

ni-msme - the premier Institute

ni-msme, the pioneer institute in the field of MSME is playing a major role in providing pro-business environment to foster the progress of MSME towards success and prosperity. The raison detre of this Institute is to assist the Government in formulating policies for Micro, Small and Medium Enterprises and to help the practicing, potential entrepreneurs and Government officials through a host of services like training, research, consultancy, information, education and extension.

Set up in 1962, ni-msme has made valuable contributions by creating an impressive record of achievements beyond the Indian shores, enabling different developing countries to get the benefit of the Institute's expertise.

Located in a sprawling and enthralling campus amidst a rich natural setting, ni-msme is well equipped with both physical and academic infrastructure. In keeping with the changing times and technological changes, the Institute has updated its style of functioning by focusing on the use of IT in every aspect of its activities, but at the same time retaining the wisdom and advantages of deeply ingrained traditional practices.

The core activities are being implemented through four Schools of Excellence, viz., School of Enterprise Development (SED), School of Enterprise Management(SEM), School of Entrepreneurship & Extension (SEE) and School of Enterprise Information & Communication (SEIC) as well as theme focused Centres like National Resource Centre for Cluster Development (NRCD), Intellectual Property Facilitation Centre (IPFC), Resource Centre for Traditional Paintings (RCTP) and Goods & Services Tax Centre (GSTC).

The Institute stores and supplies information that helps make a successful entrepreneur who is well versed in the intricacies of business and can participate in business activities intelligently and diligently through its Small Enterprises National Documentation Centre (SENDOC) and knowledge portal www.msmeinfo.in. Livelihood Business Incubator (LBI) established in 2016 under the Scheme of ASPIRE of Ministry of MSME for creating a favorable ecosystem for entrepreneurial development in the country.

The Institute has trained 4, 62,393 participants by organizing 14,034 programmes which includes prospective/existing entrepreneurs and officials from various Ministries of Govt. of India and State Governments till 2015-16. The Institute is implementing ITEC Scheme of Ministry of External Affairs, Govt. of India since 1967 and trained 9,450 International Executives from 142 developing countries. The Institute has also undertaken 909 research and consultancy projects.

The management of the Institute rests with the Governing Council appointed by the Government of India. The governing body provides the necessary directions to the Executive Committee, accordingly the resident Director General implements the activities.



National Institute for Micro, Small and Medium Enterprises (ni-msme)
(An Organisation of the Ministry of MSME, GoI and ISO 9001-2008 Certified)
Yousufguda, Hyderabad - 500 045, India
Website: www.nimsme.org

One week training programme

on

Brand Identity Protection through Trademark Strategies (17-21 July, 2017)

Programme Director
V. Swapna



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About IPFC

The Intellectual Property Facilitation Centre (IPFC) for MSMEs has been established at **ni-msme** in the year 2009-10, sponsored by Development Commissioner (MSME), Ministry of MSME, Govt. of India. The center conducts various awareness and training programmes, seminars relating to IPR at both National & International level.

Rationale

To stay alive and flourish in highly competitive environment, enterprises strive to retain distinctiveness and quality in their products and services so that a discerning customer is repeatedly drawn to them in preference to the competitors. Another area of concern has been rampant counterfeiting and “me-too products” creating confusion resulting in lower sales and profits to genuine producers. Enterprises should make effective utilisation of Intellectual Property Rights to differentiate their products and services from those of competitors and create identity in market place. They must seek trademark for their distinctive signs, logos, etc, so that the consumer can easily identifies them with the products as origination from a particular source. A strong branding strategy utilises trademark protection to build good will of the product or service. Registering trademark creates an intangible business asset that can build significant value and can later be sold or licensed.

Therefore, adopting the trademark strategies can help the enterprises to nourish a brand image, extend products' life cycle, and provide a basis for international expansion of the business, supported by legal protection, for licensing, franchising, acting as a buffer to survive market or product pressures. It also strengthens the potential of enterprise business and capacity to compete domestically and internationally.

Objectives

The present programme deals with the basic concepts of IPR mainly trademarks and the steps to be taken for protecting the company's trademarks which will allow the business to own and control the brands for attracting the customers.

Programme Contents

- Branding for SMEs- Concept and its Purpose;
- Characteristics & Guidelines for Successful branding
- Role of trademark in Brand Protection
- Protection of Brands Internationally through Madrid System
- Challenges of Counterfeiting & Piracy for MSME Brands;
- Case Studies on Brand Management

Methodology

This workshop will adopt a practical and interactive approach including Group Discussions, Self-learning Exercise & Case Studies. Sessions will be handled by eminent IP experts (technical/legal) connected with the topics of proven track record.

For Whom

Enterprises, Research institutes, MSMEs, Academic institutions & Universities, MSME Development Institutes, Technical Consultancy Organizations, Incubators, IP professionals, Industry Associations, Business development cells, Entrepreneurship Cells, Technology Transfer Cells, IP-owning entities, Policy makers, Inventors, Engineers, R&D Heads, Subject Matter Specialist, Marketing Agencies and others engaged in technical endeavors

Date & Venue: 17-21 July, 2017, at ni-msme, Hyderabad.

Administration

The programme is full time. Normally the session timings are between 9:00 a.m. to 05:00 p.m with breaks for coffee and lunch. Guest rooms are spacious and can accommodate on twin sharing.

Fee: Rs.18000 (Residential) / **Rs.15, 000** (Non-residential). Fee should be paid in advance by way of demand draft drawn in favour of the CAO, ni-msme, Yousufguda, Hyderabad-500045. Fee once paid shall not be refunded. However, a substitute will be permitted.

Certificate will be awarded at the end of training programme.

Please address your enquiries and nominations by **10th July, 2017:**

Programme Director

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