



[Estd. 1945]

BHS Higher Education Society
VIJAYA COLLEGE
Affiliated to Bengaluru City University
Accredited with **B⁺⁺ Grade by the NAAC**
Conferred “**College with Potential for Excellence**”
by the UGC

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A Report on an event - “How to raise funds for a startup?”

On 15th April 2025, we held a program for BBA students about raising funds for new business. We invited Prof. Shwetha. K. R from Christ Academy, Begur to educate our students. It was an interesting session with key points on finding the right resources to gather money. She highlighted that one need not depend on loans from banks as a traditional practice. On the contrary, individuals who wish to start a business can collect investments from the stock market, upload success stories to attract crowd funders, grow networks with angel investors for venture capital. About 45 students attended the guest lecture.

Madam shared her own life experience where she started earning at the age of 16 during PUC. She got married into a family which ran a Hotel business. She took over the administration and earned income even in that field. She further invested all her earning in stock market and further she started her own catering services, which is now taken care by her husband, while she teaches, and does research for her Ph. D. she further takes up multiple role as editor of textbook, publishing of research paper in Scopus index, president in Alumni association at MLA College. Etc. It was a very proud moment to have her in our college and to have got to spend time with her.

The students thoroughly enjoyed the session, actively participated in the discussions, and asked several thoughtful questions. The interactive nature of the talk kept the audience engaged throughout. Many students were inquisitive about trading in the stock market.

Overall, the session was informative, well-structured, and immensely beneficial for students with entrepreneurial aspirations. It left them inspired and better prepared to take their first steps toward building a successful startup.



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Sr	Name	UICMS	Class
1	Shivakumar S	UICMS10000000	10 th Sem. BBA
2	Kavya A	UICMS10000000	10 th Sem. BBA
3	Shraddha K	UICMS10000000	10 th Sem. BBA
4	Shraddha K	UICMS10000000	10 th Sem. BBA
5	Shraddha K	UICMS10000000	10 th Sem. BBA
6	Shraddha K	UICMS10000000	10 th Sem. BBA
7	Shraddha K	UICMS10000000	10 th Sem. BBA
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30	Shraddha K	UICMS10000000	10 th Sem. BBA



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An IQAC and IIC Initiative

"How to Raise Funds for Starts-Up"

Speaker: Prof. Shweta K R,
 CHRIST ACADEMY
 Hullahalli, Begur-Koppa Road
 Bengaluru-560 083

Date: 15th April 2025
 Time: 11:30 pm
 At: 105 class room

All are welcome

Dr. M. Subramanya Bhat
 Principal

Prof. Latha B
 Convenor of IIC





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A Report on Intellectual Property Rights (IPR)

On 25 November 2024, a seminar on **Intellectual Property Rights (IPR)** was conducted for the students by Aaryan D.J, an Advocate with expertise in the field. The session aimed to provide students with an overview of IPR, its historical development, and its significance in the modern world. Aaryan D.J began by discussing the **history and purpose of IPR**, explaining how intellectual property laws evolved to protect the creations and innovations of individuals and organizations, thereby fostering creativity and fair competition.

The seminar also covered the concept of **Design** as a form of intellectual property. The speaker explained that a design refers to the aesthetic aspects of a product, such as its shape, pattern, or ornamentation. For a design to be registered, it must be novel and original. Aaryan highlighted the registration process, the effect of registration, and the term of protection, which lasts for 10 years and can be extended.

In addition, the seminar provided an overview of **Copyright, Patent, and Trademark**. Copyright was explained as protection for original works of authorship like books, music, and software, lasting for the author's lifetime plus 70 years. Aaryan discussed **Patents**, which grant exclusive rights to inventors for their inventions for a period of 20 years, and **Trademarks**, which protect brands, logos, and product identifiers for 10 years, with the possibility of renewal.

Lastly, Aaryan introduced the concept of **Geographical Indications (GI)**, which are used to identify products that come from specific regions and possess qualities tied to that location. He clarified the difference between GIs and trademarks, the procedure for registering GIs, and the term of protection, which lasts for 10 years and can also be renewed.

Overall, the seminar provided students with a clear understanding of the various types of intellectual property and their relevance in protecting innovations and creative works in today's competitive world. The session was informative and served to highlight the importance of IPR in the global economy.



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Title: From Idea to Impact – Motivational Session

Objective: Inspiring and educating Participants through the personal journey and experiences of a successful entrepreneur.

Speaker: Dr. Shyam Vasudeva Rao, Founder & Director, Forus Health Pvt Ltd, Bengaluru.

Date: 14th November, 2024

Time: 11:30A.M

Number of participants: Students(100) , Faculties (10).

Key points:

- The challenges and rewards of being an entrepreneur
- Overcoming obstacles and setbacks
- Building a successful team
- Raising capital and growing the business
- Giving back to the society

The entrepreneur stressed the importance of innovation and adaptability. The entrepreneur emphasized the role of networking in their journey. Addressing the fear of failure, the entrepreneur highlighted the need to take calculated risks.



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Dr. M Subramanya Bhat
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