

A Report on

ONE DAY Awareness Programme on

“Intellectual Property Rights for MSME’s”

Organised By

MSME- Development Institute, Rajajinagar, Bengaluru

Ministry of MSME, Govt of India,

In Association with

Peenya Industries Association



Conducted by

Intellectual Property Rights (IPR) Cell

&

Centre for Interdisciplinary Research



JSS ACADEMY OF TECHNICAL EDUCATION (JSSATE)

Bengaluru

Date: 11th August 2017,

Venue: JSSATE Seminar Hall - 1, Bengaluru

REPORT

In today's globally competitive environment, intellectual property has placed itself on a pedestal in the context of economic growth and is becoming increasingly important. In this regard IPR Cell and Centre for Interdisciplinary Research – JSSATE in association with Micro Small and Medium Enterprises (MSME) and Peenya Industrial Association, Bengaluru arranged a One Day Awareness Programme on IPR. MSME has been the stalwarts of the Indian Manufacturing sectors and has remained stable contributors of the monetary growth of the country. They represent major fragment of enterprises which are backed by large number of local innovations which has led to the advancement of the national economy through creation of skill based employment, production investments and value -added exports. In this innovation based growth Intellectual Property Rights have significantly influenced on the economic, social as well as technological development, may it be in the invention of the product or creative design or its branding, IP has its variant role to play. Thus, utilization of IP as payback for profit gain can be achieved by MSMEs through identification of various potential IP by means of IP assignments and IP management.

The major objectives of the program were:

- To create awareness among the creative and innovative industry on the Intellectual Property Rights importance and utilization of the IP that is an asset to the entrepreneurs, stakeholders in the MSMEs and also to the academicians and public in general.
- To provide an environment to the faculties of the Institute for creation, protection and commercialization of intellectual property.
- To facilitate the transfer of knowledge and technology to intending users to promote utilization of such resources for benefit of the society.
- To provide information on intellectual property among the developer, author, or inventor (the originator), the Institute, and, where applicable, the sponsor.
- To encourage faculties at all levels to develop patentable technologies and to provide financial assistance from the Institute to the extent possible.

The workshop was attended by **60 participants** from various engineering colleges and industry personnel's from various sectors.

The participation details are as follows:

Colleges	Industry	Students
RNSIT, RVCE, DSCE, JSSATE, Govt Engg College Ramnagar and Raichur, KSIT, Christ University, BIT	ENVISYS, Prabha Industries, OIA, SANSERA, Prajwal Industries	16 from all departments JSSATEB

The program schedule was as follows:

Time	Agenda	
9.30- 10.00 AM	Registration	
Inauguration	Shri. Malyadri Reddy , Vice President, Peenya Industries Association, Bangalore Shri. S.N. Rangaprasad , Director, MSME- Development Institute, Govt. of India, Ministry of MSME, Hubballi Dr. Nagabhushana, Dean Academics, Dr. Swamy D R, Dean Research and Dr. Naveen N C, IPR Cell Co-ordinator	Chief Guest Key note address Presided the program
Session I 11.00 AM - 1.00 PM	Identifying Ideas and Innovation – Start up India: what innovators can get.	Mr. Lokesh V Managing Director, Innomantra, Bengaluru
Lunch Break 1:30 – 2:30 PM		
Session II 2.30 PM – 3.30 PM	Methods and Procedure of Patenting for MSMEs – Filing Procedure	T.V.Madhusudhan Deputy Controller of Patents & Designs, PatentOffice, Chennai
Tea Break 3:30 – 3:45 PM		
Session III 3.30 PM - 4.30 PM	Legal Process for Obtaining registration of Trademark – Enforcement of Trademark Rights	Mr. Vivek Anand Sagar , Research Associate – MHRD Chair on IPR, CIPRA, NLSIU, Bengaluru
Session IV 4.30 PM - 5.15 PM	IPR Policy and Schemes of MSME- Development Institute	Mr.Devraj , Deputy Director, MSME Development Institute, GOI, Bengaluru

The program was inaugurated by **Dr. Nagabhushana**, Incharge Principal and Dean Academics, JSSATE who emphasized on the need of taking IPR seriously and the benefits of it.

Dr. Swamy D R, Dean Research, JSSATE mentioned the significance of IPR to students and participants.

Shri. Malyadri Reddy, Vice President, Peenya Industries Association, Bengaluru mentioned the importance of arranging periodic meetings of small groups of faculty members along with officers and industrialists for identifying patentable inventions by encouraging faculty members to carry out Patent searches to fine-tune their research.

Shri. S.N. Rangaprasad, Director, MSME-Development Institute, Govt. of India, Ministry of MSME provided awareness amongst micro & small enterprises and the strengths with various schemes available for faculty and students and encouraged to avail the facilities.

Mr. Lokesh V, Managing Director, Innomantra, Bengaluru handled session on “Identifying Ideas and Innovation” by emphasizing on the Functional Innovation which is an integrated approach to creative ideation and problem solving that incorporates aspects from several well-known ideation and problem solving techniques.

Mr. T.V.Madhusudhan, Deputy Controller of Patents & Designs, Patent Office, Chennai, provided the complete procedure and details for filing the patent.

Mr. Vivek Anand Sagar, Research Associate – MHRD Chair on IPR, CIPRA, NLSIU, Bengaluru, handled session on “Legal Process for obtaining registration of Trademark”.

Most of the participants were in the process of understanding the basics of Intellectual Property Rights. From the feedback of the participants, it was felt that some of the technical sessions based on IPR should be organized in future which would help in increasing the awareness about this subject. The speakers acquainted faculty members about Intellectual Property Rights and advised them to take IPR on research projects and ISBN number for the research work as well as the published books to preserve its copyright.

Preparation of Invention Disclosure was explained in detail emphasizing the facts on

- To give a complete picture of the invention and the nature of modifications that should be mentioned.
- The particulars of the invention adequate for a person skilled.

All the participants were guided in detail about filing patents and Online Patent Tracking system. It was emphasized that by attending such FDP programme faculty can guide their students on how to study patents, what are the questions they have to answer and from where they can get information online. All participants have highly appreciated the training program and planned to organize similar training seminar for all final year BE students of their respective colleges and industries.



