

**TWO DAY SEMINAR / WORKSHOP ON “STRATEGIC MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS & IT’S CHALLENGES” (22<sup>nd</sup> - 23<sup>rd</sup> DECEMBER, 2016) AT IICA MANESAR.**

**Indian Institute of Corporate Affairs (IICA)** through its **Centre for MSME**, organized Two-day seminar / workshop on ‘**Strategic Management of Intellectual Property Rights & its Challenges**’ on 22<sup>nd</sup> - 23<sup>rd</sup> December, 2016 at the IICA Campus, Manesar.

**The workshop was attended by forty three (43) delegates comprising SMEs, Start-ups as well as Academia and Directors / senior officers of the Organizations.**

The inaugural proceedings of the workshop commenced on Thursday, Dec. 22<sup>nd</sup>, 2016 at 10.30 am after the arrival of participants and **Chief Guest Shri Major Singh, Director- MSME Development Institute, Karnal**. During inaugural address, Mr. Rajesh Batra, Head, Centre for MSME acknowledged the great support extended by Office of DC-MSME, New Delhi for organizing this two day duration Seminar / workshop on Intellectual Property rights (IPR) for MSMEs..

The inaugural function of the workshop was chaired by the Director, MSME-Development Institute, Karnal. Commenting on the overwhelming response, Major Singh, Director, MSME-DI said that “I am happy with the response at this workshop on Intellectual Property rights (IPR)”organized by Indian Institute of Corporate Affairs.

This workshop on “Strategic Management of Intellectual Property Rights & its challenges” was envisioned to (i) Educate and support MSMEs, Industry Association and other concerned stakeholders in raising awareness on IPRs related issues in general and more specifically on educating them about the value and protection of IPR and its benefits to the economy; (ii) Boost the level of awareness, curiosity, knowledge and information about IPR issues and to develop a broad understanding of the need to integrate IP in MSME Sectors with proper strategies and business planning.

Eminent Experts who took sessions at the programme were (i) Mr. Govind Sharma, Ex Chief IPR NRDC, (ii) Mr. R.P. Yadav, Founder & Managing Partner - sr4 ipr, (iii) Mr. Rahul Taneja, Patent and Trademark Facilitator and (iv) Mr. K.K. Dang, General Manager, Next Media Pvt. Ltd.

The programme ended with the Distribution of Certificates to Delegates after valedictory address & Vote of thanks on 23<sup>rd</sup> Dec, 2016 at 4p.m. In the vote of thanks address, Mr. Rajesh Batra expressed his gratitude towards Distinguished faculty and all the participants and assured that Indian Institute of Corporate Affairs (IICA) is poised to provide an excellent opportunity for the MSMEs in an entrepreneurship friendly environment with focused engagement on industry, BMOs and

**The delegates at the two day workshop were from the following organizations:**

- Indian Industry Experts Network
- Council for Leather Exports
- Japan Art Press
- VLCC Personal Care Ltd.
- Optum Global Solutions, Gurgaon
- Visa Info World Pvt. Ltd.
- Webtel Electrosoft (P) Ltd.
- Ranvik Exports Pvt. Ltd.
- Vaishno Merchandise Pvt. Ltd.
- Rus Exim Pvt. Ltd.
- Indian Institute of Public Administration
- Roopak’s Printer
- Oxford University Press
- Amity University, Gurgaon
- College of Education
- Manav Rachna University, Faridabad
- Punjab & Sind Bank
- Parihar Enterprises
- Regional Centre for Biotechnology

Development agencies to further our vision to unlocking maximum value for small and medium businesses in India.

The workshop brought along some nice discussions and much needed knowledge on the subject of Intellectual Property Rights (IPR). The participants expressed their satisfaction about the learning workshop on IPR and conveyed that IICA is constantly trying to raise the standards of the industry by organizing such training programs and seminars.

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