



KRISTU JAYANTI
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VENTURA 2024 BUSINESS PLAN COMPETITION (INTRA)

Date: 19th June 2024 to 27th July 2024



Group Photo of Participants, Resource Persons, Fr. Jais V Thomas and Faculty Members

Kristu Jayanti School of Management in association with Institution Innovation Council (IIC), Kristu Jayanti College, organized the annual Intra-School Business Plan Competition, VENTURA 2024 from June 19th to July 27th 2024. The objective of Ventura 2024, is to provide an opportunity and platform for the I year MBA students to identify potential Business Ideas, test these ideas for Feasibility and Market Opportunity and develop a Business Plan that can be promoted into the next successful Product or Service. The competition was conducted in two phases (both the rounds were conducted in physical mode). Initially, the Preliminary round of Business Plan Submission of Idea and Feasibility by the 15 teams were made on 26th July 2024, in which the 15 teams presented their Business plan to the panelists and 5 teams were shortlisted. The final round of Ventura was conducted on 27th July 2024, in which 3 teams were shortlisted. The finals-Ventura 2024 was inaugurated by Mr. Ramanathan N (CEO & MD, 4R RECYCLING) and Mr. Aashish Philips Benjamin (Team Leader- Home Loans, ANZ) on 27th July 2024. The final round was also judged by the panellists, Mr. Ramanathan N (CEO & MD, 4R RECYCLING) and Mr. Aashish Philips Benjamin (Team Leader- Home Loans, ANZ).

IDEATHON- 2024

Date: 06/09/2024



Students presenting their ideas to the resource person

The Department of Physical Science organized Ideathon 2024 in collaboration with Kristu Jayanti Incubation Center and Institute Innovation Council. This initiative aimed to cultivate a culture of innovation and problem-solving, emphasizing creativity, teamwork, and the ability to address pressing real-world challenges. The Ideathon consisted of two distinct rounds: *Idea Generation Round*. In this round, students were encouraged to form teams of six to develop feasible solutions and workable models for the problems listed on the Smart India Hackathon (SIH) 2024 website. A total of four teams registered their ideas through a Google Form distributed by the Ideathon team. Participants engaged deeply with the provided challenges, showcasing their innovative thinking.

INAUGURATION OF WOMEN ENTREPRENEURS' CELL, SHG OUTLETS AND CAMPUS MARKET APP

Date: 09/10/2024



The inauguration of the Women Entrepreneurs' Cell promoting inclusive growth, aligning with the Viksit Bharat 2047 initiative, took place on 09 October 2024. The event highlighted the launch of the Women Entrepreneurs' cell, Women Entrepreneurs' Self-Help Group (SHG) outlets and the introduction of the Campus Market App (CMA) in collaboration with UBUNTU – Consortium of Women Entrepreneurs Association. This initiative aims to empower women entrepreneurs from the student community and contribute to inclusive growth, aligning with India's vision for 2047. The chief guest for the event was Smt. Ratna Prabha IAS. Smt. Ratna Prabha shared her journey as a pioneering woman in the administrative field and her commitment to supporting women entrepreneurs. Her motivational address inspired the audience to seize the opportunities provided by the platform and contribute meaningfully to the entrepreneurial ecosystem. Following the official inaugural ceremony, dignitaries inaugurated the flea market stalls, where 18 SHG-operated stalls were set up. Products such as apparel, natural cosmetics, vegetables, and medicinal items were displayed and sold.

KRISTU JAYANTI SARVA VIKAS INITIATIVE

Date: 24/09/2024.



Inauguration of the Event

The live Campus Farmers Market, organized under Kristu Jayanti Sarva Vikas through One District One Product (ODOP), which aims to support local economies by promoting unique, district-specific products and encouraging sustainable development. This initiative was taken as a part of 'Silver Jubilee' celebrations, Kristu Jayanti College initiated to endorse 25 profile-raising originations at the campus which rosters the local economies by showcasing innovative ideas. 'Kristu Jayanti Sarva Vikas' is first initiative` organized on Tuesday, 24th September 2024 as part of Viksit Bharat@2047, Government of India's One District One Product (ODOP) Scheme under the Make in India initiative. The goal was to raise awareness about the benefits of consuming locally-grown produce, reduce the carbon footprint through farm-to-table practices, and support local farmers by removing middlemen. Additionally, Mr. Mithun, a second-year BSc Biotechnology & Genetics student and founder of the agri-startup 'Agri Foods', donated his bio-manure product to Mr. Basavaraj, Vice President of the Farmer's Produce Organization, Karnataka. This collaborative effort demonstrated the department's commitment to sustainable practices and provided students with real-world entrepreneurial experience.

SEMINAR ON INNOVATION TO INCUBATION

Date: 18 /10/2024



Dr. Muruganantham interacting with the students on Incubation Centre

The "Seminar on Innovation to Incubation," organized by the Kristu Jayanti Incubation Centre in collaboration with the Biopreneurship Club and Department of Life Sciences, is a unique opportunity designed for III Semester MSc Microbiology students. This program aims to bridge the gap between innovative ideas and practical business ventures by guiding students through the initial stages of entrepreneurship in the life sciences field. Dr. Muruganantham A., Director of the Kristu Jayanti Incubation Centre, lead the seminar. With his extensive experience in fostering startups and guiding entrepreneurs, Dr. Muruganantham offered valuable insights into the incubation process, highlighting the critical role that incubation centres play in transforming concepts into viable business models. Topics such as market research, funding strategies, prototyping, and product development will be covered, providing students with a comprehensive understanding of the essential steps needed to launch a successful venture.

SESSION ON BUILDING A STARTUP ECOSYSTEM IN EDUCATIONAL INSTITUTIONS

Date: 19/10/2024



Mr. Joseph was welcomed by Dr. Muruganantham, Director, Kristu Jayanti Incubation Centre

The expert lecture titled "Building a Startup Ecosystem in Educational Institutions" was organized by Kristu Jayanti Incubation Centre and the Department of Computer Science (PG), in collaboration with the Biopreneurship Club of the Department of Life Sciences. The session was led by Mr. Joseph Paul Arackalan, General Manager of the Incubation Centre at the prestigious Indian Institute of Technology (IIT), Patna. The program aimed to educate students on the practical steps involved in launching startups, from ideation to execution, as well as the various support structures that can facilitate this journey. Mr. Arackalan highlighted the role of Institution's Innovation Councils (IICs) and Incubation Centres as crucial pillars in helping students transition their innovative ideas into market-ready products. He also discussed how incubation centres within colleges can offer students access to funding, mentorship, and training in entrepreneurship.

SEMINAR ON INNOVATION TO INCUBATION

Date: 24/10/2024



The participants with the resource persons

The Department of Professional Accounting and Finance at Kristu Jayanti College organized an enlightening session titled "Innovation to Incubation" for first-year CMA students. The session began with an introduction to the importance of innovation in today's competitive world. Dr. Ravindran provided insights into the role of the Institution's Innovation Council (IIC) in fostering creativity and supporting students' innovative projects. He discussed the opportunities available for students to develop their ideas with guidance from the council. Dr. Panduranga Honalli further elaborated on the role of Kristu Jayanti Innovation Centre (KJIC), describing the incubation support it offers to help students transform their ideas into viable start-ups. His talk covered the various stages of innovation, from ideation, research, and development to commercialization. The speakers emphasized how critical institutional support is for budding entrepreneurs, and encouraged students to take advantage of the facilities and mentorship available to them.

EXHIBITION STALL OF AGRI FOODS PVT LTD

Date: 25/10/2024



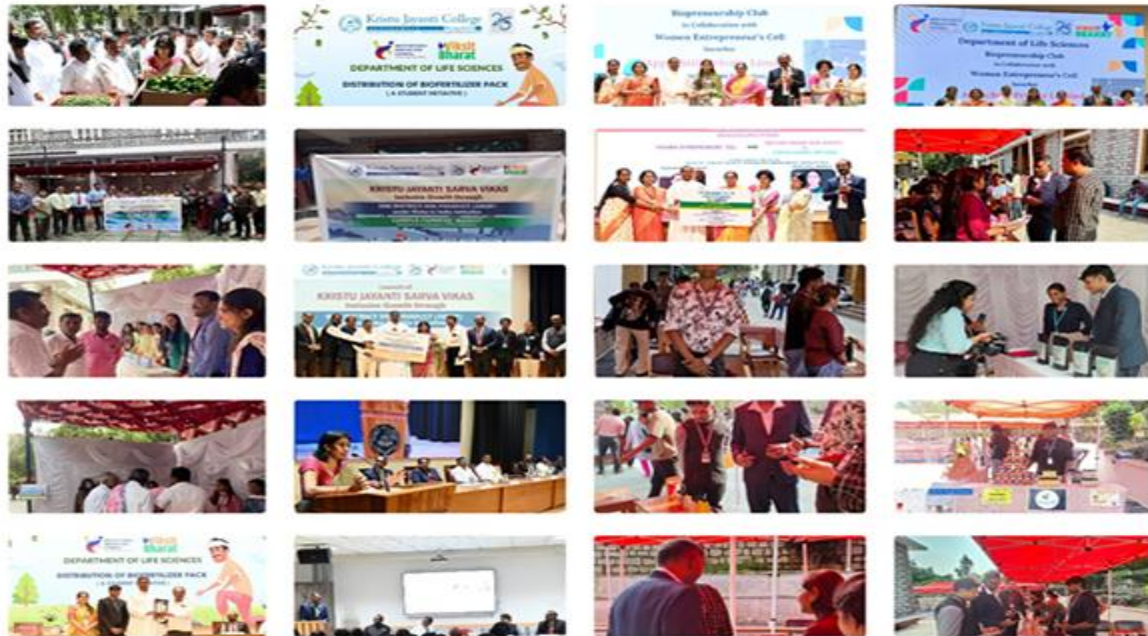
Stall inauguration

On October 25, 2024, Agri Foods Pvt Ltd proudly showcased its innovative range of agricultural products at an engaging exhibition stall. The stall was designed to reflect the company's commitment to promoting sustainable agriculture and providing high-quality, organic food options. Visitors were welcomed into a vibrant display featuring a variety of products, including biofertilizers, organic spice powders, and cooking oils, all crafted to enhance soil health and support eco-friendly farming practices. Attendees had the opportunity to interact with the products, experiencing the rich flavours of the organic spice powders and learning about the benefits of using biofertilizers for sustainable crop production. Knowledgeable representatives from Agri Foods engaged with visitors, sharing insights into the advantages of organic farming, the importance of sustainable practices, and the impact of their products on food security and farmer empowerment.

EXHIBITION STALL OF AGRI FOODS PVT LTD

(Kristu Jayanti Sarva Vikas Program, Inclusive Growth through ONE DISTRICT ONE PRODUCT (ODOP))

Date: 25/10 2024



Agri Foods Pvt Ltd proudly showcased its innovative range of agricultural products at an engaging exhibition stall. The stall was designed to reflect the company's commitment to promoting sustainable agriculture and providing high-quality, organic food options. Visitors were welcomed into a vibrant display featuring a variety of products, including biofertilizers, organic spice powders, and cooking oils, all crafted to enhance soil health and support eco-friendly farming practices. Attendees had the opportunity to interact with the products, experiencing the rich flavors of the organic spice powders and learning about the benefits of using biofertilizers for sustainable crop production. Knowledgeable representatives from Agri Foods engaged with visitors, sharing insights into the advantages of organic farming, the importance of sustainable practices, and the impact of their products on food security and farmer empowerment. The stall also featured informational materials that highlighted the brand's mission to bridge the gap between farmers and consumers, ensuring that quality products reach the market while supporting fair practices. Many visitors expressed enthusiasm for Agri Foods' commitment to environmentally conscious agriculture and the health benefits of their organic offerings. Overall, the exhibition proved to be a valuable platform for Agri Foods Pvt Ltd, generating significant interest in their products and reinforcing their position as a leader in sustainable agricultural solutions.

EXHIBITION STALL OF APPACHIIII PVT LTD

Date: 25/10/ 2024



Ms. Gopika interacting with Mr. S Sam Jai Kumar, Manager at MoE's Innovation Cell, AICTE

Appachiiii Pvt Ltd hosted an exhibition stall that drew considerable interest with its display of traditional, nature-inspired health and wellness products. The stall was designed to reflect the brand's mission of reviving traditional remedies, with displays that highlighted their commitment to using authentic, sustainably sourced ingredients. Visitors were welcomed to explore Appachiiii's unique product line, which includes herbal supplements, traditional health tonics, natural skincare products, and wellness teas, all crafted to support holistic health.

Attendees were encouraged to sample various teas and test the skincare items, allowing them to experience firsthand the purity and effectiveness of Appachiiii's offerings. The booth was rich with information on the cultural heritage behind each product, emphasizing the brand's dedication to preserving traditional health practices for the modern consumer. Representatives from Appachiiii engaged with visitors, sharing insights into the benefits of each product, as well as details about the sourcing and preparation methods, which prioritize quality and environmental sustainability. The stall successfully resonated with health-conscious individuals and wellness enthusiasts alike, many of whom praised Appachiiii's unique approach to blending ancient wisdom with contemporary wellness needs. The exhibition was not only a showcase of products but also an educational experience, fostering appreciation for traditional remedies and their role in promoting balanced, sustainable health solutions.

EXHIBITION STALL OF CERVAM PVT LTD

Date: 25/10/2024



Mr. Udayaprakash in his stall

Cervam Pvt Ltd proudly showcased its range of eco-friendly, organic products at an engaging exhibition stall. The stall was designed to reflect the company's commitment to sustainable living and natural wellness, featuring a thoughtfully arranged display of their flagship products, including organic cooking oils, tooth powder, body wash powder, and vegan soaps. Visitors were welcomed to explore each product, which is crafted with premium organic ingredients, and learn about the numerous health and environmental benefits they provide. The stall included interactive stations where attendees could sample product textures and aromas, allowing them to experience the unique quality and natural appeal of Cervam's offerings firsthand.

INDOVATION – INDIA INNOVATION SUMMIT

Date: 25/10/2024



Chief Guest Mr. S Sam Jaikumar addressing the audience

Kristu Jayanti College, Bengaluru, inaugurated the Innovation Workshop on Intellectual Property and Technology Transfer as part of the prestigious ‘India Innovation Summit’ on 25th October 2024. This collaborative event was organized in association with the All India Council for Technical Education (AICTE) and the Ministry of Education’s Innovation Cell. 100 Participants including the teachers from the IIC institutes from Bengaluru, Students Startups, and Investors. The summit commenced with a workshop that highlighted the value of collaboration among the Institution Innovation Council (IIC) institutes and stressed the impact of partnerships in fostering innovation, intellectual property rights (IPR), and tech transfer. Mr. S. Sam Jaikumar, Manager of IP & Technology Transfer at MoE’s Innovation Cell, AICTE, Karnataka, served as the chief guest, provided an inspiring keynote on the importance of responsible commercialization of ideas and urged that innovation readiness is essential for effective technology transfer.

SEMINAR ON INNOVATION TO INCUBATION

Date: 26/10/2024



Students attending seminar on Innovation to Incubation

The seminar focused on innovation, entrepreneurship, and the pivotal role of the institutional incubation center, with an emphasis on the responsibilities of IIC council members in supporting student ideas and fostering a culture of creativity for First year BCA computational studies students. The seminar celebrated a range of student-led achievements, including submissions to NASA and active participation in the Smart India Hackathon, with multiple teams eagerly awaiting their results. Featured innovations included the Dhatri Patra Foundation, a student-founded NGO, and the Campus Market App, which has significantly bolstered student entrepreneurship. The incubation center's commitment to student startups was commended, with many alumni now leading successful businesses. Other highlighted projects included the KJC Sarva Vikas initiative, bridging connections between farmers and campus, and the Smart Interview Manager, which enhanced the admissions process. Contributions like the Kristu Jayanti Security Check Visitors Management System and the Well-being Centre were also celebrated.

SEMINAR ON PROBLEM SOLVING AND IDEATION

Date: 26/10/2024



Students attending Inaugural session on problem solving and ideation

In this seminar, the resource person emphasized innovation, entrepreneurship, and the critical role of the institutional incubation center for first-year BCA students. The session underscored the responsibilities of IIC council members in fostering student ideas and building a culture of innovation. Key discussions included the initiatives of IIC and KJIC, with a focus on notable student achievements, such as submissions to NASA projects and participation in the Smart India Hackathon, with several teams eagerly awaiting results. The support provided by the incubation center for student startups was praised, with alumni now running successful businesses. Featured projects included the KJC Sarva Vikas initiative, which bridges connections between farmers and the campus, and the Smart Interview Manager, which enhanced the admissions process. The seminar concluded with an inspiring call for students to utilize the incubation center's resources to develop entrepreneurial skills and bring their ideas to life.

MY STORY – A MOTIVATIONAL SESSION BY A SUCCESSFUL ENTREPRENEUR

Date: 13/11/2024



Welcome address and Introduction to guest speaker

Mr. Pramod D'Souza, Entrepreneur and Co-Founder of Eagle10 Ventures, provided a comprehensive and inspiring session titled My Story – A Motivational Session by a Successful Entrepreneur. He began by sharing how his entrepreneurial journey started in 10th grade when he launched a soda business. He gave an insightful overview of profits and sales, illustrating how he was able to turn a profit and grow his business from a young age. Mr. Pramod D'Souza emphasized the importance of formal education, advising that no matter how promising business ideas may seem, having a degree as a backup plan is essential. He also shared valuable insights on the importance of investments, stressing how they are crucial in building and sustaining a successful business. He addressed the common challenges entrepreneurs face, such as spending time and money on ventures without sufficient research. He emphasized the need to recognize when an idea isn't working and not waste time holding on to it. Knowing when to let go is key to focusing on more viable opportunities.

NATIONAL STARTUP DAY COMMEMORATION

Date: 16/01/2025



Dr. Muruganantham handing over the momentum to the resource person

The Department of Professional Management Studies (PMS), in association with the Institution's Innovation Council (IIC) of KJC, successfully commemorated National Startup Day on January 16th, 2025. The event, meticulously organized by Dr. Jagdeep Singh of the PMS department, aimed to inspire and educate students on the entrepreneurial journey, highlighting both the potential rewards and inherent challenges of starting a business. The program served as a platform to foster a culture of innovation and entrepreneurship within the institution. The day's program featured two distinguished speakers who shared their invaluable insights and experiences. Mr. Anup Gopakumar, a seasoned professional with a rich background in HR leadership at prominent IT companies, offered a unique perspective on the transition from corporate life to entrepreneurship. His address likely focused on leveraging corporate skills and knowledge to build a successful startup, drawing from his own journey of transitioning from part-time to full-time business ownership. His insights provided practical advice and encouragement for students considering a similar path. Complementing Mr. Gopakumar's perspective, Mr. Robin Rayappa provided further illumination on the startup ecosystem. His contribution likely offered a balanced view, acknowledging the difficulties alongside the opportunities.

SEMINAR ON EFFECTIVE PROMOTION STRATEGIES FOR STARTUPS

Date: 25/02/2025



Students engrossed in lively discussions and collaborative activities.

In this session Dr. Muruganantham shared key insights into the role of the Institution Innovation Council (IIC) and how it supports startups and innovation within the institute. He explained that the council serves as a catalyst for fostering creativity and entrepreneurship, providing students with essential resources, mentorship, and a platform to launch their ideas into viable businesses. He emphasized the importance of thinking beyond traditional career paths and encouraged students to adopt the mindset of becoming 'Job Creators' rather than just 'Job Seekers.' Dr. Muruganantham also shared several success stories of individuals and teams who had benefitted from IIC programs, demonstrating how entrepreneurial drive and innovation have led to tangible results and sustainable businesses.

SESSION ON BREAKING BARRIERS, BUILDING LEGACIES - BY BEING A ENTREPRENEUR

Date: 07/03/2025



Dr. Marlene Morais addressing the session

The session began with a warm welcome and introduction of the esteemed speaker, Dr. Marlene Morais, whose illustrious academic and administrative experience set the tone for an engaging session. Dr. Morais shared her personal and professional journey, emphasizing key milestones and challenges she encountered as a woman leader and entrepreneur. She eloquently discussed how women can break societal and institutional barriers and build legacies through resilience, education, and support systems. Her talk was enriched with motivational anecdotes and a strong message about the need for inclusivity in leadership roles. Students actively engaged with the speaker during the Q&A session, posing thoughtful questions and expressing admiration for her accomplishments. Many attendees noted that the talk inspired them to reimagine their own career paths with confidence and clarity.

SRUJANA - AN ART, CRAFT AND FOOD STALL

Date: 26/03/2025



A multitude of visitors explored the diverse array of stalls.

The Women's Empowerment Cell organized **SRUJANA – an Art, Craft, and Food Stall** – on March 26, 2025, from 9:00 AM to 4:30 PM at the Humanities Block for the students of Kristu Jayanti College. The event featured 40 participants showcasing a diverse range of handmade crafts, artistic creations, and delicious food items. It attracted around 200 visitors, creating a lively and engaging atmosphere. The stalls exhibited handcrafted jewelry, paintings, and an array of delightful treats, ranging from savory street flavors to indulgent sweet delights. Visitors enjoyed exploring the creative works and indulging in unique food offerings. The event was not just a marketplace but also a step toward empowering women by encouraging self-sufficiency and entrepreneurship. The enthusiastic participation and positive response highlighted the success of Srujana, reinforcing the importance of such initiatives in fostering creativity, financial independence, and community engagement.

RETAIL X PITCH (CONCEPT STORE BUSINESS PLAN COMPETITION)

Date: 28/03/2025



Award Distribution to the winners

The Retail x Pitch Concept Store Business Plan Competition is an innovative event designed to foster creativity and entrepreneurial skills among first-year retail students. The competition challenges students to conceptualize a unique retail store, develop a detailed business plan, and pitch their ideas to a panel of industry professionals. This event encourages students to think critically about current trends in retail, consumer behavior, and operational strategies while promoting teamwork and practical application of retail management concepts.

INTELLECTUAL PROPERTY & ECOMMERCE: LEGAL AND ETHICAL CONSIDERATION

Date: 02/04/2025



Dr. Dr. Rajakamal felicitating the resource person

Department of Commerce, Kristu Jayanti College organised a workshop titled “Intellectual Property & E-commerce: Legal and Ethical Consideration” The event was conducted on 02/04/2025 between 10.30 AM and 12 Noon at the M2 auditorium, main block. Dr. Jagdeep Singh, Assistant Professor, Department of Professional Management, Kristu Jayanti College was the resource person, and the final-year B. Com A, B& C section students were the beneficiaries. During the session, Dr. Singh introduced the fundamentals of Intellectual Property to the students. He designed the sessions to benefit commerce students in the corporate arena. During the session, he explained different types of intellectual properties. He also highlighted the relevance of legal and ethical considerations related to the intellectual property, which needs to be prioritised by all the aspiring professionals. The session educated the students on patents, trademarks, copyrights, Geographical indicators and the Industrial designs. The students were told how this specific knowledge can make them well-aware individuals and better decision makers in their future career path.

WOMEN'S EMPOWERMENT CELL SRUJANA - AN ART, CRAFT AND FOOD STALL

Date: 11/04/2025



Visitors explored the diverse array of stalls.

The Women's Empowerment Cell organized SRUJANA – an Art, Craft, and Food Stall on April 11, 2025, from 9:00 AM to 4:30 PM at the Humanities Block for the students of Kristu Jayanti College. The event featured 20 participants showcasing a diverse range of handmade crafts, artistic creations, and delicious food items. It attracted around 120 visitors, creating a lively and engaging atmosphere. The stalls exhibited handcrafted jewelry, paintings, and an array of delightful treats, ranging from savory street flavors to indulgent sweet delicacies. Visitors enjoyed exploring the creative works and indulging in the unique food offerings. The event served not just as a marketplace but also as a platform for empowering women by encouraging self-sufficiency and entrepreneurship. The enthusiastic participation and positive response highlighted the success of SRUJANA, reinforcing the importance of such initiatives in fostering creativity, financial independence, and community engagement.

WORLD CREATIVITY AND INNOVATION DAY

Date: 21/04/2025



Resource person with the participants

The Department of Commerce at Kristu Jayanti College, in collaboration with the Kristu Jayanti Innovation Centre, organized the World Innovation and Creativity Day on 21st April 2025. The event was held at Mini Audi M3, Main Block, 3rd Floor, from 9:00 a.m. to 3:30 p.m. The program featured a series of engaging sessions and activities aimed at fostering innovation and out-of-the-box thinking among the students. Speakers from diverse fields shared insights on how creativity drives success and how students can incorporate innovative approaches in their careers. Interactive workshops were conducted to enhance participants' creative thinking capabilities. The event saw enthusiastic participation from students of the M.Com. and M.Com. FA programs. It created a platform for idea exchange and showcased student-led innovative projects and research initiatives.

INAUGURATION OF IP UTSAV AND CELEBRATION OF WORLD CREATIVITY AND INNOVATION DAY

Date: 21/04/2025



Students attending online Inauguration of IP UTSAV

On April 21, 2025, the Department of Computer Science PG and the Institution's Innovation Council organized a live virtual session for students hosted by All India Council for Technical Education (AICTE) in collaboration with the Ministry of Education's Innovation Cell. In celebration of *World Creativity and Innovation Day*, a live video session was held to spotlight the growing innovation ecosystem in India, particularly in academic institutions. The event featured distinguished speakers including Dr. TG Sitharam (Chairman, AICTE), Dr. Abhay Jere (Vice Chairman, AICTE), and Dr. Sacha Vincent from the World Intellectual Property Organization (WIPO). The session focused on fostering a culture of creativity and promoting intellectual property (IP) awareness and education among students and faculty. With over 10,000 Institution Innovation Councils (IICs) participating across the country, the event marked the beginning of a week-long festival dedicated to IP literacy through workshops and discussions on patents, trademarks, and copyrights. The theme, music "*Feel the Beat of IP*", symbolized a nation wide call to embrace innovation and IP as strategic tools for socio-economic development.

COPY THAT! COPYRIGHTS UNCOVERED – MASTERCLASS ON COPYRIGHTS

Date: 23/04/2025



Ms. Anooja Session on Copyright

On April 23, 2025, the Department of Computer Science [PG] and the Institution's Innovation Council organized a live virtual session titled 'Copy That! Copyrights Uncovered'. This masterclass was part of the ongoing initiatives to promote IP awareness among academic institutions. The discussions centered on the fundamentals of copyright laws, their relevance in the digital age, and the responsibilities of creators and users. Ms. Anooja Padhee, Partner of K&S Partners being a spokes person gave an deep dive into the concept of Copyright. She explained copyright is the terms for the right to copy work's like Literary work, Dramatic work, Musical work, Artistic work, cinematograph films and sound recordings. The original creator will have all the rights to sell or recreate his work, if any copy of that work has been done without their permission by no objection certificate, the it is punishable under the law. After Artificial Intelligence came into existence, the challenge to protect copyright have become more, she explained this with the example of case study of Asian News International (ANI)'s with Open AI's very effectively. Dr. Hemanth Khosla, Registrar of Copy rights. Continued the session by giving knowledge on how to file Copyright.

MARK THE SPOT: TRADEMARKS TALK – MASTERCLASS ON TRADEMARKS

Date: 24/04/2025

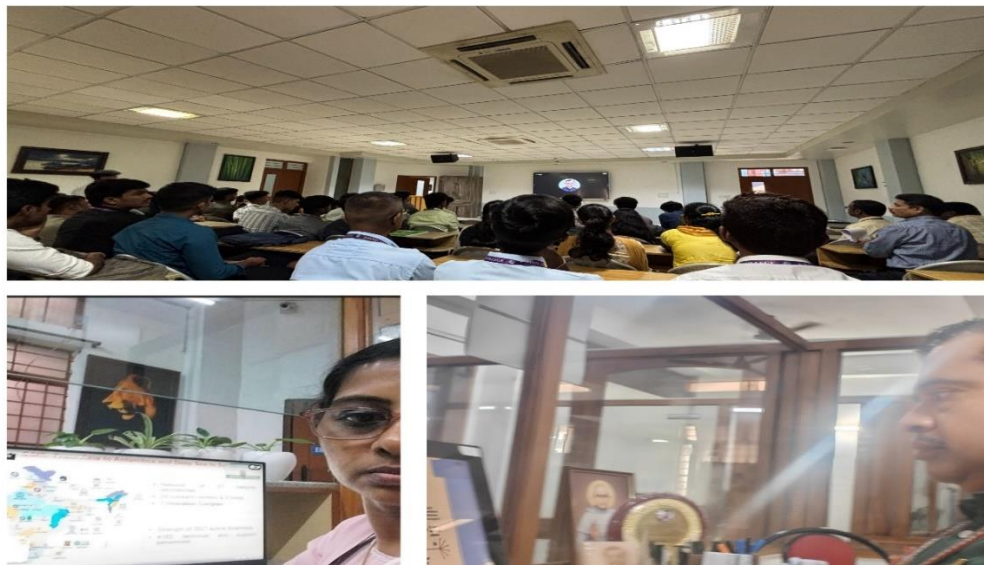


Teachers and students listening to Trademarks Talk

On April 24, 2025, the Department of Computer Science [PG] and the Institution's Innovation Council organized a live virtual session titled 'Mark the Spot: Trademarks Talk'. This masterclass was part of the ongoing initiatives to promote IP awareness among academic institutions. The session featured esteemed speakers, which was hosted by Sruthi Abraham, she introduced Dr. Rahul Taneja, Scientist from govt. of Haryana. Dr. Rahul started by giving differentiation between Tangible and Intangible Property's. Intellectual Property being Intangible property has Trade mark, Copyright and Patent Registration in it. Trade Mark registration is done to maintain unique identity of any product it can be name or sign. once Trade mark is registered others can't use it for their product. Brand Name thus can be differentiated. copy right registration is done for books artworks and so on. and Patent registration is done on any new inventions. All these concepts were made very clear along with GI registration. And guidance to how to register online in INDIA.

SESSION ON SIGNIFICANCE OF IP PROTECTION AND COMMERCIALIZATION

Date: 25/04/2025

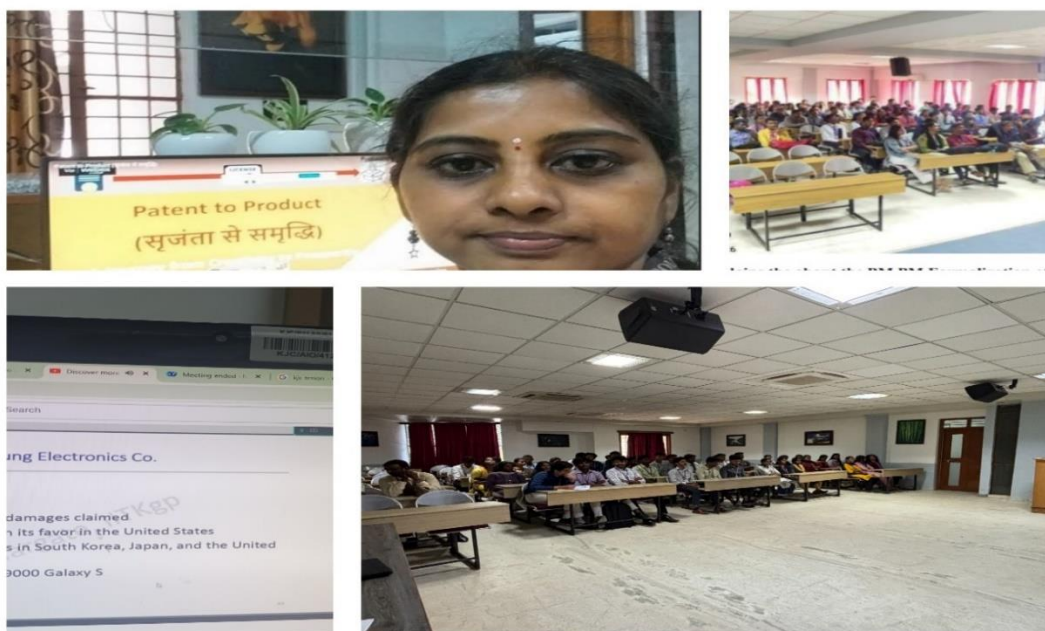


Showing IP registration centers in India through map to Students.

On April 25, 2025, the Department of Computer Science PG and the Institution's Innovation Council organized a live virtual session titled 'Significance of IP Protection and Commercialization.' This event was part of the IP Utsav 2025 celebrations, hosted by the All India Council for Technical Education (AICTE) in collaboration with the Ministry of Education's Innovation Cell. The session featured esteemed speakers from the field of intellectual property law and innovation management. Dr. Sreepathi Rao Kulkarni, Senior principal Scientist, from CSIR, Mumbai. Was the speaker who explained why IP protection is needed and how it is helpful in commercializing the product at protecting it from competitors. He said Intellectual Property Rights has several categories like, Patents, Trademarks, Copyrights, Trade Secrets, Geographical indications and so on. we have to make suitable choices of IPRs to protect our Inventions based on its type. Coyright infringement can be taken from the copyright holder to use or modify original creation and IP is a tool for studding/culling when it comes to commercialization. They provided comprehensive insights into the various forms of IP, the legal procedures for protection, and the avenues available for commercialization. The discussion emphasized the critical role of IP in safeguarding innovations and the economic benefits of effectively commercializing these assets.

SESSION ON PATENT TO PRODUCT

Date: 26/04/2025



Faculty members and students in Patent to Product live session.

On April 26, 2025, the Department of Computer Science PG and the Institution's Innovation Council organized a live virtual session titled 'Patent to Product (सृजनता से समृद्धि)'. This event was part of the IP Utsav 2025 celebrations, hosted by the All India Council for Technical Education (AICTE) in collaboration with the Ministry of Education's Innovation Cell. The session featured esteemed speakers from the fields of intellectual property law, innovation management, and entrepreneurship. They provided comprehensive insights into the various stages of converting a patented idea into a commercially viable product. Mr. Jai Veer Explained the process register IP and the process to follow and what are the documents required to file and what should be clearly Specified while filing. Then Dr. Dara explained Technology transfer process and different levels of TRL, what are the risk in technology transfer and what are the challenges while commercializing and marketing it. Finally Dr. Elangovan gave Brief explanation on achievement after launching KAPILA, and how to make best use of KAPILA for better Innovation Process at Institutions.

SESSION ON INTELLECTUAL PROPERTY RIGHTS

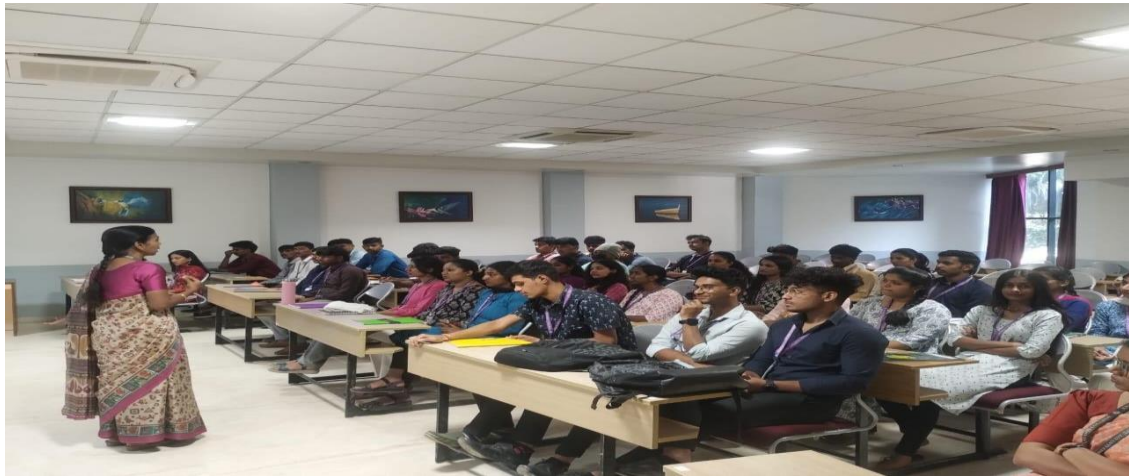
Date: 26/04/2025



On the Occasion of Intellectual Property Day, The Department of Professional Management and Kristu Jayanti innovation centre, Kristu Jayanti College (Autonomous), Bengaluru, organized a workshop on "Intellectual Property Rights" on 26th April 2025 at 2:30 PM in Conference Hall A1. The resource person for the session was Mr.Harish Naidu, Founder of Acura IP services, Bangalore. The workshop began with a warm welcome and an introduction to the speaker by the organizing faculty. Mr.Harish Naidu, with his extensive experience in the field of Intellectual Property, engaged the students through a detailed presentation. He explained the scope and types of IPR including patents, trademarks, copyrights, and trade secrets. The session emphasized the growing relevance of IPR in the forensic domain and academia. Real-world case studies were shared, making the session informative and interactive. Students gained valuable knowledge on how to safeguard their research outputs and innovations.

SESSION ON BUSINESS MODEL CANVAS

Date: 12/05/2025.



Students Involved in gathering Knowledge of Business model canvas.

The Business Model Canvas Session is a flagship learning initiative by the Kristu Jayanti Incubation center. The Session aims to provide II MCA students with a practical framework for understanding, designing, and analyzing business models. Conducted by Ms. Amutha M. Session was highly interactive, case-driven, and application-oriented. The session was structured around the nine essential components of the Business Model Canvas: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. Ms. Amutha emphasized strategic thinking, value creation, and the relevance of innovation in building scalable and sustainable business models. Session involved a deep dive into the theoretical framework supported by examples from companies ,featured presentations and real-time feedback, followed by a discussion on the same. The workshop allowed students to integrate strategic management concepts with practical tools and peer collaboration. It was a meaningful step towards building entrepreneurial and intrapreneurial thinking among participants.

SEMINAR ON RAISING CAPITAL AND MANAGEMENT FINANCES FOR STARTUPS

Date:20th May 2025



Mr. Thaneswar Singh addressing the students

The Institution's Innovation Council (IIC) at Kristu Jayanti College conducted a seminar titled "Raising Capital and Management Finances for Startups" on 20th May 2025 for second-semester MCA students. The session was led by Mr. Thaneswar Singh, Founder of IEntru Business Solutions Pvt. Ltd., Bengaluru. Mr. Singh began the session by explaining the critical need for financial planning in the entrepreneurial journey. He delved into various funding options available for startups—including bootstrapping, angel investors, venture capital, and government grants. The session also covered practical techniques for managing limited financial resources, cash flow planning, budgeting, and preparing for investment pitches. With real-life examples from his entrepreneurial experience, Mr. Singh offered students valuable insights into how strategic financial management can determine the success or failure of a startup. The interactive nature of the seminar encouraged student engagement through questions and scenario-based discussions.

EXPERIENTIAL VISIT TO CAMBRIAN INCUBATION CENTRE

Date: 22nd May 2025



The Institution's Innovation Council (IIC) of Kristu Jayanti College organized an educational and interactive Experiential Visit to Cambrian Incubation Centre located at Cambridge Institute of Technology, Bengaluru, on 22nd May 2025. The visit was an opportunity for students to observe the operational dynamics of a professional incubation ecosystem. Participants were welcomed by the incubation center staff and taken through an orientation session that explained the vision, mission, and success stories of Cambrian Incubation Centre. Students explored the various stages of the incubation process—from ideation and mentorship to business model development and funding. They interacted with incubated startup founders and mentors, gaining practical exposure to challenges faced during startup development. The session also included a tour of the co-working spaces, innovation labs, and collaborative hubs within the center.

SEMINAR ON BUILDING YUKTI INNOVATION REPOSITORIES

Date: 23/05/2025



Deep Involvement of student in understanding Innovation Repositories

The Entrepreneurship and Innovation Centre (EIC) led the effort in building the Yukti Innovation Repository as part of strengthening the IIC framework. The event enabled students and faculty to submit and present their innovative ideas. Experts guided them on refining concepts, identifying target markets, and preparing funding proposals. The event created a vibrant environment where aspiring entrepreneurs learned about productizing their innovations and accessing startup funding through Yukti and other government-backed channels. Faculty mentors, EIC coordinators, and guest industry leaders facilitated the smooth execution of activities.

VENTURA LAUNCH 2025 & BUSINESS PLAN ORIENTATION

Date: 09/06/2025



Dr. D Ravindran is orienting the students on Ventura 2025

On June 09 2025, Dr. D. Ravindran led the orientation for *Ventura 2025*, the flagship business plan competition at Kristu Jayanti School of Management. He introduced the 30-day experiential learning journey designed to develop MBA students' entrepreneurial mindset, strategic thinking, and business execution skills. The program comprises 10 rigorous rounds, each reflecting a critical stage in launching and managing a venture—from concept ideation and market research to financial modeling and strategic planning. During the session, Dr. Ravindran detailed team compositions and introduced the student leaders guiding each group. This orientation established a solid foundation for what promises to be a challenging and transformative experience, empowering participants to effectively apply entrepreneurial knowledge and skills throughout the competition.