



AIMA-Ministry of MSME

**National Virtual Conference
on**

Awareness of Intellectual Property Rights for MSMEs

**Boosting IP Culture in MSMEs
16th-17th July, 2020**

Programme Schedule

1000-1030am

Inaugural Session

Opening Remarks

Dr Raj Agrawal,
Director,
All India Management
Association

Address

Dr. J S Juneja,
Chairman,
AIMA SME Committee &
Chairman, Global
Projects

Inaugural Address

Shri R. Panneer Selvam
Principal Director,
MSME-Technology Development Centre
(Process and Product DevelopmentCentre)
Ministry of MSME, Govt. of India

Vote of Thanks

Shri Vijay Devarajan,
Field Officer, MSME-TDC,
Thiruvilla ,
Ministry of MSME

1030- 1130hrs

Basic understanding of Intellectual Property Rights

This session shall cover the concept and basic knowledge about Intellectual Property- Patent, Trademark, Copyright , GI and Designs.

Faculty

Dr. Ankita Jain

Former IPR Management Consultant
Hindustan Unilever Ltd

Q & A

1130-1230hrs

Importance of IPR for MSMEs

Faculty

Amit Raj Sinha,

Managing Director & CEO,
Sigachi Industries Pvt Ltd

Q & A

1230-1345hrs

Registration for Different kinds of IPRs

This session shall cover the statutory procedure and requirements for filling IP. Broad Topics shall include Patents, Designs, Trademarks & GI- What can be patented/registered/granted, What are the documents required, What is the procedure, Contact Office/Persons etc

Faculty

Q & A

Anju Kapoor

Founder,
AKMD Legal

1345hrs

Summing up

End Day 1

Day 2-17th July

1000-1100hrs

Commercializing IP

This session shall concentrate on the need for commercialization and shall also project some IP Portfolios/Case Studies from around the world which have been successful and have brought profits to the Rights Owner. Broad Topics shall include Commercialization- Concept, Models; Success Stories

Faculty

Q&A

Dr. Ankita Jain,
Former IPR Management Consultant,
Hindustan Unilever Ltd

1100-1200hrs

Enforcement of IPRs.

Faculty

Q & A

Shreedhar Parundekar,
Founder,
Braand Defense Consulting Pvt. Ltd

1200-1315hrs

Panel Discussion on Boosting IP Culture in MSMEs

Chairperson

Ms. Sreedevi Reddy
CEO,
SR Innovation Exchange

Speakers

Ajay Jain,
Director
Microlit

Hareish Gur,
Director,
Servosys Solutions

Z Rehman,
Managing Director,
Indoplast

1315-1330hrs

Summing Up & Vote of thanks
