which invites start-ups, MSMEs and innovators to address identified defence and aerospace needs through challenge-based calls.
- BIRAC BioNEST and SEED support, which provides incubation, mentoring and support for biotechnology ventures.
- MSME Incubation and Design support, which helps nurture ideas, improve product design and support technology development or adoption.

The presentation also described technology transfer examples in aroma processing, electronics recycling, bamboo processing, dairy and rural cold storage. Scheme eligibility, funding and application conditions may change, so interested applicants should consult the latest official guidelines and calls.



Outcome of the Programme:

1. Participants received an overview of the steps involved in developing and validating a start-up idea.
2. The session highlighted the role of IP protection, licensing and technology transfer in commercialising innovation.
3. Participants were introduced to government schemes and institutional support mechanisms relevant to start-ups and MSMEs.

Conclusion:

The seminar connected problem identification and customer validation with business planning, finance and intellectual property management. It also outlined how universities, incubators, IP facilitation bodies, government programmes and industry partnerships can support the development of innovations into market-ready ventures.

మిట్స్ గేట్- 2027 చరిత్ర ద్వారా విద్యార్థులకు... ఉత్తర విద్య కేరీర్ అవకాశాలపై అతిథి ఉపన్యాస కార్యక్రమం... ముఖ్య అతిథిగా పాల్గొన్న పుర్రు విద్యార్థి అధినాయుడు



మిట్స్ గేట్-2027లో గేట్-2027లో ఉత్తర విద్య కేరీర్ అవకాశాలపై అతిథి ఉపన్యాస కార్యక్రమం. ముఖ్య అతిథిగా పాల్గొన్న పుర్రు విద్యార్థి అధినాయుడు.



పుర్రు విద్యార్థి అధినాయుడు గేట్-2027లో ఉత్తర విద్య కేరీర్ అవకాశాలపై అతిథి ఉపన్యాస కార్యక్రమం. ముఖ్య అతిథిగా పాల్గొన్న పుర్రు విద్యార్థి అధినాయుడు.

సాక్షి

గేట్-27లో రాణిస్తే గోల్డన్ కేరీర్ సాంశం

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