

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 and potential entrepreneurs 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 other developing countries to get the benefit of the Institute's facilities and 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 Centres like Centre for Industrial Planning and Development (C-IPD), Centre for Policy Research (C-PR), National Resource Centre for Cluster Development (NRCDC), Centre for Promotion of Advanced Management Practices (C-PAMP), Centre for Industrial Credit and Financial Services (C-ICFS), Centre for Logistics and Integrated Materials Systems (C-LAIMS), Centre for Environment Concerns (C-ECO), Intellectual Property Facilitation Centre for MSMEs (IPFC), Centre for Entrepreneurship and Industrial Extension (C-EIE), Centre for Consultancy and Counselling (C-CC), Centre for Communication and Information Technology (C-CIT), Small Enterprises National Documentation Centre (SENDOC) as well as cells like Economic Investigation and Statistical Cell (EISC), ni-msme NGO Network (N-Cube), Women Studies Cell (WSC), Employee Assistance Cell (EAC), Live Projects Cell (LPC), Resource Centre for Traditional Paintings (RCTP), Goods & Services Tax (GST) Cell and Livelihood Business Incubator (LBI)

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, Govt. for creating a favorable ecosystem for entrepreneurial development in the country.

The Institute has trained more than 5,32,000 participants by organising around 15,800 programmes which includes prospective/existing entrepreneurs and officials from various Ministries of Govt. of India and State Governments till March 2019. The Institute is implementing ITEC Scheme of Ministry of External Affairs, Govt. of India since 1967 and trained more than 10, 000 International Executives from 142 developing countries till March 2019. The Institute has also undertaken more than 940 research and consultancy projects.

The management of the Institute rests with the Governing Council appointed by the Government of India. The governing body acts through the resident Director. The present Director is **Mr. D. Chandra Sekhar**

For further details, please contact



The Registrar

National Institute for Micro, Small and Medium Enterprises

(An Organisation of the Ministry of MSME, Govt. of India and ISO 9001-2015 Certified)

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Training programme
On

IP Strategy for Startups and Entrepreneurs

16 - 18 September, 2019

Programme Director

V. SWAPNA



National Institute for Micro, Small and Medium Enterprises

(An Organisation of the Ministry of MSME, Govt. of India and ISO 9001-2015 Certified)

RATIONALE

In the ever-evolving world of technology and social connectivity, intellectual rights are playing an increasingly important role for Startups & entrepreneurs when it comes to starting or growing a business. Intellectual Property rights (IPR) allow innovative entrepreneurs to protect their inventions & new business ideas. IPR also helps the firms to recoup their innovation investment and consequently provides an incentive for investing in innovation. Effective IP systems also help in attracting the potential funders for investment and technology collaborations between the firms.

IP strategy is becoming even more critical in helping new ventures & existing entrepreneurs to transform their innovation potential and creativity into market value and competitiveness. It is therefore extremely necessary and important for startups & Entrepreneurs to understand the different types of IP, how to manage and exploit IP for achieving success in their business.

The present workshop helps the startups and entrepreneurs how to identify and protect intellectual property, how to incorporate a successful IP strategy in the management, commercialization and monetization of their IP and technologies.

OBJECTIVES

To provide Startups and Entrepreneurs a general overview of IP, including:

- The different types of Intellectual Property, their benefits and costs;
- How to identify their assets and determine the best forms of Protection;
- Methods to reduce the risk of theft or unauthorized disclosure of ideas.

CONTENTS

- o Intellectual Property Basics
- o Different Types of IP and their Filing Costs with Time Frames
- o Intellectual Property Tips: Protection and Avoiding Infringement
- o Government schemes on IP protection
- o Things to consider when developing an IP strategy
- o Best IP strategies including defense, development, and monetization of IP through case studies.

METHODOLOGY

This Programme will adopt a practical and interactive approach including Group Discussions & Case Studies. Sessions will be handled by eminent experts connected with the topics of proven track record will be engaged.

FOR WHOM

Start-ups, Entrepreneurs, Innovators, Industry Associations, Research institutes, IP Consultancy organisations, Incubators, Business development cells, Entrepreneurship Cells and individual consultancy.

DATE & VENUE : 16-18 September 2019 (3 days), 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. 7,500/- (Residential) / Rs. 6,000/- (Non-Residential) per 3 days (18% GST as applicable). The fee covers cost of tuition, reading material, boarding and lodging. It does not cover travel costs of participants. Fee should be paid in advance by way of demand draft drawn in favour of the Director (Admin & logistics), **ni-msme**, Yousufguda, Hyderabad – 500 045. Fee once paid shall not be refunded. However, a substitute may be permitted.

Certificate will be awarded at the end of training programme.

JOINING INSTRUCTIONS

Accepted nominees are requested to reach **ni-msme** a day in advance of the commencement of the programme. During the programme participants are advised to keep themselves free from all official and personal commitments.

Please address your nominations by 9th September 2019 to:

V. Swapna

Associate Faculty Member

NATIONAL INSTITUTE FOR MICRO, SMALL AND MEDIUM ENTERPRISES (ni-msme)

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