



**The following are the details of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship for the Academic year 2018-19**

S. No	Name of the workshop/ seminar/ conference	Number of Participants
1	"Scale Development In Research Methodology"	145
2	Entrepreneurship Development – Government Schemes And Supports	120
3	Intellectual Property Rights – An Overview	146
4	"Art Of Writing Project Report"	145
5	Report On Customer Relationship Management In Entrepreneurship	120
6	Intellectual Property Rights Awareness Program	142
7	"Data Analysis –Preparation Of A Research Report	146
8	Brief Report On Startup Ecosystem – Introduction	120
9	Copy Rights &Trademarks	146
10	"Seminar On Hypothesis Testing For Research"	148
11	Intellectual Property Rights And Innovations	138
12	Entrepreneurship – Growth And Competitiveness	120
13	"Data Analysis-Preparation Of A Research Report"	70
14	National Seminar On Current Issues In Intellectual Property Rights	192
15	The Key To An Entrepreneur's Continuous Growth	120
16	"Research Design And Measurement"	140
17	A Successful Women Entrepreneur	120
18	The Future Of Intellectual Property Law In India	198
19	"A Seminar On Research Methodology"	148
20	Entrepreneurship – Growth And Competitiveness	128
21	Enforcement Of Intellectual Property Rights	139

*V. Senthil*  
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# KESHAV MEMORIAL INSTITUTE OF COMMERCE & SCIENCES

(Affiliated to Osmania University)

A Unit of Keshav Memorial Educational Society

3-5-1026, Narayanaguda, Hyderabad - 500029 Ph : 040 2322 4651, 8331029974

E-mail : principal.kmics@gmail.com

Website : www.kmics.ac.in

## SEMINAR ON "SCALE DEVELOPMENT IN RESEARCH METHODOLOGY" DATE:

05/07/2018

RESOURCE PERSON: Dr.PATRICK ANTHONY

No of Students Attended/Benefited: 145

The Department of Commerce Organized Seminar on "Scale development in Research methodology" on 05/07/2018 at 11.30AM in SV Hall. Resource person Dr. Patrick Anthony, Asst. Professor, OU, explained clearly about scale development in Research Methodology. Resource person photo.

**KESHAV MEMORIAL INSTITUTE OF COMMERCE & SCIENCES**  
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**DEPARTMENT OF COMMERCE**  
Welcomes to  
**Seminar on**  
**"SCALE DEVELOPMENT IN RESEARCH METHODOLOGY"**  
*The Department of Commerce invites you to a Seminar on "Scale Development in Research Methodology." Join us to explore cutting-edge techniques for effective research scale development. Gain insights from industry experts, refine your methodology, and elevate your research to new heights.*  
*Key Note Speaker*  
**Dr. Patrik Anthony**  
*Asst. Prof., Osmania University*  
*Date: 05.07.2018*  
*Time: 11:30 am*  
*Venue:*  
**S.V. Hall, KMICS**

**Ms. M.Soujanya** Co-ordinator  
**Ms.V.Neeraja** Convenor  
**Ms.Sucheta Patanakar** HOD  
**Dr. J. Nagaraj Rao** Principal, KMICS  
**Sri.B.Sridhar Reddy** Secretary, KMICS

### Objectives of the Seminar:

- To encourage students to adopt scale development in the research project
- To develop best practice and stable foundation knowledge in the scaling techniques in the research.
- Dr.Patrick said scale development is very important in every stage as it enhances the spark to learn more things.

Outcome: Students were able to ask many questions and understand the concepts clearly.

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## SEMINAR REPORT: ENTREPRENEURSHIP DEVELOPMENT – GOVERNMENT SCHEMES AND SUPPORTS

Date: 18-07-2018

Venue: Seminar Hall

Organized by: The Department of Commerce

Resource Person: Dr. Srinivasa Padmakar, Retired Commerce Faculty

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**DEPARTMENT OF COMMERCE**  
*Welcomes to*  
**Seminar on**  
**“Entrepreneurship Development-Government Schemes  
And Supports”**  
*“Step into the realm of commerce’s allure,  
Where entrepreneurship finds its fertile ground pure.”*  
**Key Note Speaker**  
**Dr. Srinivasa padmakar**  
*Retired Commerce Faculty*  
**Date:** 18.7.2018  
**Time:** 11:30 am  
**Venue:**  
**S.V. Hall, KMICS**


**Ms. Priti Arya** Co-ordinator  
**Ms. V. Neeraja** Convener  
**Ms. Sucheta Patankar** HOD  
**Dr. J. Nageswara Rao** Principal, KMICS  
**Sri. B. Sridhar Reddy** Secretary, KMES

Programme Coordinator: Preethi Arya HOD: Mrs. Sucheta Patankar Principal: Dr. J. Nageswara Rao Convener: V. Neeraja  
Co-ordinator: Prithi Arya

**Introduction:** The Seminar on Entrepreneurship Development, focusing on Government Schemes and Supports, was held on the 18th of July, 2018. The event aimed to enlighten participants about various government initiatives and supports available for aspiring entrepreneurs to foster a culture of entrepreneurship in the region.

### Key Objectives:

- To educate participants about government schemes facilitating entrepreneurship.
- To provide insights into the support mechanisms offered by governmental bodies.
- To inspire and encourage individuals to venture into entrepreneurship.

  
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## Session Highlights:

- **Inaugural Address:** The seminar commenced with an inaugural address by Dr. J. Nageshwara Rao, highlighting the importance of entrepreneurship in economic development and job creation.
- **Keynote Address:** Dr. Srinivasa Padmakar, a seasoned academician with a background in commerce, delivered the keynote address. He emphasized the pivotal role of government schemes and supports in nurturing entrepreneurship. Dr. Padmakar elucidated various schemes such as Startup India, Standup India, and Mudra Yojana, elucidating their eligibility criteria, benefits, and application procedures.
- **Interactive Sessions:** The seminar featured interactive sessions where participants had the opportunity to engage with the resource person and clarify their doubts regarding government schemes and entrepreneurship.
- **Panel Discussion:** A panel discussion was conducted, moderated by Preethi Arya. The panel comprised experts from academia and industry who shared their insights on the practical aspects of availing government support for entrepreneurial ventures.
- **Case Studies:** Real-life case studies were presented to showcase successful entrepreneurial journeys aided by government schemes. These case studies served as inspirations for aspiring entrepreneurs, illustrating how government support can catalyze business growth.
- **Q&A Session:** The seminar concluded with a vibrant Q&A session, where participants posed questions to the resource person and panelists, seeking further clarity on various aspects of entrepreneurship development and government support.

**Conclusion:** The Seminar on Entrepreneurship Development – Government Schemes and Supports provided a comprehensive understanding of the initiatives undertaken by the government to promote entrepreneurship. It empowered participants with knowledge and insights essential for leveraging these schemes to realize their entrepreneurial aspirations. The event served as a catalyst for fostering an entrepreneurial ecosystem in the region, driving socio-economic growth and job creation.

**Acknowledgments:** We extend our heartfelt gratitude to Dr. Srinivasa Padmakar for his invaluable insights and guidance. Special thanks to all the organizers, panelists, and participants for their active involvement in making the seminar a resounding success.

**Note:** This report encapsulates the key highlights of the seminar and is subject to additions or modifications based on further inputs or feedback.

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**Seminar on Intellectual property rights – An overview DATE: 12-7-2018**

**RESOURCE PERSON: Mrs. V.Santhi**

**No. of students attended/benefitted: 146**

The Department of Commerce organized a Seminar on “Intellectual property rights – An overview” on 12-07-2018, at 11.30AM in SV Hall.

Resource person Mrs. V.Santhi, Head, Department of Commerce, AMS, explained clearly about the recent developments in the field of IPR.

Resource person photo

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**DEPARTMENT OF COMMERCE**  
Welcomes to  
*Seminar on*  
**“Intellectual Property Rights-An Overview”**  
*“Join us in the Department of Commerce’s embrace,  
Exploring the landscape of Intellectual Property’s grace.”*

Key Note Speaker  
**Mrs. V. Shanthi**  
*Head, Dept. Of Commerce, AMS*

Date: 12.07.2018  
Time: 11:30 am

Venue:  
**S. V. Hall, KMICS**

Ms.M.Swathi Co-ordinator   Ms.M.Soujanya Convenor   Ms.Sucheta Patanakar Hod   Dr. J. Nageswara Rao Principal, KMICS   Sri.B.Sridhar Reddy Secretary, KMES

## Objectives of the Seminar:

- To develop a stable foundation knowledge with regard to the scaling techniques in the field of IPR Laws.
- To educate the students about industry practices.
- To provide insights into the legal framework surrounding IPR

Mrs Santhi also gave so many insights about the career options available to the students.

Outcome: Students were able to appreciate the importance of the topic and interacted very well with the Resource Person.

No. of students attended/benefitted: 143

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## SEMINAR ON

**“ART OF WRITING PROJECT REPORT” DATE : 18-7-2018**

**RESOURCE PERSON: DR. INDIRAKRANTHI SHEKAR**

No of Students Attended/Benefited: 145

The Department of Commerce Organized Seminar on “ART OF WRITING PROJECT REPORT “on 18-07- 2018 at 11.30am in SV Hall. Resource person, DR. INDIRAKRANTHI SHEKAR, Professor Department of Commerce OU, explained clearly about Art of writing project report.

Resource person photo

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**DEPARTMENT OF COMMERCE**

*Welcomes to  
Seminar on*

**“Art Of Writing Project Report”**

*Welcome to the Department of Commerce's domain,  
Unlocking the secrets of crafting projects with finesse, we aim.”*

Key Note Speaker  
**Dr. Indrakanti Shekar**  
*Sr. Asst. Professor, OU*

Date: 18.07.2018  
Time: 11:30 am  
Venue:  
**S.V. Hall, KMICS**

Ms.M.Lakshimi Prasanna   Ms. Priti Arya   Ms.Sucheta Patanakar   Dr. J. Nageswara Rao   Sri.B.Sridhar Reddy  
Co-ordinator   Convenor   HOD   Principal, KMICS   Secretary, KMES

### Objectives of the Seminar:

- **Introduction to Project Reports:** Define what a project report is and its importance in academic and professional settings.
- **Structure of a Project Report:** Discuss the typical sections of a project report, such as the introduction, literature review, methodology, results, discussion, conclusions, and recommendations.
- **Writing Style and Tone:** Address the appropriate writing style and tone for a project report, which is typically formal and objective. Emphasize clarity, precision, and professionalism.

### **Outcome of the seminar**

Summarize key points covered in the seminar and encourage participants to apply the principles discussed to their own project reports. Offer guidance on seeking feedback and revising drafts as necessary.

Students learned about a seminar on Art of writing project Report

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## Report on Customer Relationship Management in Entrepreneurship

Date: 3/8/2018

Resource Person: Dr. A. Appa Rao, Head, the Department of Commerce, OU

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**DEPARTMENT OF COMMERCE**  
*Welcomes to*  
*Seminar on*  
**“Customer Relation Management In Entrepreneurship”**  
*“Welcome to the Department of Commerce’s esteemed hall,  
Where we delve into the art of fostering relations, standing tall.”*  
**Key Note Speaker**  
**Dr.A.Appa Rao**  
*Head, Dept Of Commerce, OU*  
*Date: 03.08.2018*  
*Time: 11:30 am*  
*Venue:*  
**S.V. Hall, KMICS**

<b>Ms.B.Anitha</b> <i>Co-ordinator</i>	<b>Ms.K.Sreedvi</b> <i>Convener</i>	<b>Mrs.Sucheta Patanakar</b> <i>HOD</i>	<b>Dr. J. Nageswara Rao</b> <i>Principal, KMICS</i>	<b>Sri.B.Sridhar Reddy</b> <i>Secretary, KMES</i>
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**Venue:** S.V. Hall, KMICS

**Time:** 11:30 AM

**Coordinator:** Mrs. B. Anitha

**Convener:** Mrs. V. Sreedevidevi, HoD

**Principal:** Dr. J. Nageshwara Rao

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Website : [www.kmics.ac.in](http://www.kmics.ac.in)

**Introduction:** The seminar on Customer Relationship Management (CRM) in Entrepreneurship was held on 3rd August 2018 at S.V. Hall, KMICS. Dr. A. Appa Rao, the esteemed Head of the The Department of Commerce at OU, served as the resource person for the event. The seminar aimed to shed light on the significance of CRM strategies in the context of entrepreneurship, emphasizing its role in fostering sustainable business growth.

Key Highlights:

**Understanding Customer Relationship Management:** Dr. Appa Rao commenced the seminar by elucidating the fundamental concept of CRM, emphasizing its pivotal role in maintaining fruitful relationships with customers. He delineated the various aspects of CRM, including customer acquisition, retention, and satisfaction.

**Importance of CRM in Entrepreneurship:** The resource person accentuated the criticality of CRM in entrepreneurial ventures. He elucidated how effective CRM strategies enable entrepreneurs to understand their customers' needs better, thus facilitating personalized interactions and enhancing customer loyalty.

**Implementation Strategies:** Dr. Appa Rao delved into practical approaches for implementing CRM strategies in entrepreneurial settings. He discussed the significance of leveraging technology, such as CRM software, to streamline customer data management and improve communication channels.

**Building Long-term Relationships:** Another focal point of the seminar was the importance of fostering long-term relationships with customers. Dr. Appa Rao emphasized the need for entrepreneurs to prioritize customer satisfaction and engagement, thereby cultivating loyalty and advocacy.

**Case Studies and Best Practices:** The session also featured insightful case studies and best practices exemplifying successful CRM implementations in entrepreneurial ventures. Attendees gained valuable insights into real-world scenarios and learned from exemplary models.

**Conclusion:** The seminar on Customer Relationship Management in Entrepreneurship proved to be immensely informative and beneficial for aspiring and existing entrepreneurs alike. Dr. A. Appa Rao's expertise and insights provided attendees with a comprehensive understanding of CRM's significance and practical implementation strategies. The event underscored the pivotal role of CRM in fostering sustainable growth and competitiveness in the entrepreneurial landscape.

**Acknowledgments:** We extend our heartfelt gratitude to Dr. A. Appa Rao for his invaluable contribution as the resource person. Special thanks to Mrs. B. Anitha for her meticulous coordination and to Mrs. V. Sreedevidee, Mrs. Sucheta Patankar, and Dr. J. Nageshwara Rao for their support and guidance in organizing this enlightening seminar.

**Participants:**

The seminar witnessed nearly 120 active participation from faculty members, students, and aspiring entrepreneurs from various disciplines, enriching the discussions and knowledge-sharing endeavors.

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## INTELLECTUAL PROPERTY RIGHTS AWARENESS PROGRAM

RESOURCE PERSON: Dr.Patrick Anthony No. of students attended/benefitted: 142

The Department of Commerce Organized an "INTELLECTUAL PROPERTY RIGHTS AWARENESS PROGRAM" on 5-7-2018, at 11.30AM in SV Hall.

Resource person Dr.Patrick Anthony, Asst.Professor, Osmania University gave a lucid explanation about the need for the awareness of INTELLECTUAL PROPERTY RIGHTS.

Resource person photo



### Objectives of the Seminar:

- To explore avenues for commercializing intellectual property assets, including licensing, technology transfer, and partnerships and to discuss the economic benefits and challenges associated with these activities.
- To provide a global perspective on intellectual property issues, including differences in IPR regimes across countries, emerging trends, and the impact of globalization on intellectual property rights.
- To explore how IPR can incentivize investment in research and development.
- Mr Patrik also stressed on the need to enhance understanding among participants about the importance, scope, and implications of intellectual property rights.

Outcome: Students were able to learn many new concepts.

*V. Neeraja*  
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## Seminar on “DATA ANALYSIS –PREPARATION OF A RESEARCH REPORT “

DATE : 18-9-2018

RESOURCE PERSON: DR.USHA KIRAN

No of Students Attended/Benefited :146

The Department of Commerce Organized Seminar on DATA ANALYSIS –PREPARATION OF A RESEARCH REPORT on 18/09/2018 at 11.30am in SV Hall. Resource person DR.USHA KIRAN , Asst.Professor,OU, explained clearly about Data analysis –preparation of a research report. Resource person photo

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**DEPARTMENT OF COMMERCE**

Welcomes to  
**Seminar on**  
**DATA ANALYSIS –PREPARATION OF A RESEARCH REPORT**  
*Master the art of data analysis and craft compelling research reports with precision at our comprehensive seminar.*

**RESOURCE PERSON**  
**Dr. Usha Kiran**  
Sr. Asst. Professor in Commerce, OUI

DATE:18-09-2018  
TIME:11:30am  
VENUE:S.V Hall KMICS

**Mr.Sanjay Raj** Co-ordinator  
**Mrs.Priji Arya** Convenor  
**Ms. Sucheta Patankar** HOD  
**Dr . J. Nageswara Rao** Principal, KMICS  
**Sri. B. Sridhar Reddy** Secretary, KMES

### Objectives of the Seminar:

- To encourage students to adopt Data analysis –preparation of a research report.  
Discussion:
  - Interpret the findings in relation to the research questions and objectives.
  - Discuss the implications of the results for theory, practice, and policy.
  - Address any limitations of the study and suggest areas for future research.
  - Compare your findings with previous literature and explain any discrepancies.
- Outcome of the seminar
- Soliciting feedback from participants to improve future seminars
  - Distributing evaluation forms for attendees to provide input
- Students learned about data analysis-preparation of the research report.

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## BRIEF REPORT ON STARTUP ECOSYSTEM – INTRODUCTION

Date: 22-09-2018

Resource Person: Dr. Naresh Reddy, Sr. Asst. Professor, OU,

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*Seminar on*  
**Startup Ecosystem-Introduction**

*A startup ecosystem refers to the network of interconnected stakeholders, resources, and support mechanisms that collectively nurture and support the growth of startups within a particular geographic region or industry.*

**ORGANIZED BY**  
**Department of Commerce**

**RESOURCE PERSON:**  
**Dr.Naresh Reddy**  
**Sr.Asst Professor,OU**

Date: 22-9-2018  
Time: 11:30 a.m.  
Venue: 2<sup>nd</sup> floor, seminar hall

**Ms. V.Neeraja** **Ms. B.Anitha** **Ms.Sucheta Patankar** **Dr.J.Nageswara Rao** **Dr. A.V. Subrahmanyam**  
Convener Coordinator HOD Principal, KMICS Secretary, KMES

Venue: SV Hall, KMICS

Time: 11:30 AM

Coordinator: Lakshmi Prasanna M

Convener: Mrs. Lakshmi Prasanna, HoD: MRS.SUCHETA PATANKAR

Principal: Dr. J. Nageshwara Rao

- Dr. Naresh Reddy provided an introductory overview of the startup ecosystem, emphasizing its significance in fostering innovation and economic growth.
- The session highlighted key components of the startup ecosystem, including access to funding, mentorship, and supportive infrastructure.
- Attendees gained insights into the role of universities and educational institutions in nurturing entrepreneurship and fostering a conducive environment for startups.
- Dr. Naresh Reddy discussed the challenges and opportunities within the startup ecosystem, encouraging collaboration and innovation.
- Overall, the session served as a foundation for understanding the startup ecosystem and its importance in driving entrepreneurial ventures and economic development.

  
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## Seminar on Copy rights & Trademarks

DATE: 22-9-2018 RESOURCE PERSON: Dr M Usha

No. of students attended/benefitted: 146

The Department of Commerce organized Seminar on “Copy rights & Trade marks” on 22-10-2018, at 11.30AM in SV Hall.

Resource person, Dr M Usha, Retd Professor in Commerce, Osmania University, threw light on important concepts of Copyrights & Trademarks.

Resource person photo

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*Seminar on*  
**Copyrights & Trademarks**

*Copyrights and trademarks are two distinct types of Intellectual Property Rights (IPR) that protect different aspects of creative works and brand assets.*

**ORGANIZED BY**  
Department of Commerce

**RESOURCE PERSON:**  
Dr. M. Usha  
Sr. Asst Professor, OU

Date: 22-9-2018  
Time: 11:30 a.m.  
Venue: 2<sup>nd</sup> floor, seminar hall

**Ms. V. Neeraja**  
Convenor

**Ms. B. Anitha**  
Coordinator

**Ms. Sucheta Patankar**  
HOD

**Dr. J. Nageswara Rao**  
Principal, KMICS

**Dr. A. V. Subrahmanyam**  
Secretary, KMES

### Objectives of the Seminar:

- To encourage students to get acquainted with Copyrights and Trademarks and the laws elaborating them.
- To educate the students about industry practices.
- To provide insights into the legal framework surrounding IPR

Dr Usha also gave so many insights about the career options available to the students.

Outcome: Students were able to appreciate the importance of the topic and interacted very well with the Resource Person.

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## “SEMINAR ON HYPOTHESIS TESTING FOR RESEARCH”

RESOURCE PERSON: DR. GANGADHAR

No of Students Attended/Benefited :148

The Department of Commerce Organized “SEMINAR ON HYPOTHESIS TESTING FOR RESEARCH”

on 13/11/2018 at 11.30am in SV Hall. Resource person DR. GANGADHAR Asst.Professor, OU. Explained clearly about Seminar on Hypothesis testing for Research

Resource person photo

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**DEPARTMENT OF COMMERCE**  
Welcomes to  
**Seminar on**  
**“SEMINAR ON HYPOTHESIS TESTING FOR RESEARCH”**  
"Welcome to the Department of Commerce's Seminar on Hypothesis Testing for Research, where evidence meets inquiry"  
*Key Note Speaker*  
**Dr. Gangadhar**  
Sr Asst Professor  
Osmania University  
*Date: 13.11.2018*  
*Time: 11:30 am*  
*Venue: S.V. Hall, KMICS*

**Mr. Sanjay Raj** Coordinator  
**Ms. Swathi** Convenor  
**Ms. Ansheta Patankar** HOD  
**Dr. J. Nageswara Rao** Principal, KMICS  
**Dr. A.V. Subrahmanyam** Secretary, KMES

### Objectives of the Seminar:

- Interpret the findings in relation to the research questions and objectives.
- Discuss the implications of the results for theory, practice, and policy.
- Address any limitations of the study and suggest areas for future research.
- Compare your findings with previous literature and explain any discrepancies.
- Outcome of the seminar
- Summarize the main findings of the study.
- Restate the significance of the research in addressing the research objectives.
- Provide recommendations based on the findings.
- Conclude with any final remarks or reflections.

Students learned about Seminar on Hypothesis testing for Research

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E-mail : principal.kmics@gmail.com

Website : www.kmics.ac.in

## SEMINAR ON INTELLECTUAL PROPERTY RIGHTS AND INNOVATIONS

RESOURCE PERSON: Dr. Ravi

**No. of students attended/benefitted: 138**

The Department of Commerce Organized an “Intellectual Property Rights and Innovations” on 27-11-2018, at 11.30AM in SV Hall.

Resource person Dr.Ravi, Asst.Professor, Osmania University gave an insightful explanation about the Innovations in the field of INTELLECTUAL PROPERTY RIGHTS.

Resource person photo

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*Seminar on*  
**Intellectual Property Rights and Innovations**

*Intellectual Property Rights (IPR) play a crucial role in fostering innovation by providing incentives for creators, inventors, and innovators to invest in research, development, and creativity.*

**ORGANIZED BY**  
**Department of Commerce**

**RESOURCE PERSON:**  
**Dr. Ravi**  
**Asst. Professor, DU**

Date: 27-11-2018  
Time: 11:30 a.m.  
Venue: S.V. Hall, KMICS

Ms. K. Sreedevi  
Convenor

Ms. M. Soujanya  
Coordinator

Ms. Sucheta Patankar  
HOD

Dr. J. Nageswara Rao  
Principal, KMICS

Dr. A.V. Subrahmanyam  
Secretary, KMES

### Objectives of the Seminar:

- To discuss strategies and best practices for protecting intellectual property, including patents, trademarks, copyrights, and trade secrets, as well as mechanisms for enforcement against infringement.
- To discuss the economic benefits and challenges associated with these activities.
- To build capacity among stakeholders, including researchers, entrepreneurs, policymakers, and legal professionals, to effectively navigate intellectual property issues and maximize the value of intellectual assets.
- Mr Ravi also gave various interesting insights on the topic.

Outcome: Students were able to appreciate the lecture with interactive questions and feedback.

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## SEMINAR REPORT: ENTREPRENEURSHIP – GROWTH AND COMPETITIVENESS

**Venue:** 2nd Floor Seminar Hall, BCCA, Hyderabad

**Resource Person:** Mrs. Manjula Alladi, Senior Faculty, BCCA, Hyderabad

KESHAV MEMORIAL INSTITUTE OF COMMERCE AND SCIENCES  
(Affiliated to Osmania University ) Narayanaguda Hyderabad-500028  
A Unit of Keshav Memorial Educational Society

*Seminar on*  
**Entrepreneurship- Growth and Competitiveness**

*Entrepreneurship, growth, and competitiveness are deeply intertwined concepts that play vital roles in the economy of any nation or region.*

**ORGANIZED BY**  
**Department of Commerce**

**RESOURCE PERSON:**  
Ms. Manjula Alladi  
Sr. Faculty, BCCA, Hyd

Date: 12-12-2018  
Time: 11:30 a.m.  
Venue: 2<sup>nd</sup> floor, seminar hall

**Ms. V. Neeraja**      **Ms. B. Anitha**      **Ms. Sucheta Patankar**      **Dr. J. Nageswara Rao**      **Dr. A. V. Subrahmanyam**  
Convenor      Coordinator      HOD      Principal, KMICS      Secretary, KMES

Coordinator: B. Anitha

Convener: V. Neeraja

HOD: Mrs. Sucheta Patankar Principal: Dr. J. Nageswara Rao

**Introduction:** The Seminar on Entrepreneurship, focusing on Growth and Competitiveness, was convened on the 12-12-2018, at the 2nd Floor Seminar Hall of BCCA, Hyderabad. The seminar aimed to delve into the dynamics of entrepreneurship, exploring avenues for growth and strategies to enhance competitiveness in the contemporary business landscape.

### Key Objectives:

- To analyze the role of entrepreneurship in driving economic growth.
- To explore strategies for fostering competitiveness among entrepreneurs.
- To provide a platform for knowledge exchange and networking among stakeholders in the entrepreneurial ecosystem.

  
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## Session Highlights:

- **Inaugural Address:** The seminar commenced with an inaugural address by Dr. J. Nageshwara Rao, emphasizing the significance of entrepreneurship in catalyzing economic development and fostering innovation.
- **Keynote Presentation:** Mrs. Manjula Alladi, a distinguished senior faculty member at BCCA, Hyderabad, delivered the keynote presentation. She elucidated the various facets of entrepreneurship, highlighting the importance of adaptability, innovation, and resilience in achieving sustainable growth. Mrs. Alladi also discussed the evolving entrepreneurial landscape and the opportunities and challenges it presents.
- **Interactive Sessions:** The seminar featured interactive sessions where participants engaged in discussions on topics such as entrepreneurial mindset, market analysis, strategic planning, and risk management. These sessions provided a platform for sharing insights, experiences, and best practices among participants.
- **Panel Discussion:** A panel discussion moderated by B. Anitha was conducted, featuring experts from academia, industry, and the entrepreneurial community. The panel deliberated on strategies to enhance the competitiveness of startups and small businesses, emphasizing the role of mentorship, networking, and access to capital.
- **Case Studies:** Real-life case studies of successful entrepreneurs were presented, showcasing their journey from ideation to execution and highlighting key factors contributing to their success. These case studies served as inspiration and provided valuable lessons for aspiring entrepreneurs.
- **Q&A Session:** The seminar concluded with a lively Q&A session, where participants had the opportunity to seek clarification on various aspects of entrepreneurship, growth strategies, and competitiveness.
- **Conclusion:** The Seminar on Entrepreneurship – Growth and Competitiveness provided a platform for stakeholders to gain insights into the evolving entrepreneurial landscape and strategies for sustainable growth. It fostered collaboration, networking, and knowledge exchange among participants, contributing to the enrichment of the entrepreneurial ecosystem in the region.

**Acknowledgments:** We extend our sincere appreciation to Mrs. Manjula Alladi for her enlightening keynote presentation and to all the organizers, panelists, and participants for their valuable contributions to the success of the seminar.

**Note:** This report encapsulates the key highlights of the seminar and is subject to additions or modifications based on further inputs or feedback.

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## REPORT ON "THE KEY TO AN ENTREPRENEUR'S CONTINUOUS GROWTH"

Date: 12-03-2019

Resource Person: Dr. Malyadri, Retired Principal

**KESHAV MEMORIAL COLLEGE OF COMMERCE & SCIENCES**  
(Affiliated to Osmania University) Narayanaguda, Hyderabad-500029  
A unit of Keshav Memorial Educational Society  
Welcomes you all to

**"KEY TO ENTER AN ENTREPRENEUR'S CONTINUOUS GROWTH"**  
The department of commerce invites you to a seminar on "key to enter an entrepreneur's continuous growth" join us to explore cutting-edge techniques for effective research scale development.  
Gain insights from industry experts, refine your continuous growth and elevate your research to new heights.

**Key Note Speaker**  
Dr. Malyadri  
Retd. Principal

**Date:**  
12.03.2019 at 11:30am

**Venue:**  
Pawar Hall, KMICS

Mrs. M. Soujanya  
Convener, Dept. of Commerce

Dr. J. Nageshwar Rao  
Principal, KMICS

M. Swathi  
co-ordinator

**Venue:** Pawar Hall, KMICS

**Time:** 11:30 AM

**Coordinator:** Mrs. V. Neeraja

**Convener:** Mrs. M. Swathi, HoD

**Principal:** Dr. J. Nageshwar Rao

- **Introduction:** On 12th March 2019, a seminar titled "The Key to an Entrepreneur's Continuous Growth" was conducted at Pawar Hall, KMICS. The seminar aimed to explore the factors essential for sustained growth in entrepreneurial endeavors. Dr. Malyadri, a distinguished retired Principal, served as the resource person for the event.

### Key Highlights:

- **Entrepreneurial Mindset and Innovation:** Dr. Malyadri commenced the seminar by emphasizing the significance of an entrepreneurial mind-set in achieving continuous growth. He underscored the importance of fostering a culture of innovation within entrepreneurial ventures, enabling them to adapt to changing market dynamics and stay ahead of the competition.

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- **Adaptability and Resilience:** The resource person elucidated how adaptability and resilience are indispensable traits for entrepreneurs seeking continuous growth. He discussed the need for entrepreneurs to embrace change proactively, learn from failures, and persevere in the face of challenges.
- **Customer-Centric Approach:** Dr. Malyadri highlighted the paramount importance of adopting a customer-centric approach for sustained growth. He emphasized the need for entrepreneurs to prioritize customer satisfaction, anticipate their evolving needs, and deliver value-added solutions.
- **Continuous Learning and Skill Development:** Another focal point of the seminar was the significance of continuous learning and skill development for entrepreneurs. Dr. Malyadri emphasized the need for entrepreneurs to stay abreast of industry trends, acquire new skills, and seek mentorship to enhance their capabilities.
- **Building a Strong Support Network:** The seminar also underscored the importance of building a strong support network for entrepreneurs. Dr. Malyadri discussed the value of networking, seeking guidance from experienced mentors, and collaborating with like-minded individuals or organizations to fuel growth and innovation.
- **Conclusion:** The seminar on "The Key to an Entrepreneur's Continuous Growth" provided attendees with valuable insights into the essential factors driving sustained growth in entrepreneurial ventures. Dr. Malyadri's expertise and guidance shed light on the significance of an entrepreneurial mindset, adaptability, customer-centricity, continuous learning, and building a robust support network. The event served as a catalyst for aspiring and existing entrepreneurs to enhance their understanding and practices conducive to continuous growth.

**Acknowledgments:** We extend our sincere gratitude to Dr. Malyadri for his enlightening session as the resource person. Special thanks to Mrs. V. Neeraja for her efficient coordination, and to Mrs. M. Swathi, Mrs. Sucheta Patankar, and Dr. J. Nageshwara Rao for their support in organizing this insightful seminar.

## Participants:

- The seminar witnessed 180 active participation from faculty members, students, and aspiring entrepreneurs, fostering meaningful discussions and knowledge exchange on the subject of continuous growth in entrepreneurship

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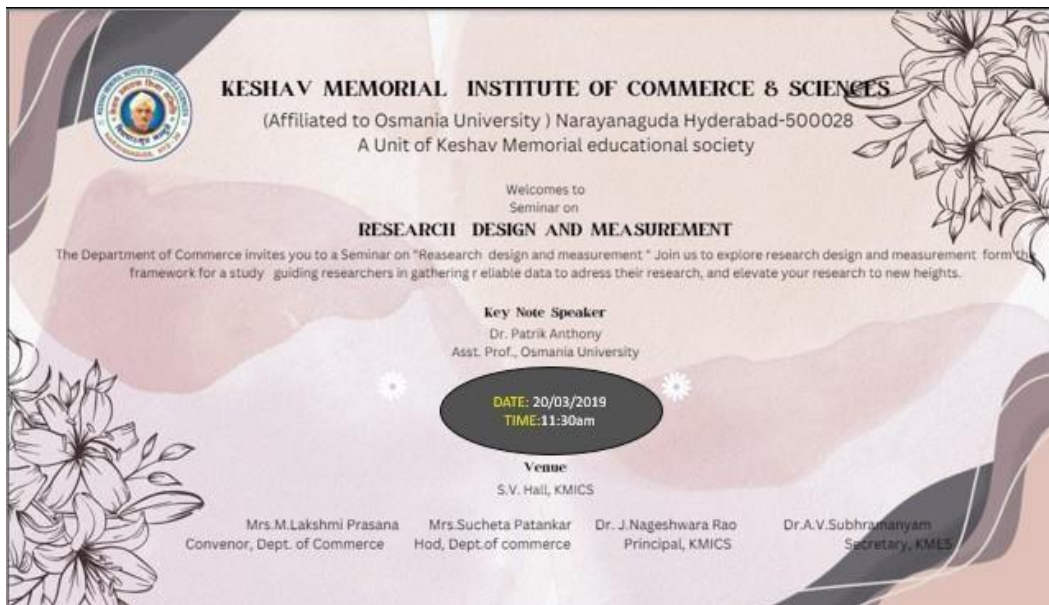
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## SEMINAR ON “RESEARCH DESIGN AND MEASUREMENT” 20-03-2019 RESOURCE PERSON: DR. PATRICK ANTHONY

No of Students Attended/Benefited :140

The Department of Commerce Organized Seminar on “RESEARCH DESIGN AND MEASUREMENT” on 20/03/2019 at 11.30am in SV Hall. Resource person DR. PATRICK ANTHONY, Asst.Professor, OU. Explained clearly about Research design and measurement



Resource person photo

### Objectives of the Seminar:

- Discuss the process of developing or adapting measurement instruments (e.g., questionnaires, surveys, observation protocols).
- Explore strategies for ensuring validity and reliability of measurement instruments.
- Highlight the importance of pilot testing and refining measurement instruments.

### Outcome of the seminar

- Summarize the key points covered during the seminar.
- Reiterate the importance of rigorous research design and measurement in producing high-quality research.
- Provide resources for further learning and support.

Students learned about Research Design and Measurement.

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## A SUCCESSFUL WOMEN ENTREPRENEUR

Date: 03-04-2019

Resource Person: Dr. Usha Kiran, Senior Professor, OU

KESHAV MEMORIAL INSTITUTE OF COMMERCE AND SCIENCES  
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*Seminar on*  
**A Successful Women Entrepreneur**  
*A successful woman entrepreneur is a female business leader who has founded, developed, and grown a business venture into a profitable and sustainable enterprise, overcoming challenges and obstacles along the way.*  
**ORGANIZED BY**  
Department of Commerce  
**RESOURCE PERSON:**  
Dr. Usha Kiran  
Sr. Professor, OU  
Date: 03-04-2019  
Time: 11:30 a.m.  
Venue: S.V. Hall, KMICS  
Ms.Priti Arya **Convener** Ms.Lakshmi Prasanna **Coordinator** Ms.Sucheta Patankar **HOD** Dr.J.Nageswara Rao **Principal, KMICS** Dr. A.V. Subrahmanyam **Secretary, KMES**

Venue: SV Hall, KMICS

Time: 11:30 AM

**Coordinator:** Lakshmi Prasanna M **Convener:** Mrs. B. Anitha, HoD **Principal:** Dr. J. Nageswara Rao

- **Introduction:** On 3rd April 2019, a session highlighting the journey of a successful woman entrepreneur was conducted at SV Hall, KMICS. Dr. Usha Kiran, a distinguished Senior Professor at OU, shared insights into the entrepreneurial journey of a remarkable woman leader, inspiring the audience with her accomplishments.

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## Key Highlights:

- **Entrepreneurial Journey:** Dr. Usha Kiran began by narrating the entrepreneurial journey of the successful woman entrepreneur, providing a glimpse into her background, challenges faced, and milestones achieved. The audience gained valuable insights into the resilience and determination required to overcome obstacles and achieve success in the entrepreneurial realm.
- **Innovative Business Strategies:** The session delved into the innovative business strategies employed by the woman entrepreneur to carve a niche for herself in the competitive market landscape. Dr. Usha Kiran highlighted the importance of creativity, adaptability, and strategic thinking in driving business growth and sustainability.
- **Empowerment and Leadership:** Another focal point of the session was the emphasis on empowerment and leadership demonstrated by the woman entrepreneur. Dr. Usha Kiran discussed how she empowered herself and others, fostering a culture of inclusivity, mentorship, and collaboration within her organization.
- **Impact on Society:** The session underscored the significant impact of the woman entrepreneur's endeavors on society. Dr. Usha Kiran highlighted her contributions to community development, women's empowerment, and fostering economic growth through her entrepreneurial initiatives.
- **Lessons Learned and Inspirations:** The audience gained valuable lessons and inspirations from the success story of the woman entrepreneur. Dr. Usha Kiran shared anecdotes, challenges overcome, and lessons learned throughout her entrepreneurial journey, motivating aspiring entrepreneurs to pursue their dreams with passion and perseverance.
- **Conclusion:** The session on a successful woman entrepreneur served as a source of inspiration and empowerment for the audience, shedding light on the transformative power of entrepreneurship in driving positive change. Dr. Usha Kiran's insights and storytelling captivated the audience, instilling a sense of admiration and respect for the remarkable achievements of the woman entrepreneur.

**Acknowledgments:** We extend our sincere gratitude to Dr. Usha Kiran for her enlightening session as the resource person. Special thanks to Lakshmi Prasanna M for her coordination, and to Mrs. B. Anitha, Mrs. Sucheta Patankar, and Dr. J. Nageshwara Rao for their support in organizing this inspirational event.

## Participants:

- The session witnessed 120 active student participation from faculty members, students, and members of the entrepreneurial community, fostering meaningful discussions and reflections on the journey of a successful woman entrepreneur.

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## SEMINAR ON THE FUTURE OF INTELLECTUAL PROPERTY LAW IN INDIA DATE: 12-04-2019

RESOURCE PERSON: Dr. Indrakanti Shekar

No. of students attended/benefitted: 198

The Department of Commerce organized a Seminar on “The Future of intellectual property Law in India” on 12- 04-2019, at 11.30AM in Pawar Hall.

Resource person Dr. Indrakanti Shekar, Sr. Professor, Osmania University shared many insights about the future in the field of IPR.

Resource person photo

The poster is for a seminar organized by the Department of Commerce at Keshav Memorial Institute of Commerce and Sciences. It features the institute's logo and name at the top, followed by its affiliation to Osmania University and its location in Narayanaguda, Hyderabad. The seminar title is prominently displayed in a stylized font, with a subtitle below it stating that the future of IP law in India has significant potential for growth and evolution. The date, time, and venue are listed in a box on the left. The resource person, Dr. Indra Kanti Shekar, Sr. Professor at Osmania University, is mentioned in the center. At the bottom, the names and titles of the organizing staff are listed: Ms. M. Soujanya (Convener), Ms. M. Swathi (Coordinator), Ms. Sucheta Patankar (HOD), Dr. J. Nageswara Rao (Principal, KMICS), and Dr. A. V. Subrahmanyam (Secretary, KMES).

### Objectives of the Seminar:

- To consider ethical considerations associated with intellectual property rights, including issues of accessibility, affordability, cultural appropriation, indigenous knowledge, and the rights of marginalized communities.
- To identify practical solutions, strategies, and best practices for addressing challenges and optimizing the benefits of intellectual property rights, including alternative dispute resolution mechanisms, open innovation models, and collaborative approaches.
- To encourage collaboration, partnerships, and interdisciplinary approaches to addressing complex intellectual property challenges, leveraging the expertise and resources of diverse stakeholders.

Dr Indrakanti Shekar motivated the students to pursue a career in the field of IPR as the future appears to be in boom.

Outcome: Students were able to bring out many logical questions after listening to the interesting lecture.

  
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## SEMINAR ON “A SEMINAR ON RESEARCH METHODOLOGY” 19-04-2019 RESOURCE PERSON: DR.M. USHA KIRAN

No of Students Attended/Benefited :148

The Department of Commerce Organized Seminar on “A SEMINAR ON RESEARCH METHODOLOGY “on 20/03/2019 at 11.30am in SV Hall. Resource person DR.M. USHA KIRAN, Retd Asst.Professor, OU. Explained clearly about a seminar on research methodology  
Resource person photo

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**DEPARTMENT OF COMMERCE**  
*Welcomes to*  
*Seminar on*  
**A SEMINAR ON RESEARCH METHODOLOGY**

Join us to explore cutting-edge techniques for effective research scale development. Gain insights from industry experts, refine your methodology, and elevate your research to new heights.

**Key Note Speaker**  
Dr.M.Usha  
Retd.Professor,OU

<b>Date:</b> 19.04.2019	<b>Time:</b> 11:30 am	<b>Venue :</b> S.V. Hall, KMICS		
Mrs. B. Anitha Co ordinator	Mr. Sanjay Convener	Mrs.Sucheta Patankar HOD	Dr. J. Nageswara Rao Principal, KMICS	Sri. B. Sridhar Reddy Secretary, KMES

### Objectives of the Seminar:

- Discuss various data collection methods (surveys, interviews, observations, experiments) and their suitability for different research designs.
- Explore considerations for designing data collection instruments and ensuring their validity and reliability.
- Discuss ethical considerations in data collection and strategies for mitigating potential biases.

### Outcome of the seminar

- Summarize the key points covered during the seminar.
- Reiterate the importance of understanding research methodology for conducting high-quality research.
- Provide resources for further learning and support

Students learned about a seminar on Research methodology

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## SEMINAR REPORT: ENTREPRENEURSHIP – GROWTH AND COMPETITIVENESS

Date: 2-5-2019

Venue: 2nd Floor Seminar Hall, BCCA, Hyderabad

Resource Person: Mrs. Manjula Alladi, Senior Faculty, BCCA, Hyderabad

**KESHAV MEMORIAL INSTITUTE OF COMMERCE & SCIENCES**  
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A Unit of Keshav Memorial Educational Society

ESTD:1940

Welcomes to  
Seminar on

### Entrepreneurship – Growth and competitiveness

The Department of Commerce invites you to a Seminar on "Entrepreneurship – Growth and competitiveness." Join us to explore about entrepreneurship factors such as risk taking ,innovation .the entrepreneur always searches for changes ,responds to it, and exploits it as an opportunity.

**Key Note Speaker**  
**Mrs. Manjula alladi**  
Asst.Professor,Commcce  
BCCA

**Date : 02-05-2019**  
**Time : 11:30 am**

**Venue:**  
Seminar Hall,2nd floor

<b>Amita jaiswal</b> CO-ORDINATOR	<b>K.Sreedevi</b> CONVENOR	<b>MRS.Sucheta patankar</b> HOD	<b>Dr.J.Nageswara Rao</b> PRINCIPAL, KMICS	<b>Dr. A.USubrahmanyam</b> Secretary, KMES
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Coordinator: B. Anitha

Convener: V. Neeraja

HOD: Mrs. Sucheta Patankar

Principal: Dr. J. Nageshwara Rao

**Introduction:** The Seminar on Entrepreneurship, focusing on Growth and Competitiveness, was convened on the 2-5-2019, at the 2nd Floor Seminar Hall of BCCA, Hyderabad. The seminar aimed to delve into the dynamics of entrepreneurship, exploring avenues for growth and strategies to enhance competitiveness in the contemporary business landscape.

### Key Objectives:

- To analyze the role of entrepreneurship in driving economic growth.
- To explore strategies for fostering competitiveness among entrepreneurs.
- To provide a platform for knowledge exchange and networking among stakeholders in the entrepreneurial ecosystem.

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## Session Highlights:

- **Inaugural Address:** The seminar commenced with an inaugural address by Dr. J. Nageshwara Rao, emphasizing the significance of entrepreneurship in catalyzing economic development and fostering innovation.
- **Keynote Presentation:** Mrs. Manjula Alladi, a distinguished senior faculty member at BCCA, Hyderabad, delivered the keynote presentation. She elucidated the various facets of entrepreneurship, highlighting the importance of adaptability, innovation, and resilience in achieving sustainable growth. Mrs. Alladi also discussed the evolving entrepreneurial landscape and the opportunities and challenges it presents.
- **Interactive Sessions:** The seminar featured interactive sessions where participants engaged in discussions on topics such as entrepreneurial mindset, market analysis, strategic planning, and risk management. These sessions provided a platform for sharing insights, experiences, and best practices among participants.
- **Panel Discussion:** A panel discussion moderated by B. Anitha was conducted, featuring experts from academia, industry, and the entrepreneurial community. The panel deliberated on strategies to enhance the competitiveness of startups and small businesses, emphasizing the role of mentorship, networking, and access to capital.
- **Case Studies:** Real-life case studies of successful entrepreneurs were presented, showcasing their journey from ideation to execution and highlighting key factors contributing to their success. These case studies served as inspiration and provided valuable lessons for aspiring entrepreneurs.
- **Q&A Session:** The seminar concluded with a lively Q&A session, where participants had the opportunity to seek clarification on various aspects of entrepreneurship, growth strategies, and competitiveness.
- **Conclusion:** The Seminar on Entrepreneurship – Growth and Competitiveness provided a platform for stakeholders to gain insights into the evolving entrepreneurial landscape and strategies for sustainable growth. It fostered collaboration, networking, and knowledge exchange among participants, contributing to the enrichment of the entrepreneurial ecosystem in the region.

**Acknowledgments:** We extend our sincere appreciation to Mrs. Manjula Alladi for her enlightening keynote presentation and to all the organizers, panelists, and participants for their valuable contributions to the success of the seminar.

**Note:** This report encapsulates the key highlights of the seminar and is subject to additions or modifications based on further inputs or feedback.

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## SEMINAR ON "ENFORCEMENT OF INTELLECTUAL PROPERTY RIGHTS" DATE: 15-05-2019

RESOURCE PERSON: Dr.Srinivasa Padmakar

No. of students attended/benefitted: 139

The Department of Commerce Organized a National Seminar on "Enforcement of Intellectual Property Rights" on 7-2-2019, at 11.30AM in SV Hall.

Resource person Dr. Srinivasa Padmakar, Professor, Osmania University shared many insights and information about IPR.

Resource person photo



### Objectives of the Seminar:

- To focus on the issues surrounding Intellectual Property Rights (IPR) aims to delve into specific challenges, debates, and developments within the realm of intellectual property.
- To evaluate the implications of intellectual property policies and regulations on innovation.
- To navigate intellectual property issues effectively, make informed decisions, and contribute to shaping future developments in the field.

Dr Srinivasa Padmakar explained about the budding future perspectives also.

Outcome: Students attended the lecture with utmost attention and were able to respond to each and every question asked by the Resource Person.

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