



NLUJA

Online Knowledge Series

on

Unlocking Innovation: IPR Insights for MSMEs & Startups

(09 September - 31 October, 2023)



Mr. Vinod Kumar
President
India SME Forum
Mumbai



Mr. Bijay Kumar Sahu
Senior Regional Manager
NRDC
New Delhi



Dr. Ajay Sadashiv Thakur
Deputy Controller of
Patents & Design
IP Office
Ahmedabad



Mr. S. S. Barua
DFO
MSME Office
Guwahati



Prof. Sushil Kumar,
PIC
Institute of Science &
Management
Ranchi



Dr. Mohan Dewan
Principal
R K Dewan & Co.
Pune



Mr. Ranjan Narula
President
IPAA Managing Partner
RNA Technology & IP
Attorneys, Gurgaon



Mr. Tarun Khurana
Partner & IP Attorney
Khurana & Khurana
Greater Noida



Mr. Anjan Sen
IP Attorney
Anjan Sen & Associates,
Kolkata



Mr. Rajesh Parashar
Founder Fellow
PIIE Foundation
Varanasi



**DPIIT-IPR Chair,
Centre for Research on Intellectual Property Rights
(CeRIP) & IQAC
National Law University and Judicial Academy, Assam**

Organize

Online Knowledge Series on

*Unlocking Innovation: IPR Insights for MSMEs &
Startups*

In collaboration with knowledge partners including NRDC, MSME Office Guwahati, India SME Forum, ISM, PIIE Foundation, MNLU, NUJS, NLUS, USTM, SRMUS

<p>PATRON IN CHIEF <i>Prof. (Dr.) V.K. Ahuja</i> <i>Hon'ble Vice-Chancellor, NLUJA, Assam</i></p>	<p>COORDINATOR <i>Dr. Pankaj Kumar</i> <i>DPIIT-IPR Chair Professor, NLUJA, Assam</i></p>
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Registration: *(secure your spot for this transformative knowledge series)*

Register online (Free Certificate Program)

Registration Link: <https://tinyurl.com/5t88phkf>

Google Classroom Meet Link: <https://tinyurl.com/mvxy2wzz>

Concept Note

The Indian economy has strategically placed itself as an emerging market. The nation's young population, robust savings and investment levels, and expanding integration into the global economy all favourably represent the promise of long-term growth. The Indian economy's growth curve over the past two decades has been largely governed by its Micro, Small, and Medium Enterprises (MSMEs).

The MSME sector has grown as a highly active and competitive sector in the Indian economy over the years. MSMEs not only play a vital part in providing huge job prospects at a lower capital cost than big businesses, but they also contribute to the industrial development of rural and backward areas, reducing regional imbalances and ensuring an equitable share of national wealth and income. MSMEs serve as auxiliary units to large enterprises, and this sector contributes significantly to the country's socio-economic development.

The Government of India has taken a number of initiatives to develop the MSME sector in recognition of its significant contribution to economic growth and job creation in our nation. For example, the definition of 'Small Scale Industries' was expanded by raising the investment ceiling in plants and machinery from Rupees One crore, and including trading activities in MSMEs by enacting the Micro, Small & Medium Enterprises Development Act in 2006. The MSME sector is the nation's second largest employer, and is an excellent vehicle for achieving inclusive and distributed growth.

Technically, a Startup is any business in its initial stage which is focused on evolving, commercialising, and developing new products, services, or systems that are powered by innovative technology or intellectual property. The Government of India came to the realisation that Indians have the capacity to work hard; all they require is a viable start-up. Thus, with the aim to create a robust environment for nurturing innovation and startups in the country, the Government of India launched the 'Startup India' campaign which is a flagship programme, thereby driving long-term economic growth and creating large-scale job opportunities in the nation.

About the Knowledge Series

In an ever-evolving landscape of business and economic progress, Intellectual Property Rights (IPR) play a crucial role in shaping success for MSMEs and Startups. The DPIIT-IPR Chair, Centre for Research on Intellectual Property Rights Law (CeRIP) and IQAC of National Law University and Judicial Academy, Assam (NLUJAA) in collaboration with certain well-known Universities and Institutions is organising an engaging online Knowledge Series on 'Unlocking Innovation: IPR Insights for MSMEs & Startups' from September 9th, 2023 to October, 2023 (weekly online sessions from 4.00 PM to 5.00 PM). The Knowledge Series is designed to empower the stakeholders with the knowledge and strategies to harness the full potential of their Intellectual Property.

Series Highlights:

- *Online Sessions: Engage with industry experts and legal luminaries in live sessions packed with insightful discussions and real-world case studies.*
- *Comprehensive Learning: Dive deep into the nuances of IPR, patents, trademarks, copyrights, and trade secrets. Learn how to navigate the intricacies of IP protection and maximization.*
- *Interaction with Expert: Gain unique perspectives from experts who have mastered the art of leveraging IPR to drive growth. Get your questions answered directly from those who have been there.*
- *Tailored for Your Needs: Whether you are a budding entrepreneur, an established MSME owner, or a startup enthusiast, this series is crafted to cater to your specific interests and queries.*

Key Learning Objectives:

- *Understand the significance of IPR in the context of MSMEs and startups.*
- *Learn effective strategies to protect your intellectual property.*
- *Discover how to leverage IPR for business growth and innovation.*
- *Network with like-minded professionals and experts in the field.*

Who should Attend:

Students, Entrepreneurs and Founders, MSME Owners and Managers, Startup Enthusiasts and Innovators, Legal and IP Professionals, Anyone interested in IPR's impact on business

Don't miss this opportunity to unlock the potential of your ideas! Join us for 'Unlocking Innovation: IPR Insights for MSMEs & Startups' and pave the way for a successful journey in the realm of Intellectual Property Rights.

Programme Schedule

(Weekly sessions during 4 PM - 5 PM)

9th September, 2023: Inaugural Session

3.30 PM–3.35 PM: Welcome Address - Prof. Dr. V.K. Ahuja, Vice-Chancellor, NLUJA, Assam

3.35 PM–3.55 PM: Inaugural Address - Hon'ble Prof. (Dr) Unnat P. Pandit, Controller General of Patents, Designs & TradeMarks (CGPDTM), Government of India

3.55 PM –4.00 PM: Vote of Thanks - Dr. Pankaj Kumar, DPIIT-IPR Chair, NLUJA, Assam

Sl.No.	Date	Topics	Speakers
1	9th Sept	Value creation in a business - IP way	Vinod Kumar, President- India SME Forum, Mumbai
2	15th Sept	Role of IPR for entrepreneurship development	Prof. Sushil Kumar, PIC & HOD, Dept. of Management, Institute of Science & Management, Ranchi
3	23rd Sept	IPR Protection and Strategies: IP Strategy approaches	Anjan Sen, IP Attorney, Anjan Sen & Associates, Kolkata
4	30th Sept	Patents & Trade secret and their role in promoting innovation for MSMEs and startups	Dr. Ajay Thakur, Deputy Controller of Patents & Designs, Govt. of India
5	6th Oct	Copyright & Design protection for creative works and managing these in digital content	Tarun Khurana, Partner and IP Attorney, IIPRD and Khurana & Khurana
6	14th Oct	Trademark registration and building a strong brand identity	Ranjan Narula, President, Intellectual Property Attorneys Association (IPAA), Managing Partner, RNA Technology & IP Attorneys
7	20th Oct	IPR Commercialization: Strategies for monetizing IPR assets and attracting investors, Licensing agreements and technology transfer for MSMEs and startups	Dr. Bijay Kumar Sahu, Senior Regional Manager & Head (IPFC & TISC) & Associate Editor-Invention Intelligence National Research Development Corporation (NRDC)
8	28th Oct	The Intellectual Property Marketplace for Inventors, Startups, & Corporates	Rajesh Parashar, Founder Fellow-Prajan Institute for Intellectual Entrepreneurs (PIIE Foundation)
9	30th Oct	IPR enforcement mechanisms and alternative dispute resolution methods	Dr. Mohan Dewan, Principal at R K Dewan & Co
10	31st Oct	MSME & Startup: Government IPR schemes and Support, DC-MSME guidelines on Implementation of the IP Scheme, MSME-Innovative Scheme (IPR Component), Startup India, etc	S S Barua DFO MSME Office, Guwahati
5.00 PM-5.30 PM: Valedictory Session			

About the University

The National Law University and Judicial Academy, Assam (NLUJAA) has been established by the Government of Assam by way of enactment of the National Law University and Judicial Academy, Assam Act, 2009 (Assam Act No. XXV of 2009). The Hon'ble Chief Justice of the Gauhati High Court is the Chancellor of the University. Prof. (Dr.) V. K. Ahuja is the Hon'ble Vice Chancellor of the University. NLUJAA promotes and makes available modern legal education and research facilities to its students, scholars and faculty drawn from across the country, including the North East, hailing from different socio-economic, ethnic, religious and cultural backgrounds.



About the DPIIT-IPR Chair at NLUJAA

The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, has endowed NLUJAA with an Intellectual Property Rights Chair (DPIIT-IPR), under the Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA), to benefit the people of the North-East Region of India in protecting their IPRs. The Chair since its inception in 2018 has concertedly focused its efforts towards preservation and promulgation of IP resources of the North-East Region and has been fervently engaged in building capacity of the creators/producers/owners towards protection of their IP rights at the grass-root, in order to strengthen the overall IP ecosystem of the nation.

Contact:

DPIIT-IPR Chair

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