

Five - Days Train-The-Trainer Program on “Strategic Management of IPR with higher focus on Industrial Design & Trademarks” (05 - 09 September, 2016)”
at IICA , Manesar.

Indian Institute of Corporate Affairs (IICA) through its Centre for MSME, is an approved implementing agency with the Ministry of MSME for “**Implementation of the Scheme - Building awareness on Intellectual Property Rights (IPR) for Micro, Small and Medium Enterprises**” (a Component of National Manufacturing Competitiveness Program).

To equip the participants (35 officers of Ministry of MSME) to further educate and support MSMEs in raising awareness on Industrial Design and Trademarks related issues in general and more specifically on educating them about the protection arises for design and trade mark act and its benefits to the economy, the 5-Days Train-The-Trainer Program on “**Strategic Management of IPR with higher focus on Industrial Design & Trademarks**” was organized by Indian Institute of Corporate Affairs (IICA) through its Centre for MSME, exclusively for Ministry of MSME Officers from 05 – 09 September, 2016 at the IICA Campus, Manesar.

This 5 Days Train-The-Trainer Program was sponsored by Ministry of Micro, Small and Medium Enterprises (MSME), Government of India, exclusively for Ministry of MSME Officers.

The inaugural proceedings of the workshop commenced on Monday Sept, 5, 2016 after the arrival of participants / Officers of Ministry of MSME, with the welcome address by Mr. Rajesh Batra, Head - Centre for MSME. In his welcome address, he expressed his sincere appreciation to Chief Guest Shri Piyush Srivastava, Additional Development Commissioner (MINISTRY OF MSME), distinguished Speakers and participants who had come from various places to attend this exclusive 5 Days Train The Trainer Program on “Strategic Management of IPR with higher focus on Industrial Design & Trademarks” (05 – 09 September, 2016)” at IICA’s majestic campus in Manesar.

While speaking about the Scope and Coverage of the Program, Mr. Rajesh Batra, Head, Centre for MSME informed that the program is focused on –

- a) How Small & Medium enterprises can benefit from the use of IPR with a view to moving up with a value chain.
- b) How to integrate Design and Trademark in MSME Sectors with proper strategies and business planning so that MSMEs should be encouraged and motivated to obtain profits from their innovative and creative products.
- c) In addition to that he informed that Program will cover - Issues of Design and Trademark needs of those industrial clusters, wherein, SMEs are already a force to reckon within the economic eco-system, with the impressive growth in the last few years.

Shri Piyush Srivastava, Additional Development Commissioner (MINISTRY OF MSME) in his inaugural address motivated the participants followed by one to one interaction with each participant. Shri Surjit Singh, Manager (HR) & CAO, IICA expressed his sincere appreciation for the support extended by Ministry of MSME for this program.

Eminent Speakers who took sessions at the program were Prof. (Dr.) S.K. Verma Secretary-General, Indian Society of International Law, Mr. A.K. Jain, Principal Advisor QCI Ms. Suvarna Pandey RNA, IP Attorneys, Mr. Raghav Sarada, Mr. Ankur Garg, Ms. Jaya Pandey, Mr. Prashant Phillips from Lakshmikumaran & Sridharan, , Mr. Rahul Dev, Patent Attorney and Partner, Tech Corp Legal LLP,

Ms. Rachna Bakhru, Partner RNA, IP Attorneys, Ms. Seema Gupta, Co-Founder EcoPreneurs Business and Health Management (P) Limited., Mr. Rajiv Suri Partner, RNA, IP Attorneys, Mr. Rajiv Bhargav, CA Bhargav & Associates and Ms. Auroshikha Rath .

The program ended with the Distribution of Certificates to Delegates by Shri Surjit Singh, Manager (HR) & CAO, and Mr. Rajesh Batra, Head, Centre for MSMEs, IICA, after valedictory address & Vote of thanks at 4.00 p.m on 9th Sept, 2016. He took this opportunity to thank the Faculty & expert speakers for an excellent coverage on various topics in their sessions. He also conveyed his thanks to all distinguished participants who came from various places to attend the training program and for their attention and time which they had given to Experts Speakers while attending various sessions during the 5 – days Train the Trainer Program.
