

**A Report on**  
**"National Level IP-Yatra 2025 -Improving the lives of everyone, everywhere"**  
**Organized by Research & Development Cell**  
**from 21.03.2025 to 22.03.2025**



**Report submitted by Dr. P. Sivaiah, Associate Dean – Research & Development.**

**Mode of Conduct: Offline**

**Report Received on 09.04.2025.**

**Day-1: 21st March 2025**

**Inaugural Session & felicitation:**

**Introduction:**

The inaugural session of the event marked the official opening of the workshop bringing together participants, industry experts, academics, etc. from various sectors to discuss, deliberate, and exchange ideas on intellectual Property Rights (IPR). The session set the tone for the upcoming discussions, setting the stage for the entire workshop.

**Opening Remarks:**

The event commenced with the opening remarks from **Dr. R. Thulasiram Naidu**, Advisor, R&D and consultancy who welcomed all attendees and provided a brief overview of the event's significance and goals. The host expressed gratitude for the presence of distinguished guests, speakers, and participants, setting a positive tone for the upcoming proceedings. Following the welcome speech Salutation and Intro about MITS is given by the **Dr. C. Yuvaraj**, Principal.

During the Inaugural Session a notable speech was delivered by event Chief Patron **Dr. N. Vijaya Bhaskar Choudary** Garu, Secretary & Correspondent and event Patron **Sri. N. Dwarakanath Naidu** Garu, President of RRR Educational Academy offering insights into IPR. **Dr. N. Vijaya Bhaskar Choudary** Garu played a key role in providing strategic guidance and motivating the attendees to adopt new approaches in their respective fields. The speech addressed several pertinent topics that resonated deeply with the participants, encouraging them to think critically and engage actively in the workshop sessions.

**Guest Speeches:**

Following the management members' speech, a series of guest speeches were delivered by **Sri. J A Chowdary** - Entrepreneur, Innovator, Angel Investor, Industry Leader

**Dr. K.L.S. Reddy**, Asst. Director, MSME - Development & Facilitation Office, A.P.

**Sri. Sreekanth K Arimanithaya**, CHRO, Machani Group, Bangalore.

**Sri. Dinakar Reddy** - State Head - Andhra Pradesh, ICT ACADEMY

**Sri. Ghanashyam Shankar** - Founder & CEO-Edler Hub

**Ms. Priyadarshini Krishnan**- Director-American Megatrends Inc.

**Ms. Swarna Srivastava**, IP advisory & Attorney, Founder-Zeya IP, New Delhi.

**Dr. Nanda Kishore Nayuni**, Founder & CEO -Arran Scientific, AP.

**David Uhlenhake**, P.E, Professor, Bowling Green State University (Virtual)



These experts from different sectors shared their perspectives on IPR, offering a diverse range of viewpoints. Some of the key messages from the guest speakers included:

- Role of IPR in business growth
- Importance of IPR in organization
- Emphasis on Innovation and Change
- The Role of Leadership in Success
- Continuous Learning and Development
- Commitment to Excellence and Teamwork
- IP as a Tool for Economic Growth & Job Creation
- Practical Insights and Industry Trends

The speeches were followed by a round of applause, showing the appreciation and respect of the attendees towards the distinguished speakers.

#### Felicitations:

The felicitation ceremony itself was conducted with great respect and admiration. **Dr. C. Yuvaraj**, Principal invited chief guest and guests to the stage individually, where they were presented with a shawl & award as a token of appreciation for their significant contributions. The ceremony served not only as a moment of acknowledgment but also as an inspiration to the attendees.

#### Closing Remarks of the inaugural session:

The inaugural session concluded with closing remarks from **Dr. P. Sivaiah**, Associate Dean - R&D, who thanked the participants, guests, and speakers for their contributions and participation. They highlighted the importance of collaboration, and the collective effort needed to achieve the goals set forth by the event.

#### Inaugural Session & felicitations photos:



**Dr. K.L.S. Reddy**, Asst. Director, MSME - Development & Facilitation Office, A.P delivered a session on “**Government Schemes & Support for MSMEs in IP Protection**”. He explained that Micro, Small, and Medium Enterprises (MSMEs) are vital for the economic growth of India. They contribute significantly to employment, exports, and industrial output. However, MSMEs often face challenges in protecting their intellectual property (IP) due to limited resources, awareness, and technical expertise. In response, the Government of India has implemented several schemes and support mechanisms to assist MSMEs in securing and managing their IP rights. Dr. K.L.S. Reddy explained and shown the various government schemes and support initiatives available to MSMEs for IP protection through MSME official website as shown below.



The session on “**Understanding the Basics of IP for MSMEs**” taken by the Ms. Priyadarshini Krishnan- Director-American Megatrends Inc. She explained that Intellectual Property Rights (IPR) are essential for MSMEs to protect their innovations and maintain a competitive edge in the marketplace. Understanding the different types of IP and how to protect them is crucial for MSMEs' growth and success. Although MSMEs face challenges such as lack of awareness and resources, various government schemes and initiatives offer financial, legal, and technical support. By actively engaging with these resources and taking proactive steps in protecting their IP, MSMEs can enhance their value, drive innovation, and ensure long-term success in a global marketplace. She covered the different types of IPR such as patents, design applications, copy rights and trademarks etc.



The resource person Ms. Swarna Srivastava, IP advisory & Attorney, Founder-Zeya IP, New Delhi delivered a talk on “**IP as a Tool for Economic Growth & Job Creation**”. She mentioned in her presentation that that Intellectual Property (IP) is a crucial tool for economic growth and job creation, driving innovation, attracting investment, and fostering a dynamic economy. By protecting inventions, creative works, and trademarks, IP fosters a competitive environment where businesses can thrive and create valuable assets. She also highlighted the points below.

- Incentives for Creativity
- Attracting Investment
- Facilitating Technology Transfer
- Direct Employment
- Indirect Employment
- Higher Wages and Benefits
- Increased Productivity and Competitiveness



In conclusion, IP is a powerful tool for economic growth and job creation, and its effective management and protection are essential for fostering a dynamic and innovative economy.



#### Session 4: How IP Fuels Innovation and Growth for Startups & MSMEs

In this session, Dr. Nanda Kishore Nayuni, Founder & CEO -Arran Scientific, AP discussed that IP serves as a key driver of innovation, growth, and strategic advantage for startups and MSMEs. By safeguarding their innovations, opening doors for new revenue opportunities, and providing a foundation for expanding into new markets, IP significantly contributes to the success and sustainability of smaller businesses. He discussed the following points in depth.

- Enhancing Business Valuation
- Enabling Market Expansion and Scaling
- Preventing IP Infringement and Legal Risks
- Building a Sustainable Business

He also, shared his startup experience and importance of IPR activities in an organization.



#### Session 5: Guidelines for developing an IP Portfolio attractive to investors

David Uhlenhake, Managing Director & Principal Engineer, Professor, Bowling Green State University, North Baltimore, Ohio, United States gave online presentation and briefed that A well-organized and strategically developed IP portfolio is a critical asset that can make a business significantly more attractive to investors. By focusing on protection, strategic management, and commercialization, companies can demonstrate to investors that their IP assets provide not only competitive advantages but also tangible financial value. By following these guidelines companies can maximize the potential of their IP portfolio and boost their appeal in the eyes of investors. He discussed the following points in depth about the IP Portfolio and shared to the audiences.

- Establish a Clear IP Strategy
- Conduct Regular IP Audits
- Protect and Defend IP Assets
- Demonstrate the Commercial Value of IP
- Prioritize IP in Fundraising and Valuation
- Develop a Long-Term IP Growth Plan



### Panel Discussion: "The Future of IP-Driven Innovation in MSMEs & Startups"

The following expert members involved in the panel discussion on "The Future of IP-Driven Innovation in MSMEs & Startups". In fact, the panel discussion went like a question-and-answer session. The attend

- Sri. Dinakar Reddy - State Head - Andhra Pradesh, ICT ACADEMY
- Ms. Swarna Srivastava, IP advisory & Attorney, Founder-Zeya IP, New Delhi.
- Ms. Priyadarshini Krishnan - Director-American Megatrends Inc.
- Dr. Nanda Kishore Nayuni, Founder & CEO -Arran Scientific, AP.
- **Moderator:** Mrs. U. Vijaya Lakshmi, IRO, MITS

In the discussion, the following recommendation was made by the expert members for MSMEs.

- **Invest in IP Education:** MSMEs and startups should prioritize building internal IP knowledge or seek external advice to develop effective IP strategies.
- **Leverage Government Programs:** Take advantage of government incentives and resources to reduce the financial burden of IP protection.
- **Collaborate and Network:** Engage in partnerships and open innovation to expand the reach of IP and access new technologies.
- **Adopt New Technologies:** Keep an eye on emerging technologies such as AI, blockchain, and machine learning that will shape the future of IP protection and innovation.

### Technology Prototype Showcase:

Technology Prototype Showcased the MSMEs/startup/student products in 50 stalls and 100 student projects. It was a remarkable event that demonstrated the incredible talent and innovation of students in the field of technology. The diverse range of projects presented not only showcased the potential of emerging technologies but also highlighted the critical role of technology in addressing societal issues. Moving forward, it is essential to continue providing platforms for students to present their ideas, receive feedback, and develop their projects further. Additionally, enhancing access to resources, mentorship, and communication training will enable students to maximize the impact of their innovations.





## **Welcome & Recap of Day 1:**

A summary of the previous day's discussions was given by the **Mr. Ajith Kumar Joshi**



## **Inaugural Session for day 2:**

The following guests were invited on the stage, and they were presented with a shawl & award as a token of appreciation for their significant contributions.

- Dr. S Sivakumar, Asst. Registrar of TM, GI & Copyright, Chennai.
- Prof. Muthukumar Palanisamy - Dean - Faculty Affairs IIT Tirupati
- Dr. Malathi Ramakrishna - Sr. Manager | REVA NEST – TBI, REVA University
- Sri. A. Ambigaapathy - IP Deputy Controller- Chennai.
- Sri. B. Thyagaraja Gupta- IP Deputy Controller- C



## **Session 1: Geographical Indications – Unlocking Regional Potential**

The resource Dr. S Sivakumar, Asst. Registrar of TM, GI & Copyright, Chennai explained that Geographical Indications represent a powerful tool for unlocking regional economic potential, offering a means to preserve traditional knowledge, protect local products from exploitation, and boost the economic livelihoods of local producers. While there are challenges in implementing and managing GIs effectively, with the right legal, economic, and educational frameworks in place, regions can capitalize on GIs to enhance their visibility, marketability, and sustainability. As more regions across the world recognize the power of GIs, it is clear that they are not only a vehicle for preserving cultural heritage but also a means of promoting local economic development in a rapidly globalizing market. He also explained the procedure to apply for the GI application and encouraged all the MSMEs to identify the GI products in their region and recommended to apply. In Madanapalle region, association members of Madanapalle Tomato, Granite, silk sarees and tamarind products would like to be looking for GI application. These members thank the organizers for conducting an awareness program on GI application.



## Session 2: Academic Research to IP Filing and Technology Transfer

This session was taken by the Prof. Muthukumar Palanisamy - Dean - Faculty Affairs IIT Tirupati and shared that in today's knowledge-driven economy, academic research plays a vital role in driving innovation, economic growth, and societal advancement. However, the journey from academic research to intellectual property (IP) filing and successful technology transfer is complex and requires a structured approach. This report explores the process of transforming academic research into valuable intellectual property, including the steps involved in IP filing, the importance of technology transfer, and the challenges faced by academic institutions in commercializing research outcomes. He shared his academic research outcomes and startup company products to participants and the audience were very excited to have discussion on his innovative products.



## Session 3: Importance of Branding in Startup Journey

Dr. Malathi Ramakrishna - Sr. Manager | REVA NEST – TBI, REVA University has discussed “**Importance of Branding in Startup Journey**”. She thrown knowledge on following points.

1. Understand the role of branding in the startup journey.
2. Examine the key elements that make up a successful brand for startups.
3. Explore the impact of branding on customer perception, market positioning, and business growth.
4. Provide actionable recommendations for startups to create and maintain a strong brand identity.



## Session 4: IP Commercialization & Licensing for MSMEs

The expert Sri. A. Ambigaapathy - IP Deputy Controller- Chennai discussed on the topic” **IP Commercialization & Licensing for MSMEs**”. He explained that MSMEs are a vital part of any economy, driving innovation, job creation, and economic growth. However, MSMEs often face challenges in accessing capital, scaling their operations, and competing with larger firms. One area where MSMEs can gain a significant competitive advantage is through effective intellectual property (IP) commercialization and licensing. By leveraging IP, MSMEs can unlock new revenue streams, attract investments, and expand their market reach. This report explores the importance of IP commercialization and licensing for MSMEs, the processes involved, and strategies for MSMEs to maximize the value of their intellectual property. His presentation focused more on Steps Involved in IP Commercialization and Licensing as follows.



1. Identify and Protect IP Assets:
2. Valuing IP
3. Choosing the Right Licensing Model
4. Negotiating Licensing Agreements
5. Commercializing the IP
6. Monitoring and Enforcement



### Session 5: Technology Transfer & Innovation in MSMEs

This session was explained by the Sri. B. Thyagaraja Gupta- IP Deputy Controller- Chennai and he explained the following points in detailed.

- Importance of Technology Transfer and Innovation for MSMEs
- Challenges Faced by MSMEs in Technology Transfer and Innovation
- Steps for MSMEs to Leverage Technology Transfer and Innovation



### Feedback:

Participants discussed with expert members and shared their feedback that they are very satisfied for program organized by the MITS-IPFC.





## Valedictory Session & Closing Remarks:

Valedictory Session & Closing Remarks was given by the Mrs. U. Vijaya Lakshmi, IRO, MITS.



## Newspaper Clips:

### National IP Yatra poster released



Madanapalle Institute of Technology and Science (MITS), Madanapalle, is hosting the 'National IP Yatra 2025' under the aegis of its Intellectual Property Facilitation Centre (IPFC) on Mar 21 and 22, a two-day workshop focusing on how Intellectual Property (IP) shapes the future of innovation. MITS Correspondent Dr. N. Vijaya Bhaskar Choudhary formally released the poster for the event in the presence of Principal Dr. C. Yuvaraj. The event aims to promote innovation, protect creative works and empower MSMEs, startups, researchers and industry professionals.

### IP Yatra inaugurated at MITS

HANS NEWS SERVICE  
MADANAPALLE



INTELLECTUAL Property (IP) Yatra was inaugurated with grandeur at Madanapalle Institute of Technology & Science (MITS) on Friday. Chief guest JA Chowdary, founder-chairman of International Startup Foundation, emphasised the importance of Intellectual Property Rights (IPR) and encouraged students to become job creators.

An MoU was signed to establish a new AI venture studio at MITS. Dr N Vijaya Bhaskar Chowdhury, secretary and correspondent of MITS, highlighted the need to protect innovative ideas and technologies to achieve the vision of Viksit Bharat.

Dr KLS Reddy, MSME Assistant Director, assured support for student entrepreneurs. Principal Dr. C. Yuvaraj showcased MITS's achievements, including industry collaborations and successful patents.

Over 500 students, faculty, and industrialists participated in the event.



## జాతీయ ఐపీ యాత్రలో స్టార్టర్ ఏర్పాటుకు అవకాశం

మదనపల్లెలోని మదనపల్లె ఇన్స్టిట్యూట్ ఆఫ్ టెక్నాలజీ & సైన్స్ (MITS) వారు మార్చి 21, 22న రెండు రోజులు నిర్వహించే జాతీయ ఐపీ యాత్రలో స్టార్టర్ ఏర్పాటుకు అవకాశం సృష్టించారు. ఈ కార్యక్రమంలో ముఖ్య అతిథిగా జాతీయ ఐపీ యాత్రలో స్టార్టర్ ఏర్పాటుకు అవకాశం సృష్టించారు. ఈ కార్యక్రమంలో ముఖ్య అతిథిగా జాతీయ ఐపీ యాత్రలో స్టార్టర్ ఏర్పాటుకు అవకాశం సృష్టించారు.

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