

One-day Training Programme for Awareness/Sensitization on IPR for MSME

**on
4 March 2017**

Venue: Indian Society of International Law, New Delhi

**Conducted by
INDIAN SOCIETY OF INTERNATIONAL LAW**

**Sponsored by
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA**

Invitation

The Indian Society of International Law (ISIL) is conducting a One-day Training Programme for Awareness/Sensitization on IPR for MSME on 4 March 2017 at the ISIL. We invite you to participate/your prestigious Enterprise to nominate your employee/s to participate in this Programme. Looking forward for your kind confirmation.

Last date of Registration: 28 February 2017. No Registration fee is required.

Objectives: to protect their own intellectual property rights and secondly, how they can avoid violating intellectual property rights of others.

(a) The Strengths of ISIL to Offer to Organise Training Programme

The ISIL was founded in 1959 at the initiative of Shri V. K. Krishna Menon and inaugurated the same year by Pandit Jawaharlal Nehru, the first Prime Minister of independent India. The ISIL has been publishing *the Indian Journal of International Law* since its inception, which has attained a high standard and is held in high esteem the world over. The ISIL has also a good library, which is used by scholars from all over India. The ISIL organizes annual conferences and seminars on international issues of contemporary interest. The teaching wing of the ISIL – *the Indian Academy of International Law and Diplomacy*, runs post graduate diploma courses in various branches of international law. It also organizes every year a Summer Course in International Law for students and general public. The ISIL also conducts training programmes for Indian Foreign Service Probationers, Indian Economic Service Officers and Refresher Courses for law teachers on behalf of the University Grants Commission. For the last two years, the ISIL has been conducting the prestigious *WIPO Summer School on Intellectual Property* at its own premises. The ISIL runs its programme through the help of its own research and teaching

staff, legal officers from Legal & Treaties Division of Ministry of External Affairs, professors from Jawaharlal Nehru University and University of Delhi and experts from other intergovernmental and non-governmental organizations.

(b) Outline of the Training Programme

The module will intend to highlight strategic role of IPRs for increasing the competitiveness of the MSMEs for acquisition and exploitation of technological innovation; preventing competitors from copying or closely imitating a company's products; obtaining access to new markets, acquiring venture capital and enhancing access to finance; enhancing the market value of a company; avoiding wasteful investment in R&D and Marketing; creating a corporate identity.

Intellectual Property (IP) is considered to provide an emerging platform in Micro, Small and Medium Enterprises (MSMEs) sector. At present, MSMEs in India are required to understand the advantages of IPRs regime and can effectively engage in international trade. The Government of India is actively involved in making MSMEs more competitive. Over the years, the Intellectual property is generating wealth in the business. In order to use to their increased advantage there is a need to train the various stakeholders viz., MSMEs manufacturers, members of the Industrial Associations, persons engaged in R&D activities, Government officials associated with the implementation of IPR projects and students of the management and engineering institutions to introduce various aspects of the IP and need to analyse the current approaches of MSMEs towards the hurdles that they face and the available and possible solutions.

The Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) is one of the most controversial agreements administered under the WTO framework. TRIPS took away the freedom of member countries to determine the level of intellectual property protection.

The Programme will address following areas viz., General Intellectual Property, Trade Marks, Industrial Design and Patent. The programme will be arranged in such order that the participants should be made aware to the international and national IPRs regime and then they should be given exposure to its implications on the MSME, which is backbone of the Indian economy.

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