



**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 2021-22**

<b>S. No</b>	<b>Name of the workshop/ seminar/ conference</b>	<b>Number of Participants</b>
<b>1</b>	Role Of Ipr In Global Economy: Challenges And Issues	198
<b>2</b>	The Role Of Ip In The Value Of Startup	139
<b>3</b>	Intellectual Property - A Trade Mark	141
<b>4</b>	"Sample Selection And Technique In The Research"	146
<b>5</b>	Ip- Industrial Design Rights	146
<b>6</b>	The Critical Entrepreneur	160
<b>7</b>	"Art Of Presentation Of Results And Report Writing In Research"	145
<b>8</b>	The Entrepreneur'S Mindset: From Vision To Reality	130
<b>9</b>	Ip- Trade Dress -Trade Secret	145
<b>10</b>	"Data Analysis For The Preparation Of Research Report".	148
<b>11</b>	The Entrepreneur'S Data-Driven World	130
<b>12</b>	"Art Of Writing Research Project Report"	148
<b>13</b>	"Intellectual Property Rights – An Overview"	143
<b>14</b>	"Research Methodology - Methods Of Data Collection"	147
<b>15</b>	"Ipr - Biodiversity"	143

PRINCIPAL

Keshav Memorial Institute of Commerce & Sciences

Narayanaguda, Hyderabad-500 029

College Code No: 1110/318



# 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](mailto:principal.kmics@gmail.com)

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ESTD. 1945

## SEMINAR ON ROLE OF IPR IN GLOBAL ECONOMY: CHALLENGES AND ISSUES DATE: 06-09-2021

RESOURCE PERSON: Dr.Renuka B

No. of students attended/benefitted: 198

The Department of Commerce organized a Seminar on “Role of IPR in Global economy: Challenges and Issues” on 03-12-2021, at 11.30AM in SV Hall.

The Resource person Dr.Renuka B, Asst.Prof Commerce, Osmania University shared many insights about the future in the field of IPR.

Resource person photo

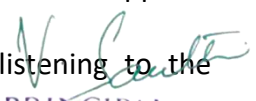
**KESHAV MEMORIAL INSTITUTE OF COMMERCE & SCIENCES**  
(Affiliated to Osmania University) Narayanaguda Hyderabad-500029  
A Unit of Keshav Memorial Educational Society  
**DEPARTMENT OF COMMERCE**  
Welcomes to  
Seminar on  
*“Role of IPR in Global economy : Challenges and Issues”*  
Join us to explore 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. B. Renuka**  
Asst.Professor In Commerce  
**Date:** 03-12-2021 **Time:** 11:30 am **Venue:** S.V. Hall, KMICS  
Mrs. K.Sreedevi Co ordinator      Mrs. V. Neeraja Convenor      Mrs. V. Neeraja HOD      Dr. K. Someshwara Rao Principal, KMICS      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.Renuka B 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 "THE ROLE OF IP IN THE VALUE OF STARTUP" DATE: 11/11/2021  
RESOURCE PERSON: Dr.K.Usha Kiran**

**No. of students attended/benefitted: 139**

The Department of Commerce Organized a National Seminar on "The role of IP in the value of startup" on 11/11/2021, at 11.30AM in SV Hall.

Resource person Dr.K.Usha Kiran, Professor, Osmania University shared many insights and information about IPR.

Resource person photo

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**DEPARTMENT OF COMMERCE**  
Welcomes to  
*Seminar on*  
**"The role IP in the value of startup"**

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. K. Usha Kiran**  
Professor in Commerce, OU

**Date:** 11.11.2021      **Time:** 1:30 am      **Venue:** S.V. Hall, KMICS

Mrs. Priti Arya      Mrs. V. Neeraja      Mrs. V. Neeraja      Dr. K. Someshwar Rao      Dr. A.V. Subrahmanyam  
Coordinator      Convenor      HOD      Principal, KMICS      Secretary, KMES

Objectives of the Seminar:

- To understand the role of government agencies such as the Intellectual Property India (IPO) and the Controller General of Patents, Designs & Trade Marks in administering and regulating IPR.
- To discuss government initiatives and policies aimed at promoting and protecting IPR in India. To highlight the challenges and issues related to the enforcement and protection of IPR in India.
- To discuss strategies and best practices for safeguarding IPR, including litigation, alternative dispute resolution, and anti-counterfeiting measures.

Dr.K.Usha Kiran explained about the budding future prospective 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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## SEMINAR ON "INTELLECTUAL PROPERTY - A TRADE MARK" DATE: 18-11-2021

RESOURCE PERSON: Dr.H.Venkateshwarlu

No. of students attended/benefitted: 141

The Department of Commerce Organized a Seminar on "Intellectual property - A Trade Mark" on 18-11-2021 at 11.30AM in SV Hall.

Resource person Dr.H.Venkateshwarlu Head of the Department, Sr Professor, Osmania University gave a lucid explanation about the need for the awareness of INTELLECTUAL PROPERTY RIGHTS.

Resource person photo

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**DEPARTMENT OF COMMERCE**  
Welcomes to  
*Seminar on*  
**"Intellectual property- A Trade Mark"**

We cordially invite you to its seminar delving into the realm of intellectual property, with a special focus on the significance of trademarks in today's trade landscape. Join us as we explore the intricate world of branding and legal protection.

**Key Note Speaker**  
**Dr. H.Venkateshwarlu**  
Sr.Prof. Osmania University

**Date: 18.11.2021**  
**Time: 11:30 am**  
**Venue: S.V.HALL, KMICS**


**Ms. M.Soujanya** Co ordinator  
**Ms.V.Neeraja** Convenor  
**Ms. V.Neeraja** HOD  
**Dr. K. Someshwar Rao** Principal, KMICS  
**Dr. A.V.Subrahmanyam** Secretary, KMES

### Objectives of the Seminar:

- To discuss recent trends, developments, and emerging issues in the field of trademarks, such as changes in trademark law and practice, technological advancements, evolving consumer behavior, and the impact of globalization on trademark strategies.
- To address common disputes and challenges related to trademarks, including conflicts over trademark rights, opposition and cancellation proceedings, domain name disputes, and litigation strategies for enforcing trademark rights or defending against infringement claims.
- To provide participants with a comprehensive understanding of what trademarks are, their purpose, and their significance in protecting brands, products, and services.

Dr H.Venkateshwarlu made the seminar very interesting by sharing many useful tips.

Outcome: Students were able to appreciate the importance of legal framework and took a step forward to understand the issues.

  
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**SEMINAR ON  
"SAMPLE SELECTION AND TECHNIQUE IN THE RESEARCH" 23-11-2021  
RESOURCE PERSON: DR. CHENNAPPA**

**No of Students Attended/Benefited :146**

The Department of Commerce Organized Seminar on "SAMPLE SELECTION AND TECHNIQ IN THE RESEARCH" on 08/01/2020 at 11.30am in SV Hall.

Resource person DR. CHENNAPPA ,SR Asst.Professor The Department of Commerce OU. Explained clearly about sample selection and technique in the research"

Resource person photo

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**DEPARTMENT OF COMMERCE**  
Welcomes to  
**Seminar on**  
**"Sample selection and technique in the research"**

We extend a warm invitation to its seminar on "Sample Selection and Technique in Research," where we'll unravel the nuances of effective sampling methods crucial for robust research outcomes. Join us in this insightful exploration of research methodologies and best practices.

**Key Note Speaker**  
**Dr. Chennappa**  
Sr. Professor in Commerce

**Date: 23.11.2021**  
**Time: 11:30 am**  
**Venue: S.VHALL ,KMICS**

**Ms. D.Neeraja** Co ordinator  
**Ms.V.Neeraja** Convenor  
**Ms. V.Neeraja** HOD  
**Dr. K. Someshwar Rao** Principal, KMICS  
**Dr. A.V.Subrahmanyam** Secretary, KMES

**Objectives of the Seminar:**

- Understanding Sampling Bias and Error:
- Types of Bias (Selection Bias, Measurement Bias, Non-response Bias)
- Strategies to Minimize Bias
- Implications of Bias on Research Findings Outcome of the seminar
- Summary of Key Learnings from the Seminar
- Encouragement to Apply Sampling Techniques in Research Practice
- Suggestions for Further Reading and Resources
- Students learned about a seminar on sample selection and technique in the research."

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**SEMINAR ON "IP- INDUSTRIAL DESIGN RIGHTS" DATE: 08-12-2021**

**RESOURCE PERSON: Dr.Kavitha**

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

The Department of Commerce Organized a Seminar on "IP- Industrial design Rights" on 12-08-2021, at 11.30AM in SV Hall.

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

Resource person photo

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**DEPARTMENT OF COMMERCE**  
Welcomes to  
*Seminar* on  
**"IP-Industrial design rights "**

"We the Department of Commerce as a part of this seminar, open its doors wide, Inviting all to delve into IP's design rights stride."

**Resource person**  
**Dr. Kavitha**  
Professor in Commerce

**Date: 08.12.2021**  
**Time: 11:30 am**  
**Venue: S.V.HALL, KMICS**

Ms. Amita jaiswal  
Co-ordinator

Ms.D.Neeraja  
Convenor

Ms. V.Neeraja  
HOD

Dr. K. Someshwar Rao  
Principal, KMICS


Dr. A.V.Subrahmanyam  
Secretary, KMES

**Objectives of the Seminar:**

- To examine contentious issues and debates surrounding intellectual property, including debates over patentability criteria, copyright duration, fair use doctrines, and the balance between protection and access.
- To analyze how globalization impacts intellectual property rights, including issues related to harmonization of laws, cross-border enforcement, and the role of international trade agreements in shaping IPR regimes.
- To evaluate the implications of intellectual property policies and regulations on innovation & competition.

Dr Kavitha also explained about various case studies.

Outcome: Students were able to appreciate the importance of legal framework and took a step forward to understand the issues.

  
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## SEMINAR REPORT: THE CRITICAL ENTREPRENEUR

**Date:** December 16, 2021

**Venue:** 2nd Floor SV Hall, KMICS

**Time:** 11:30 AM

Resource Person:

Manjula Alladi

Assistant Professor, BCCA

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**DEPARTMENT OF COMMERCE**  
Welcomes to  
Seminar on  
**"CRITICAL ENTREPRENEUR"**

"Commerce's doors swing wide, a platform to confer, Embarking on the Seminar, exploring the Critical Entrepreneur's stir through this seminar. "

**Resource person**  
**Manjula Alladi**  
Asst.Professor,BCCA

**Date:** 16.12.2021  
**Time:** 11:30 am  
**Venue:** S.V.HALL ,KMICS

Ms. M.Swathi  
Co-ordinator

Ms.M.Lakshmi prasanna  
Convenor

Ms. V.Neeraja  
HOD

Dr. K. Someshwar Rao  
Principal, KMICS

Dr. A.V.Subrahmanyam  
Secretary, KMES

Coordinator:

M. Swathi


Convenor:

M. Lakshmi Prasanna

Organizing Team:

Head of Department (BCCA): Mrs. V. Neeraja

Principal: Dr. K. Someshwar Rao

  
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**Introduction:** On December 16, 2021, KMICS hosted a seminar titled "The Critical Entrepreneur," focusing on the importance of critical thinking skills in entrepreneurial endeavors. Manjula Alladi, Assistant Professor in BCCA, served as the resource person, providing insights into the role of critical thinking in fostering innovation, problem-solving, and decision-making in entrepreneurship.

### Key Points Covered:

**Opening Address:** The seminar commenced with an opening address by Dr. K. Someshwar Rao, the Principal of KMICS. He underscored the significance of critical thinking in entrepreneurship and its impact on driving sustainable growth and innovation.

**Introduction to Critical Entrepreneurship:** Manjula Alladi provided an overview of critical entrepreneurship, emphasizing the need for entrepreneurs to cultivate critical thinking skills to navigate the complexities of the business environment effectively.

**Understanding Critical Thinking:** The seminar delved into the concept of critical thinking and its components, such as analysis, evaluation, interpretation, inference, and problem-solving. Attendees gained insights into how critical thinking enables entrepreneurs to assess situations, identify opportunities, and make informed decisions.

**Application of Critical Thinking in Entrepreneurship:** The session explored practical applications of critical thinking in various aspects of entrepreneurship, including opportunity recognition, market analysis, business planning, risk assessment, and innovation management. Manjula Alladi illustrated how critical thinking enhances the entrepreneurial mindset and drives business success.

**Challenges and Opportunities:** Attendees engaged in discussions on the challenges faced by entrepreneurs in developing and applying critical thinking skills, such as cognitive biases, limited information, and time constraints. The seminar also highlighted opportunities for entrepreneurs to enhance their critical thinking abilities through continuous learning and reflection.

**Interactive Session:** An interactive session allowed participants to interact with the resource person, ask questions, and share their perspectives on critical thinking in entrepreneurship. The session fostered meaningful dialogue and encouraged attendees to explore strategies for integrating critical thinking into their entrepreneurial practices.

**Conclusion:** The seminar on "The Critical Entrepreneur" provided attendees with valuable insights into the role of critical thinking in entrepreneurial success. Manjula Alladi's expertise and engaging presentation style facilitated a stimulating and informative session, empowering participants to cultivate critical thinking skills to excel in the dynamic business landscape.

**Acknowledgments:** We extend our sincere gratitude to Manjula Alladi for her insightful presentation and valuable contributions to the seminar. Special thanks to the coordinator, convener, organizing team, and participants for their active participation and enthusiasm, which contributed to the success of the seminar.

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**SEMINAR ON**  
**“ART OF PRESENTATION OF RESULTS AND REPORT WRITING IN RESEARCH” 20-12-2021**  
**RESOURCE PERSON: DR. SANDHYA RANI**

**No of Students Attended/Benefited :145**

The Department of Commerce Organized Seminar on “ART OF PRESENTATION OF RESULTS AND REPORT WRITING IN RESEARCH “on 20/12/2020 at 11.30am in SV Hall.


Resource person DR. SANDHYA RANI Asst.Professor The Department of Commerce OU. Explained clearly about Art of presentation of results and report writing in research  
Resource person photo

**Objectives of the Seminar:**

- Best Practices in Data Visualization:
- Choosing the Appropriate Visualization Type (Bar charts, Line graphs, Pie charts, etc.)
- Enhancing Clarity and Interpretability
- Utilizing Color and Design Principles Outcome of the seminar

**Summary of Key Learnings from the Seminar**

- Encouragement to Apply Presentation and Writing Skills in Research Practice
- Students learned about a seminar on Art of presentation of results and report writing in research

  
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## SEMINAR REPORT: THE ENTREPRENEUR'S MINDSET: FROM VISION TO REALITY

Date: January 3, 2021

Venue: 2nd Floor SV Hall, KMICS

Time: 11:30 AM

Resource Person:

Dr. Gangadhar

Senior Professor, Osmania University



## KESHAV MEMORIAL INSTITUTE OF COMMERCE & SCIENCES

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### DEPARTMENT OF COMMERCE

Welcomes to

**SEMINAR** on

### "The Entrepreneur's Mindset: vision to reality"

To build a business successfully, you must start small and dream big. In the journey of entrepreneurship, tenacity of purpose is supreme. Hence we welcome you to enrich your knowledge with us.

Key Note Speaker

**Dr. Gangadhar**

Sr Prof. in commerce, Osmania University

Date: 03/01/2021

Time: 11:30 am

Venue

S.V. Hall, KMICS

V. Neeraja  
Co-ordinator

K. Sreedevi  
Convenor

Mrs. V. Neeraja  
HOD

Dr. K. Someshwar rao  
Principal, KMICS

Dr. A.V. Subrahmanyam  
Secretary, KMES

Coordinator:

K. Sree Devi

Convener:

M. Lakshmi Prasanna

Organizing Team:

Head of Department (BCCA): Mrs. V. Neeraja

Principal: Dr. K. Someshwar Rao

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**Introduction:** On January 3, 2021, KMICS hosted a seminar titled "The Entrepreneur's Mindset: From Vision to Reality," aiming to explore the psychological aspects of entrepreneurship and the transformation of entrepreneurial vision into actionable reality. Dr. Gangadhar, a senior professor from Osmania University, shared his insights and expertise on developing the mindset necessary for entrepreneurial success.

### **Key Points Covered:**

**Opening Address:** The seminar commenced with an opening address by Dr. K. Someshwar Rao, the Principal of KMICS, highlighting the significance of cultivating an entrepreneurial mindset in today's competitive business landscape.

**Understanding the Entrepreneur's Mindset:** Dr. Gangadhar provided an in-depth analysis of the entrepreneurial mindset, emphasizing traits such as creativity, resilience, adaptability, and a growth-oriented mindset. He discussed how these attributes shape the thinking and behavior of successful entrepreneurs.

**Visionary Thinking:** The seminar explored the importance of visionary thinking in entrepreneurship and the process of translating a vision into actionable goals and strategies. Dr. Gangadhar discussed techniques for clarifying vision, setting SMART goals, and creating a roadmap for achieving entrepreneurial objectives.

**Overcoming Challenges:** Attendees gained insights into the challenges faced by entrepreneurs in realizing their vision and strategies for overcoming obstacles and setbacks. Dr. Gangadhar highlighted the role of perseverance, problem-solving, and resilience in navigating the uncertainties of the entrepreneurial journey.

**Actionable Strategies:** The session featured actionable strategies for developing and nurturing an entrepreneurial mindset. Dr. Gangadhar discussed techniques for fostering creativity, managing risk, embracing failure as a learning opportunity, and maintaining a positive attitude amidst challenges.

**Interactive Session:** An interactive session allowed participants to engage with Dr. Gangadhar, ask questions, and share their experiences related to developing an entrepreneurial mindset. The session facilitated meaningful dialogue and enabled attendees to gain practical insights and advice from the resource person.

**Conclusion:** The seminar on "The Entrepreneur's Mindset: From Vision to Reality" provided attendees with valuable insights into the psychological dimensions of entrepreneurship. Dr. Gangadhar's expertise and engaging presentation style inspired participants to cultivate the mindset necessary for entrepreneurial success and transform their visions into reality.

**Acknowledgments:** We extend our sincere gratitude to Dr. Gangadhar for his enlightening presentation and valuable contributions to the seminar. Special thanks to the coordinator, convener, organizing team, and participants for their active participation and enthusiasm, which contributed to the success of the seminar.

  
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## SEMINAR ON IP- TRADE DRESS & TRADE SECRET DATE: 11/1/2021

RESOURCE PERSON: Dr. Dr.Vani B

**No. of students attended/benefitted: 145**

The Department of Commerce Organized a Seminar on "IP- Trade dress & Trade secret" on 1/11/2021, at 11.30AM in SV Hall.

Resource person Dr.Vani B, Advocate, gave an insightful explanation about the current issues in the field of INTELLECTUAL PROPERTY RIGHTS.

Resource person photo

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DEPARTMENT OF COMMERCE  
Welcomes to  
**Seminar on**  
**"IP Trade dress & Trade secret"**  
Exploring the realms of IP, Trade Dress, and Trade Secret hand in hand.

**Resource Person**  
**Dr. B Vani**  
Principal, KMCL

**Date: 11.01.2021**  
**Time: 11:30 am**

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

Ms B.Anupreethi  
*Co-ordinator*

Ms Seema Rani  
*Convenor*

Ms V.Neeraja  
*HOD*

Dr. K. Someshwar rao  
*Principal, KMICS*


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

### Objectives of the Seminar:

- To discuss the economic benefits and challenges associated with these activities.
- To encourage collaboration, partnerships, and interdisciplinary approaches to addressing complex intellectual property challenges, leveraging the expertise and resources of diverse stakeholders.
- To examine the ethical and social implications of intellectual property rights, including access to essential medicines, cultural heritage, and the balance between protection and public interest.

Dr.Vani B gave many practical examples through PPTs.

Outcome: Students were able to learn many new terminologies and concepts.

  
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## ACTIVITY SEMINAR ON “DATA ANALYSIS FOR THE PREPARATION OF RESEARCH REPORT”.

02-02-2022

RESOURCE PERSON: DR.K. USHA KIRAN

No of Students Attended/Benefited :148

The Department of Commerce Organized Seminar on “DATA ANALYSIS FOR THE PREPARATION OF RESEARCH REPORT”. “On 02/02/2020 at 11.30am in SV Hall.

Resource person DR.K. USHA KIRAN Retd Head, Dept of Commerce, OU. Explained clearly about Data analysis for the preparation of research report

Resource person photo

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**DEPARTMENT OF COMMERCE**  
Welcomes to  
**Seminar** on  
**“DATA ANALYSIS FOR THE PREPARATION OF RESEARCH REPORT”**  
*Step into the realm of commerce's embrace. As we decipher data for research's grace.*

**Resource Person**  
**Dr. K Usha Kiran**  
Head, Dept of Commerce  
Osmania university

**Date:** 02/02/2022  
**Time:** 11:30 am

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

M. Sai Kiran  
Co-ordinator

Ms. Roshini Bharathi  
Convener


Ms V.Neeraja  
HOD

Dr. K. Someshwar rao  
Principal, KMICS

Dr. A.V.Subrahmanyam  
Secretary, KMES

### Objectives of the Seminar:

- Selecting Appropriate Statistical Methods:
- Determining Research Objectives and Hypotheses
- Considering Data Type and Distribution
- Assessing Assumptions and Conditions
- Consulting with Statistical Experts if Needed Outcome of the seminar
- Open Floor for Participants to Ask Questions and Seek Clarifications
- Addressing Common Concerns and Misconceptions
- Students learned about a seminar on Data analysis for the preparation of research report.

  
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## SEMINAR REPORT: THE ENTREPRENEUR'S DATA-DRIVEN WORLD

**Date:** February 9, 2022

**Venue:** 2nd Floor SV Hall, KMICS

**Time:** 11:30 AM

Resource Person:

Dr. Prashanta Athma

Board of Studies, Osmania University

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

**DEPARTMENT OF COMMERCE**  
Welcomes to  
**Seminar** on  
**"Entrepreneurship - Data Driven World"**  
"Commerce's gates swing wide, inviting all to glean, In a seminar where  
entrepreneurship meets the data-driven scene."

**Resource Person**  
**Dr. Prashanta Athma**  
BOS  
Osmania university

**Date:** 09/02/2022  
**Time:** 11:30 am  
**Venue:**  
S.V. Hall, KMICS

Mr..Sanjay Raj      Mr.Sai Kiran      Ms V.Neeraja      Dr. K. Someshwar rao      Dr. A.V.Subrahmanyam  
Co-ordinator      Convenor      HOD      Principal, KMICS      Secretary, KMES

Coordinator:

Sanjay Raj


Convener:

Mr. Sai Kiran

Organizing Team:

Head of Department (BCCA): Mrs. V. Neeraja

Principal: Dr. K. Someshwar Rao

  
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College Code No: 1110/318



**Introduction:** On February 9, 2022, KMICS hosted a seminar titled "The Entrepreneur's Data-Driven World," aiming to explore the role of data-driven decision-making in entrepreneurship. Dr. Prashanta Athma, representing the Board of Studies at Osmania University, shared insights into leveraging data analytics to drive innovation, growth, and competitiveness in entrepreneurial ventures.

### Key Points Covered:

**Opening Address:** The seminar began with an opening address by Dr. K. Someshwar Rao, the Principal of KMICS, highlighting the increasing importance of data-driven approaches in entrepreneurship and its impact on business success in the digital age.

**Understanding Data-Driven Entrepreneurship:** Dr. Prashanta Athma provided an overview of data-driven entrepreneurship, emphasizing the strategic use of data analytics, machine learning, and artificial intelligence to gain actionable insights and make informed business decisions.

**Importance of Data in Entrepreneurship:** The seminar explored the significance of data in various aspects of entrepreneurship, including market research, customer segmentation, product development, marketing, and performance tracking. Dr. Athma discussed how data-driven insights enable entrepreneurs to identify opportunities, mitigate risks, and optimize resource allocation.

**Data Analytics Techniques:** Attendees gained insights into different data analytics techniques and tools available to entrepreneurs, such as predictive analytics, descriptive analytics, prescriptive analytics, and data visualization. Dr. Athma elucidated on the practical applications of these techniques in improving operational efficiency, enhancing customer experiences, and driving innovation.

**Case Studies and Examples:** The session featured case studies and real-life examples of entrepreneurs who have successfully leveraged data analytics to achieve business growth and competitive advantage. These case studies provided attendees with practical insights into the implementation of data-driven strategies in entrepreneurial ventures.

**Challenges and Opportunities:** Dr. Athma discussed the challenges and opportunities associated with data-driven entrepreneurship, including data privacy concerns, data quality issues, talent acquisition, and organizational culture. He emphasized the importance of addressing these challenges proactively to harness the full potential of data-driven approaches.

**Conclusion:** The seminar on "The Entrepreneur's Data-Driven World" provided attendees with valuable insights into the transformative power of data analytics in entrepreneurship. Dr. Prashanta Athma's expertise and engaging presentation style inspired participants to embrace data-driven decision-making and leverage data as a strategic asset for business success.

**Acknowledgments:** We extend our sincere gratitude to Dr. Prashanta Athma for his insightful presentation and valuable contributions to the seminar. Special thanks to the coordinator, convener, organizing team, and participants for their active participation and enthusiasm, which contributed to the success of the seminar.

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## SEMINAR ON ART OF WRITING RESEARCH PROJECT REPORT” RESOURCE PERSON: DR. SREERAM DAIDA

The Department of Commerce Organized Seminar on “OBJECTIVES AND METHODS OF BASIC AND APPLIED RESEARCH “on 08/01/2020 at 11.30am in SV Hall. \

Resource person DR. SREERAM DAIDA Asst.Prof. in Commerce, OU. Explained clearly about Art of writing research project report

Resource person photo

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**DEPARTMENT OF COMMERCE**  
*Welcomes to*  
**SEMINAR on**  
**“Art of Writing research project report”**  
*Uncover the strategies and techniques essential for crafting impactful reports that resonate with clarity and insight.*

**Resource Person**  
**Dr. Sreeram Daida**  
Asst .Prof in Commerce  
Osmania university  
Date: 16/02/2022  
Time:11:30 am  
Venue:  
S.V. Hall, KMICS

Ms.B.Anupreethi Co-ordinator    B.SrinivasRao Convenor    Ms V.Neeraja HOD    Dr. K. Someshwar rao Principal, KMICS    Dr. A.V.Subrahmanyam Secretary, KMES

### Objectives of the Seminar:

Following Standard Formatting Guidelines:

- Margins, Font Size, and Spacing
- Citation and Reference Style (APA, MLA, Chicago, etc.)
- Ensuring Consistency in Style and Formatting Throughout the Report Outcome of the seminar
- Protecting Participant Rights and Confidentiality
- Acknowledging Sources Appropriately
- Avoiding Biases and Misrepresentations
- Students learned about a seminar on Art of writing research project report

  
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## SEMINAR ON "INTELLECTUAL PROPERTY RIGHTS – AN OVERVIEW" DATE: 23-02-2022

**RESOURCE PERSON: Dr.Vasantha**

**No. of students attended/benefitted: 143**

The Department of Commerce Organized a Seminar on " Intellectual property rights – An overview " on 23-02- 2022, at 11.30AM in SV Hall.

Resource person Dr.Vasantha, Retd Principal, Padmavathi College, Hyderabad gave an insightful explanation about the current issues in the field of of INTELLECTUAL PROPERTY RIGHTS.

Resource person photo

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**DEPARTMENT OF COMMERCE**  
Welcomes to  
**Seminar on**  
**" INTELLECTUAL PROPERTY - AN OVERVIEW "**  
Join us to explore intellectual property which is a key aspect for economic development

Key Note Speaker  
**Dr.Vasantha**  
Retd.principal,padmavathi college

Date: **23.02.2022**  
Time: **11:30 A.M.**

Venue:  
S.V. Hall, KMICS

Mrs. B.Anupreethi  
Coordinator

Mr.Bhaskar yogendra  
convener

Mrs.V.Neeraja  
HOD

Dr.K.Someshwar rao  
Principal, KMICS


Dr.A.V.Subrahmanyam  
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 best industry practices.
- To provide insights into the legal framework surrounding IPR

Dr Vasantha 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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## RESEARCH METHODOLOGY - METHODS OF DATA COLLECTION

The Department of Commerce Organized Seminar on “RESEARCH METHODOLOGY - METHODS OF DATA COLLECTION” on 02/03/2022 at 11.30am in SV Hall.


Resource person MR. TAMMI REDDY Retd, lecturer in commerce Explained clearly about Research methodology - methods of data collection

Resource person photo

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**DEPARTMENT OF COMMERCE**  
Welcomes to  
*Seminar on*  
**“RESEARCH METHODOLOGY - METHODS OF DATA COLLECTION”**  
Department of Commerce extends its warm welcome, To a seminar exploring research methods, where knowledge blooms.  
Resource person  
**Mr. Tammi Reddy**  
Retd, lecturer in commerce  
Date: 02-03-2022  
Time: 11:30 am  
VENUE:  
S.V. Hall, KMICS  
Bhaskar yogendra  
coordinator  
Mrs. B. Anupreethi  
Convenor  
Mrs. V. Neeraja  
HOD  
DR. K. Someshwar Rao  
Principal, KMICS  
Dr. A. v. Subrahmanyam  
Secretary, KMES

### Objectives of the Seminar:

- Exploring Surveys and Questionnaires:
- Designing Effective Surveys
- Types of Questions (Open-ended, Closed-ended)
- Sampling Techniques for Surveys
- to thank Participants for their Attendance and Engagement
- Administering and Analyzing Survey Data Outcome of the seminar
- Students learned about a seminar on Research methodology - methods of data collection.

  
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## SEMINAR ON "IPR - BIODIVERSITY" DATE: 18/03/2022

RESOURCE PERSON: Dr.C.Venkateshwarlu

No. of students attended/benefitted: 143

The Department of Commerce Organized a Seminar on "Intellectual property Rights – An overview" on 18/03/2022, at 11.30AM in SV Hall.

The Resource person Dr.C.Venkateshwarlu, Sr Professor, Osmania University gave an insightful explanation about the current issues in the field of INTELLECTUAL PROPERTY RIGHTS.

Resource person photo

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**DEPARTMENT OF COMMERCE**  
Welcomes to  
*Seminar on*  
**IPR - BIODIVERSITY**

Welcoming to the Department of Commerce's enlightening embrace. Exploring the intricate intersection of IPR and biodiversity's grace.

**Key Note Speaker**  
**DR. C. VENKATESHWARLU**  
[Sr. Prof. in commerce, OU](#)  
**DATE: 18-03-2022**  
**TIME: 11:30 am**

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

**Dr. S. Sri Kiran**  
coordinator

**Mrs. M. Suresh Babu**  
Convenor,

**Mr. S. V. Anurag**  
HOD

**Dr. K. Venkateshwarlu**  
Principal, KMICS

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

### Objectives of the Seminar:

- To explore the relationship between IPR and innovation, and how strong IPR protection can incentivize innovation and research & development (R&D) activities.
- To discuss case studies of successful innovation driven by IPR protection in India.
- To provide insights into the legal framework surrounding IPR

Dr. C.Venkateshwarlu 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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