CONSOLIDATED POST EVENT REPORT

IPR AWARENESS ROADSHOWS

JUNE – JULY 2016

CELL FOR IPR PROMOTION AND MANAGEMENT (CIPAM)
# Table of Contents

Executive Summary ........................................................................................................... 3  
IPR Awareness Roadshows ................................................................................................. 6  
Patna ................................................................................................................................. 6  
Jaipur ................................................................................................................................. 8  
Guwahati ........................................................................................................................... 10  
Hyderabad ......................................................................................................................... 12  
Visakhapatnam .................................................................................................................. 14  
Imphal ................................................................................................................................. 17  
Puducherry .......................................................................................................................... 19  
Amritsar ............................................................................................................................. 21  
Bhubaneswar ...................................................................................................................... 24  
Srinagar ............................................................................................................................... 27  
Ludhiana ............................................................................................................................ 30  
Kochi ................................................................................................................................. 31  
Panaji ................................................................................................................................. 35  
Tiruchirappalli ................................................................................................................... 38  
Surat ................................................................................................................................. 40  
Haridwar ............................................................................................................................ 42  
Indore ................................................................................................................................. 45  
Lucknow ............................................................................................................................. 48  
Mangalore .......................................................................................................................... 50
EXECUTIVE SUMMARY

India has come a long way in terms of creating an IP ecosystem by framing robust IPR statues. And now, with the recently released IPR Policy, the government has taken a formal approach in strengthening our substantive IP laws to make it more vibrant. The seven objectives laid down in IPR Policy document broadly aims at fostering creativity and entrepreneurship. The IPR Policy will not only guarantee innovators their due reward but will also stimulate a competitive market.

The first objective of the IPR Policy i.e. IPR Awareness: Outreach and Promotion intends to reach out to less visible IP generators and holders especially in rural and remote areas. This will allow the IP stakeholder in such areas to be aware of the formal IP system and guide them in reaping the benefits if they have or create such intangible assets in future.

The Cell for IPR Promotion and Management, DIPP in association with CII, PHD Chambers of Commerce, Indian Chambers of Commerce, Laghu Udyog Bharti and Federation of Indian Export Organizations and NASSCOM organized 19 roadshows across 18 states in the months of June-July, 2016. Officials from Office of the CGPDTM and Cell for IPR Promotion and Management spoke at each roadshow to sensitize the audience about the National IPR Policy and the IP system in India. The shows were well attended by more than 1000 people comprising of MSMEs, IP attorneys, startups and students.

The overall objective of these IPR Roadshows was to:

- Create awareness & improve factual understanding on implications of IPR
- Sensitize participants, especially MSMEs and startups on different forms of IPR and its Importance.
- Exploit IPR and how it can play a crucial role in promoting entrepreneurship
- Highlight the National IPR Policy and its objectives

**Key Feedback from the audiences:**

- The presentation highlighted the key points of the Scheme for Facilitating Startups Intellectual Property Protection (SIPP) scheme which had a very enthusiastic response from the audience. MSMEs from various parts of the country requested CIPAM officials to come up with a similar scheme (MSMEs who may not necessarily fall under the category of start-ups) for MSMEs and other small entrepreneurs.

- Commercialization and marketing were the biggest bottlenecks for the entrepreneurs in the state of J&K and the North Eastern states. There were requests to set up IP Facilitation Centers that could provide handholding/support to entrepreneurs and innovators through the entire process of IP filling for monetization of their IPRs.

- It was felt that the strengthening of the Judiciary and enforcement system, especially in Tier-2 cities, would go a long way in improving the IPR environment in the country.
Cell for IPR Promotion and Management

- The audiences wanted the Government to come up with platforms that can connect academicians and research scientists with venture capitalists and technology incubators abroad. This is primarily because of lack of funds and technology support in the area.
- Universities and colleges across India have requested more such shows, to sensitize their students.
- Numerous requests were put forth to have more shows focusing session on Copyrights, Geographical Indications, filing process and the benefits of IPRs.
- There were request to conduct full-day workshop in future with detailed explanation of each IP with more examples and case studies that include actual or potential commercial advantages that could be leveraged through the National IPR Policy.

The Way Forward:

Cell for IPR Promotion & Management will actively work on the specific queries and recommendations from the industry. A plan for a separate set of awareness roadshows focusing on students in collaboration with the schools and universities is being chalked out. A special scheme for MSMEs and other small entrepreneurs is under consideration.
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<tr>
<th>S. No.</th>
<th>Date</th>
<th>Location</th>
<th>Partnering Association</th>
<th>No. of Participants</th>
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<td>Tiruchirappalli, Tamil Nadu</td>
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<td>Mangalore, Karnataka</td>
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</table>
IPR AWARENESS ROADSHOWS

PATNA

Date: 5th June 2016
Partner Industry Association: Laghu Udyog Bharti
Participants: 100
Location: Patna, Bihar

Date: 5th June, 2016
Purpose: IPR Awareness Campaign

Speakers: Mr. Parijat Sourabh (Patents Office, Kolkata) and Dr. P.K. Pandey (Trademarks Office, Ahmedabad, Gujarat)

CIPAM officers: Mr. Pratul Tandon and Mr. Raghav Arora

Highlights

- DIPP in association with Laghu Udyog Bharti organized its first IPR awareness roadshow
- 2-hr session on IPR which included presentations on Patents and Trademarks followed by a Q&A session
- The target audience for the 2-day event was 400; 100 people attended the IPR session on held on the 2nd day of the event on 5th June 2016
- Brochures on the National IPR Policy (in English and Hindi), Patents, Trademarks, Designs and Geographical Indications were distributed to the participants
- Participants asked questions related to IPRs and also wanted updates on the status of their patent/trademark applications
- The event was attended by MSMEs, individuals and members of Laghu Udyog Bharti
Photos of Roadshow
## JAIPUR

<table>
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<th>Date: 16th June 2016</th>
<th>Partner Industry Association: FIEO</th>
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<tbody>
<tr>
<td>Participants: 30</td>
<td>Location: Jaipur, Rajasthan</td>
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</tbody>
</table>

**Purpose:** IPR Awareness Campaign

**Speakers:** Mr. Naveen Mathur (Patents Office, Delhi) and Mr. Arun Kumar (Trademarks Registry, Delhi)

**CIPAM officer(s):** Mr. Aditya Kumar

### Highlights

- DIPP in association with the Federation of Indian Export Organizations (FIEO) organized its second IPR awareness roadshow in Jaipur.
- This was the first roadshow where the presentation on National IPR Policy was delivered by a CIPAM member.
- It was a 4-hour session on IPRs which included presentations on the IPR Policy, Patents and Trademarks followed by a Q&A session.
- There was a participation of 30 people in the IPR session: these were all mainly medium-scale exporters.
- The sectors represented were: gems and jewellery, pharmaceuticals, textiles, financial services, furniture, and solar panels.
- Brochures on the National IPR Policy (in English and Hindi), Patents, Trademarks, Designs and Geographical Indications were distributed to the audience.
- The Q&A session comprised one and a half hours out of the total 4 hours. There were numerous questions on patents, trademarks and the IPR Policy provisions. The majority of the questions were on trademark applications and grants.
- Trademarks of the same name are granted to more than one person. People strongly suggested that the trademarks granting system should be similar to the companies’ registration: once a trademark is granted, the same trademark should not be granted again.
- People were of the opinion that enforcement and judicial remedy for IPRs needed strengthening and change. There was discontent with the pace of judicial remedy.
Photos of Roadshow
**GUWAHATI**

<table>
<thead>
<tr>
<th>Date: 17th June 2016</th>
<th>Partner Industry Association: ICC</th>
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<tr>
<td>Participants: 25</td>
<td>Location: Guwahati, Assam</td>
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**Purpose:** IPR Awareness Campaign

**Speakers:** Mr. Debanjan Chakraberty (IP office Calcutta) and Mr. Sanjay Bhattacharyya (IP Office Calcutta)

**CIPAM officer:** Mr. Mihir Pandey

### Highlights

- DIPP in association with the Indian Chambers of Commerce (ICC) organized its third IPR awareness roadshow in Guwahati.
- It was a 3-hour session on IPRs which included presentations on the IPR Policy, Patents and Trademarks followed by a Q&A session.
- There was a participation of 25 people in the IPR session and comprised of audiences such as medium size businessmen, lawyers and students.
- Brochures on the National IPR Policy (in English), Patents, Trademarks, Designs and Geographical Indications were distributed to the audience.
- The Q&A session lasted for 20 minutes. The questions comprised of academic questions from the students, and a majority of the questions from the businessmen were about copyrights and patent filings. There was also an IP lawyer present in the audience who asked specific questions about the changes in the policy.
- The audience had a very positive response to the new IPR policy and the presentations made by the IP officers. They were keen on learning more about IPR’s and said that they were looking forward to more such shows in the future.
Photos of Roadshow
**HYDERABAD**

<table>
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<th>Date: 18th June 2016</th>
<th>Partner Industry Association: NASSCOM</th>
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<td>Participants: 40</td>
<td>Location: Hyderabad, Telangana</td>
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**Purpose:** IPR Awareness Campaign

**Speakers:** Dr SP Subramaniyam (IP Office Chennai)

**CIPAM officer:** Mr. Mihir Pandey

**Highlights**

- DIPP in association with NASSCOM organized its fourth IPR awareness roadshow in Hyderabad.
- It was a 2 and a half-hour session on IPRs which included presentations on the IPR Policy and Patents followed by a Q&A session.
- The audience was 40 in number. They comprised primarily of businessmen from an IT and software background and also a few people from the services and design industry.
- Brochures on the National IPR Policy (in English) were distributed to the audience. Patents and design brochures were the ones most taken by the audience members.
- The Q&A session lasted for 20 minutes. The questions comprised of academic questions from the students, and a majority of the questions from the businessmen were about copyrights and patent filings. There were also a few questions on patents and designs.
- The audience was happy that IPR’s were being given more attention that before. They were also very pleased with the immediate targets of reducing the amount of time for the first examinations of Trademarks and Patents.
Photos of Roadshow
VISAKHAPATNAM

Date: 20th June 2016

<table>
<thead>
<tr>
<th>Participants: 55</th>
<th>Location: Visakhapatnam, Andhra Pradesh</th>
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Partner Industry Association: CII

Purpose: IPR Awareness Campaign

Speakers: Mr. T.V. Madhusudan (Deputy Controller, Patents & Designs) and Mr. Rajamani Venkatesan (Senior Examiner, Trademarks)

CIPAM officer(s): Mr. Raghav Arora

Highlights

- DIPP in association with Confederation of Indian Industry (CII) organized a IPR awareness roadshow in Vizag.
- The presentation on the National IPR Policy was delivered by a CIPAM member.
- It was a 4-hour session on IPRs which included presentations on the IPR Policy, Patents and Trademarks followed by a Q&A session.
- There was a participation of 55 people in the IPR session: these were all mainly SMEs.
- Brochures on the National IPR Policy, Patents, Trademarks, Designs and Geographical Indications were distributed to the audience.
- The Q&A session after every session was well received with great interest shown in the Policy, patenting procedure and registering a trademark.
- Among the attendees was a gentleman who has filed for 11 patents in India till date as well as a gentleman who was a professor who had taught IP modules in prestigious universities in India as well as abroad.
- The Director of the autonomous technical institute (IGIAT), where the roadshow was held, was keen for more such seminars and would be willing to introduce IP modules in the institute for students.
Photos of Roadshow
Officials from Department of Industrial Policy and Promotion (DIPP), Government of India, participated in an awareness programme on IPR and National IP Policy at a programme organised by Confederation of Indian Industry (CII) in association with DIPP here.

At the workshop held at Indo-German Institute of Advanced Technology, the speakers explained the salient features of IPR and their advantages. They gave details on New National IPR Policy 2016. Around 55 participants from several sectors and academia joined the workshop.

Deputy Controller, Patents & Designs T.V. Madhusudan spoke on the importance of IP especially for small scale industries and the importance of patents and designs and its filing procedures.

DIPP official Raghav Arora explained the nuts and bolts of new National IP Policy 2016 and appraised the benefits to start-up companies towards promoting the IP filings. CII zonal chairman Dr. V. Maralli Krishna, who presided, briefed on IP need to be prioritised.

Senior Examiner, Trade Marks Rajamani Venkatesan gave a presentation on the trademarks and geographical indications (GI) and their advantages to the individual and companies.

Source:

**Details**

<table>
<thead>
<tr>
<th>Date: 21st June 2016</th>
<th>Partner Industry Association: ICC</th>
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<td>Participants: 69</td>
<td>Location: Imphal, Manipur</td>
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</table>

**Purpose:** IPR Awareness Campaign

**Speakers:** Mr Debanjan Chakrabertty (IP Office Calcutta) and Mr Santanu Dey (IP Office Calcutta)

**CIPAM officer:** Mr. Mihir Pandey

**Highlights**

- DIPP in association with the Indian Chambers of Commerce (ICC) organized its sixth IPR awareness roadshow in Imphal.
- It was a 2 and a half-hour session on IPRs which included presentations on the IPR Policy and Patents and trademarks and copyrights and designs followed by a Q&A session.
- The audience was 69 in number. They comprised primarily of businessmen and women from the area. There were also a group of musicians and a few students present at the event.
- Brochures on the National IPR Policy (in English) were distributed to the audience. Patents and GI brochures were the ones most taken by the audience members by choice.
- The Q&A session lasted for 20 minutes. The audience seemed a bit shy to speak up in front of everyone else. However, a lot of people came up to the IP officers and myself during the lunch hour and asked questions about the policy and a lot of questions on patents and some people even asked about their pending applications and what steps to take next.
- People were very happy that the seminar was being conducted in Manipur and were hopeful that seminars of these kinds would be held more frequently. There was also requesting that more information be made available to them about IPR’s. They reacted positively to the information shared and the new policy.
Cell for IPR Promotion and Management

Photos of Roadshow
PUDUCHERRY

**Date:** 22<sup>nd</sup> June 2016

**Partner Industry Association:** CII

**Participants:** 35

**Location:** Puducherry

### Purpose: IPR Awareness Campaign

**Speakers:** Mr. P. Balamurgan (Deputy Controller, Patents & Designs) and Mr. Rajamani Venkatesan (Senior Examiner, Trademarks)

**CIPAM officer(s):** Mr. Raghav Arora

<table>
<thead>
<tr>
<th>Highlights</th>
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<tbody>
<tr>
<td>➢ DIPP in association with Confederation of Indian Industry (CII) organized a IPR awareness roadshow in Puducherry.</td>
</tr>
<tr>
<td>➢ The presentation on the National IPR Policy was delivered by a CIPAM member.</td>
</tr>
<tr>
<td>➢ It was a 3-hour session on IPRs which included presentations on the IPR Policy, Patents, Trademarks, Industrial Designs and GIs followed by a Q&amp;A session.</td>
</tr>
<tr>
<td>➢ There was a participation of 35 people in the IPR session: these were all mainly SMEs.</td>
</tr>
<tr>
<td>➢ Brochures on the National IPR Policy, Patents, Trademarks, Designs and Geographical Indications were distributed to the audience.</td>
</tr>
<tr>
<td>➢ The Q&amp;A session after every session was well received with great interest shown in the Policy, patenting procedure and registering a trademark.</td>
</tr>
<tr>
<td>➢ Most questions pertained to Trademarks; people were keen to know the time taken to register trademarks and wanted updates on the status of their applications.</td>
</tr>
<tr>
<td>➢ CII said it would extend support to more such roadshows in Puducherry as well as emphasized such roadshows in Puducherry would be well received from the industry.</td>
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Photos of Roadshow
**AMRITSAR**

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<tr>
<td>Participants: 35</td>
<td>Location: Amritsar, Punjab</td>
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**Purpose:** IPR Awareness Campaign

**Speakers:** Mr. Amit Singh (Assistant Controller of Patents, Delhi) and Mr. Hemant Khosla, (Trademarks Registry, Delhi)

**CIPAM officer:** Mr. Pratul Tandon

**Highlights**

- DIPP in association with the Federation of Indian Export Organizations (FIEO) organized its 8th IPR awareness roadshow in Amritsar.
- It was a 3-hour session on IPRs which included presentations on the IPR Policy, Patents and Trademarks. There was a discussion on the procedures for registration and its benefits to the SME sector.
- There was a participation of 60 people in the IPR session, mainly medium-scale exporters.
- The sectors represented were: textiles, financial services, IT and manufacturing.
- Brochures on the National IPR Policy (in English and Hindi), Patents, Trademarks, Designs and Geographical Indications were distributed to the audience.
- The Q&A session comprised half hour out of the total 3 hours. There were numerous questions on patents, trademarks and the IPR Policy provisions. The majority of the questions were on trademark applications and grants and Geographical Indications.
- People suggested that the renew system for trademarks should be completely abolished.
- The audience were of the opinion that enforcement and judicial remedy for IPRs needed strengthening and change. There was discontent with the pace of judicial remedy.
- People wanted to have such seminars on a regular basis as they wanted to be updated on the developments taking place in the IP system in India.
- There was a request to have another show focused on Geographical Indications in Amritsar.
Photos of Roadshow

Road Show to
Create Awareness on Intellectual Property Rights (IPR) & National IPR Policy, 2016
Organised by: Federation of Indian Export Organisations
with the support of
Department of Industrial Policy & Promotion (DIPP)
Ministry of Commerce & Industry, Government of India

[Photos of people seated at a table during the roadshow event.]
The Federation of Indian Export Organisations (FIEO) organised an interactive session on the new intellectual property rights (IPR) policy 2016 here recently.

The interactive session was organised with the assistance of the Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry.

Pratul Tandon from the DIPP gave a brief presentation on the national IPR policy. He also explained how someone could get patents, designs and copyrights registered. Procedures for the registration and how it will be helpful for the SME sector were also discussed during the session. Tandon also gave a brief review of incentives given under the new policy to industrialists.

Amit Singh, Assistant Controller of Patents, gave a presentation on patents, rights, patentable invention, procedure for applying and others.

Hemant Khosla, examiner of trademarks, briefed the participants on trademarks, their role in business, their usefulness in doing business and protection of trade.

Source:
**Bhubaneswar**

<table>
<thead>
<tr>
<th>Date: 25th June 2016</th>
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<tr>
<td>Participants: 65</td>
<td>Location: Bhubaneswar, Odisha</td>
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**Purpose:** IPR Awareness Campaign  

**Speakers:** Dr Santosh Kumar Samanta Ray (Deputy Controller, Patents & Designs) and Mr. Debanjan Chakrabortty (Examiner, Trademarks & GI)  

**CIPAM officer(s):** Mr. Raghav Arora  

**Highlights**

- DIPP in association with Confederation of Indian Industry (CII) organized a IPR awareness roadshow in Bhubaneswar.
- The presentation on the National IPR Policy was delivered by a CIPAM member.
- It was a 3-hour session on IPRs which included presentations on the IPR Policy, Patents, Trademarks, Industrial Designs and GIs followed by a Q&A session.
- There was a participation of 65 people in the IPR session: these were MSMEs, startups and individuals.
- Brochures (in both Hindi and English) on the National IPR Policy, Patents, Trademarks, Designs and Geographical Indications were distributed to the audience.
- The Q&A session after every session was well received with great interest shown in the Policy, patenting procedure, registering a trademark and GIs.
- People were keen on understanding the procedures of registration of Patents and Trademarks in India as well as globally.
- Attendees were extremely keen to know about the Policy and asked questions related to the policy and how these targets will be achieved.
- Representative from KIIT school in Bhubaneswar, an Oxford graduate who has been working in the field IP since decades was keen on areas of collaboration and was willing to extent support to CIPAM.
Photos of Roadshow
Cell for IPR Promotion and Management

Press Coverage of Roadshow

Source:

Date: 28th June 2016                  Partner Industry Association: PHD Chambers of Commerce
Participants: 90                   Location: Srinagar, Jammu & Kashmir

Purpose: IPR Awareness Campaign

Speakers: Mr. U.C. Pandey (Patents Office, Delhi) and Dr. B.C. Rathore (Deputy Registrar of Trademarks & GI, Delhi)

CIPAM officer: Mr. Pratul Tandon

Highlights

- DIPP in association with the PHD Chambers of Commerce organized its 11th IPR awareness roadshow in Srinagar.
- The show was graced by Mr. Chander Prakash Ganga, Hon’ble Minister of Commerce & Industries, Government of Jammu & Kashmir.
- It was a 4-hour session on IPRs which included presentations on the National IPR Policy, its significance in the present competitive environment for Startups, MSMEs and other entrepreneurs followed by presentations on Patents and Trademarks.
- There was a participation of 90 people in the IPR session: these were all mainly medium-scale exporters and students.
- The sectors represented were: handlooms, handicrafts, textiles and furniture.
- Brochures on the National IPR Policy (in English and Hindi), Patents, Trademarks, Designs and Geographical Indications were distributed to the audience.
- The Q&A session comprised one and a half hours out of the total 4 hours. There were numerous questions on patents, trademarks, Geographical Indications and IPR Policy provisions. Majority of the questions were on Trademarks and GIs.
- The audience wanted the central government to stress more on the aspect of commercialization in order to help the entrepreneurs in J & K to market their products globally. They wanted an IP Facilitation Centre that can handhold through the process.
- People were of the opinion that a more specific session on GIs should be held in the future.
Photos of Roadshow
PhD Chamber holds seminar on new IPR

The minister, who was speaking at a seminar organized by PhD Chamber of Industries and Commerce here, said India is among the top five IPR filers in the world. He said that it is the merit for the new startups and it acts as a shield for the one who have done the hard work in developing something that was not earlier.

GKNN
Srinagar, Publish Date: Jun 29 2016 2:49AM | Updated Date: Jun 29 2016 2:49AM

Government is keen to provide all the necessary support to all MSME’s and Startups, Minister for Industries & Commerce Chander Prakash Ganga on Tuesday said.

The minister, who was speaking at a seminar organized by PhD Chamber of Industries and Commerce here, said India is among the top five IPR filers in the world. He said that it is the merit for the new startups and it acts as a shield for the one who have done the hard work in developing something that was not earlier.


Be innovative to accelerate economic development: Ganga to Youth

Workshop on Strategic Management of Intellectual Property for MSMEs held

The Minister urged the youth to innovate constantly and share innovations and ideas that can benefit society as a whole. He also asked the students to use their innovative skills to solve problems that are not only of national but of international importance.

Daily Rising Kashmir Dated: 29-06-2016 Page No: 8
**LUDHIANA**

<table>
<thead>
<tr>
<th>Date:</th>
<th>28th June 2016</th>
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<tbody>
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<tr>
<td>Location:</td>
<td>Ludhiana, Punjab</td>
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</tbody>
</table>

**Purpose:** IPR Awareness Campaign

**Speakers:** Mr Devender Trade Mark Examiner, Mr Susanta Das Assistant Controller of Patents and Designs

**CIPAM officer:** Mr. Mihir Pandey

**Highlights**

- DIPP in association with the Federation of Indian Export Organizations (FIEO) organized its 11th roadshow in Ludhiana.
- This show was organized by and CIPAM in partnership with the IP office and FIEO.
- The audience was 27 in number and comprised of primarily of local exporters but also few MSME and large business owners of the city. They were very pleased with brochures and the IPR policy, trademarks and patents brochures were the most taken by the audience.
- The show began with an introduction by the FIEO official present, after which CIPAM presented on the National IPR policy followed by the IP officers presenting on patents, trademarks and design. After the presentations there were a lot of questions from the audience. A majority of questions were about trademark filings. There were also a few questions on patents and designs.
- The audience was very pleased with the effort being made both in terms of a new policy being created and the awareness shows being conducted. They requested that more such shows be conducted on trademark and copyright which would be more in-depth and detailed.
Photos of the Roadshow

Kochi
Date: 29th June 2016
Partners: 55
Location: Kochi, Kerala

Purpose: IPR Awareness Campaign

Speakers: Mr. Anoop K Joy (Patents Office, Chennai) and Mr. Venkatesan Rajamani (Senior Examiner, Trademarks & GI, Chennai)

CIPAM officer: Mr. Raghav Arora

Highlights

- DIPP in association with the Federation of Indian Export Organizations (FIEO) organized its 12th IPR awareness roadshow in Kochi.
- It was a 3-hour session on IPRs which included presentations on the National IPR Policy, presentations on Patents, Trademarks, Designs and GIs.
- There was a participation of 55 people in the IPR session: these were all mainly MSMEs and students.
- Brochures on the National IPR Policy, Patents, Trademarks, Designs and Geographical Indications were distributed to the audience.
- The questions asked were mainly related to patents; registration process and the fees.
- The Patents Officer was further asked a lot of questions about patents during the networking session.
- FIEO has received excellent feedback from the attendees and are keen on doing more such roadshows in Kerala.

Photos of the Roadshow
Press Coverage of Roadshow No. 12
The Federation of Indian Export Organisations (FIEO) organised a road show on patents, trademarks and IPR policy in association with Indian Chamber of Commerce and Industry. Vishwanathan Ramalingam, Vice-President, Indian Chamber of Commerce and Industry, inaugurated the event. AK Vijaykumar, Assistant Director, FIEO, said that objective of the road show was to update exporters and the business community on procedures to be complied with while applying for patents, trademarks etc.
**PANAJI**

<table>
<thead>
<tr>
<th>Date: 1st June 2016</th>
<th>Partner Industry Association: CII</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants: 60</td>
<td>Location: Panaji, Goa</td>
</tr>
</tbody>
</table>

**Purpose:** IPR Awareness Campaign

**Speakers:** Mr. N. Ramchnder (Patents Office, Mumbai) and Mr. Abhishek Pandey (Trademarks & GI, Mumbai)

**CIPAM officer:** Mr. Raghav Arora

<table>
<thead>
<tr>
<th>Highlights</th>
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</thead>
<tbody>
<tr>
<td>DIPP in association with the CII organized its 13th IPR awareness roadshow in Panaji.</td>
</tr>
<tr>
<td>It was a 4-hour session on IPRs which included presentations on the National IPR Policy, its significance and incentives for Startups, MSMEs and other entrepreneurs followed by presentations on Patents and Trademarks.</td>
</tr>
<tr>
<td>There was a participation of 60 people in the IPR session: these were all mainly MSMEs and students.</td>
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<tr>
<td>A couple of attendees requested for special sessions on just GIs in the future for Goa.</td>
</tr>
<tr>
<td>Brochures on the National IPR Policy, Patents, Trademarks, Designs and Geographical Indications were distributed to the audience.</td>
</tr>
<tr>
<td>The Q&amp;A session comprised one and a half hours out of the total 4 hours. There were numerous questions on patents, trademarks, Geographical Indications and IPR Policy provisions. Majority of the questions were on Trademarks and patents.</td>
</tr>
<tr>
<td>Attendees asked questions on patents, PCT, Trademarks, Madrid Convention, incentives for startups.</td>
</tr>
<tr>
<td>An impromptu 15-minute session on the procedure for registration and incentives for startups &amp; MSMEs was organized after special request from the attendees.</td>
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</tbody>
</table>
Photos of the Roadshow
Press Coverage of Roadshow

The Times of India, Goa: Saturday, July 2, 2016

Entrepreneurs need to understand patents and intellectual rights

The Department of Industrial Policy and Promotion (DIPP) officially launched the Cell for IPR Promotion and Management, which aims to promote intellectual property rights (IPRs) in the country.

Navhind Times, Panaji: Thursday, June 30, 2016

CII workshop on IPR

CII Goa in association with the Department of Industrial Policy and Promotion (DIPP) is organizing a workshop on Intellectual Property Rights (IPR) and National IP Policy. The main objective of the event is to create awareness on IPR and its advantages, and to discuss the National IPR Policy 2016. It is for the benefit of all stakeholders, industries, and academia.

The conversations are expected to cover topics such as the importance of patents, trademarks, industrial design, copyright, trade secret, and other forms of IP. The programme is free of cost and is being held at the CII Goa office in Salgaver Centre, Rua de Orem.

Herald, Goa, Thursday, June 30, 2016

Workshop on IPR awareness, National IP Policy

Panaji: Confederation of Indian Industry (CII) in association with the Department of Industrial Policy and Promotion (DIPP) of the Government of India is organizing a workshop on IPR awareness and National IP Policy on July 3, 2016, between 2 pm and 6 pm at CII Goa State office, located on the first floor, Salgaver Centre, Panaji. Officials from DIPP and Intellectual Property Office (IPO) will be addressing the sessions on Introduction to patents and its importance, protection of brands, understanding the concept of trademarks, understanding other forms of IP such as industrial design, copyright, trade secret and its relevance to industries, nuts and bolts of the National IPR Policy. The programme is free of cost.
**TIRUCHIRAPPALLI**

<table>
<thead>
<tr>
<th>Date: 2nd July 2016</th>
<th>Partner Industry Association: CII</th>
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<tbody>
<tr>
<td>Participants: 60</td>
<td>Location: Tiruchirappalli, Tamil Nadu</td>
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</table>

**Purpose:** IPR Awareness Campaign

**Speakers:** Ms Laxmi Trademark office Chennai, Mr Hariram Patent Office Chennai

**CIPAM officer:** Mr. Mihir Pandey

**Highlights**

- DIPP in association with CII organized its 14th IPR roadshow show in Tiruchirappalli.
- The show lasted for a little over 2 and half hours. The session started with a welcome note from the director of CII in Tiruchirappalli. This was followed by CIPAM presenting on the National IPR Policy followed by the IP officers presenting on Trademarks, Patents and Designs. The audience was also very appreciative of the brochures that were handed out.
- The audience comprised of 60 people. The audience was a mix of businessmen, students, and lawyers. There were a large number of individuals from the IT industry. The audience was very attentive and asked questions after each presentation.
- There were a lot of questions about copyrights and patenting, especially about patenting of software. The audience was pleased with the positive stand and the actions being taken in the new policy and by DIPP. After the session during tea and coffee there were a lot of questions asked and suggestions made. People were also keen on more detailed workshops on copyrights and patents.
Photos of the Roadshow
**SURAT**

Date: 5th July, 2016  
Partner Industry Association: CII

Participants: 50  
Location: Surat, Gujarat

**Purpose: IPR Awareness Campaign**

Speakers: Mr. N Ramachander, DC Patent Office Mumbai; Dr Suhas Kulkarni, Deputy Controller General of Patents and Designs, Mumbai; Mr Susheel Kumar Pndey, Examiner, Trademarks and GIs, Mumbai

CIPAM officer(s): Mr. Aditya Kumar

**Highlights**

- DIPP in association with the Confederation of Indian Industry (CII) organized this roadshow at SVNIT, Surat.
- It was a five-hour session on IPRs which included presentations on the IPR Policy, Patents and Trademarks followed by a Q&A session.
- There was a participation of 50 people in the IPR session: these were all mainly entrepreneurs and people from industry.
- There was a group discussion for 1.5 hours conducted in which all the participants, media and organisers debated on the policy and the IP ecosystem in India.
- The Q&A session was fruitful as there were technical queries about the portal ipindia.nic.in.
  - One person said that only abstract of a registered patent is shown on the portal, instead of the full description.
  - One person complained that he filed for a copyright 20 years ago and did not receive any communication since then.
  - One person asked why he should not file his patent in the US due to long examination period in India.
  - There were numerous questions on GIs, such as how are they protected, why should there not be GIs granted for many more objects, etc.
Photos of Roadshow
HARIDWAR

<table>
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<tr>
<th>Date: 6th July 2016</th>
<th>Partner Industry Association: CII</th>
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<tbody>
<tr>
<td>Participants: 30</td>
<td>Location: Haridwar, Uttarakhand</td>
</tr>
</tbody>
</table>

Purpose: IPR Awareness Campaign

Speakers: Dr. S.S. Singh (Deputy Controller of Patents, Delhi) and Mr. Hemant Khosla, (Trademarks Registry, Delhi)

CIPAM officer: Mr. Pratul Tandon

Highlights

- DIPP in association with the Confederation of Indian Industry (CII) organized its 16th IPR awareness roadshow in Haridwar (SIDCUL), Uttarakhand.
- It was a 3-hour session on IPRs which included presentations on the IPR Policy, Patents and Trademarks. There was a discussion on the procedures for registration and its benefits to the MSME sector.
- The event started with Mr. Rajesh Kohli, AGM, BHEL HEEP, Haridwar giving a brief introduction on the importance of IPR and thanking DIPP for conducting the show.
- There was a participation of 30 people in the IPR session, mainly medium-scale businessmen and IP students.
- Brochures on the National IPR Policy (in English and Hindi), Patents, Trademarks, Designs and Geographical Indications were distributed to the audience.
- The Q&A session comprised one and half hour out of the total 3 hours. There were numerous questions on patents, trademarks and the IPR Policy provisions. The majority of the questions were on patent procedures, trademark applications and enforcement.
- People suggested that the government to provide online modules like distance learning modules, on basics of IPRs for the general public.
- The audience was quite impressed to know about the online filling and the SIPP scheme. There was a huge support among the audience to have a similar scheme for MSMEs.
- The audience were of the opinion that enforcement and judicial remedy for IPRs needed strengthening and change. There was discontent regarding piracy and lack of effective enforcement in the area.
- There was a suggestion to have facilitators to help and guide MSMEs fight against IP infringement as it costly to do so.
- There was a request to have more such shows in other parts of Uttarakhand, especially Dehradun as people want to be updated on the developments taking place in the IP system.
Photos of Roadshow
Press Coverage of Roadshow


Source: http://www.jagran.com/uttarakhand/haridwar-14273516.html
INDORE

<table>
<thead>
<tr>
<th>Date: 7th July, 2016</th>
<th>Partner Industry Association: CII</th>
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<tbody>
<tr>
<td>Participants: 40</td>
<td>Location: Indore, Madhya Pradesh</td>
</tr>
</tbody>
</table>

Purpose: IPR Awareness Campaign

Speakers: Mr Pinkesh Jain, Asst Controller of Patents and Designs, Mumbai; Mr Atul Singh, Examiner, Trademarks, Mumbai

CIPAM officer(s): Mr. Aditya Kumar

Highlights

- DIPP in association with the Confederation of Indian Industry (CII) organized this roadshow at the Crystal IT Park, Indore.
- It was a five-hour session on IPRs which included presentations on the IPR Policy, Patents and Trademarks followed by a Q&A session.
- There was a participation of 40 people in the IPR session: these were all mainly engineers, entrepreneurs and people from industry.
- The Q&A session lasted two hours.
  - There was a long discussion on software: why is patenting not allowed in software? Why should govt support Open Source software? Why is software not treated as an invention?
  - Is semiconductor design patentable?
  - Is the govt’s focus on innovation or on protecting social good?
  - If govt wants to promote innovation, why does it not grant more funds to those who have patents to further engage in research? (person suggested granting 20-30 lakhs straightaway)
  - Regarding Startup India scheme: one startup asked that for the qualifying criterion for the scheme (patent filed), does the patent need to be filed in the startup’s name or the owner’s name?
Photos of Roadshow
The Times of India

New govt policy aims to merge IPRs into one dept

Indore: The nationalization, digitization and education of Intellectual Property Rights (IPR) were the focal points of discussion at IP Awake, an awareness programme organised on Thursday by Confederation of Indian Industry (CII) in association with Department of Industrial Policy and Promotion (DIPP) at Crystal Park.

"The old National IP policy was very fragmented. Copyright registration was under Ministry of Human Resource Development, patent and trademark registration under DIPP and so on. The new policy aims to consolidate various kinds of IPR under one nodal department," says Aditya Kumar, manager, Cell for IPR Promotion and Management (CIPAM).

CIPAM is the new cell under DIPP that will bridge the gap between Copyright, Patent, Trademark, Geographical Indication (GI), Industrial Design and other IPRs. The cell focuses on effective implementation through collaborations with the state authorities, academic institutions and industrial associations. "The phase-2 of our awareness drive will be incorporated as a part of school curriculum," says Kumar who is in talks with NCERT.

Aditya Kumar of the Cell for IPR Promotion and Management (CIPAM), DIPP, Ministry of Commerce and Industry explained in details of the recently launched National IP Policy-2016 and appraised people about the benefits to Start-up companies towards promoting the IP filings.

Pankesh Jain, Assistant Controller of Patents and Designs, Patent office Mumbai, DIPP laid stress on Importance of IP especially for small scale industries and also explained Importance of Patents and Designs and its filing procedures.

Atul Kumar Singh, Examiner, Trade Marks & Geographical Indications, Trade Marks Registry Mumbai, DIPP explained about trademarks and geographical indications (GI) and their advantages to the participants. Rajendra Joshi, Chairman, CII Malwa Zonal Council & Vice-President, John Deere India Pvt. Ltd, welcomed the participants. Around 50 participants from different industries, institutes and academia took part in the road show.


Road show held on IPR, National IP Policy

Indore: Department of Industrial Policy and Promotion (DIPP) organized IP Awake: CII-DIPP road show on IPR and National IP Policy here at Crystal IT Park on Thursday. Officials from DIPP and Intellectual Property Rights office (IPD) addressed the sessions. Main objective of the event was to create awareness on Intellectual Property Rights and its advantages and also to discuss new National IPR Policy 2016.

Aditya Kumar of the Cell for IPR Promotion and Management (CIPAM), DIPP, Ministry of Commerce and Industry explained in details of the recently launched National IPR Policy-2016 and appraised people about the benefits to Start-up companies towards promoting the IP filings.

Pankesh Jain, Assistant Controller of Patents and Designs, Patent office Mumbai, DIPP laid stress on Importance of IP especially for small scale industries and also explained Importance of Patents and Designs and its filing procedures.

Atul Kumar Singh, Examiner, Trade Marks & Geographical Indications, Trade Marks Registry Mumbai, DIPP explained about trademarks and geographical indications (GI) and their advantages to the participants. Rajendra Joshi, Chairman, CII Malwa Zonal Council & Vice-President, John Deere India Pvt. Ltd, welcomed the participants. Around 50 participants from different industries, institutes and academia took part in the road show.

Source: http://www.freepressjournal.in/indore/road-show-held-on-ipr-national-ip-policy/885649
Date: 8th July, 2016

Partner Industry Association: CII

Participants: 35

Location: Lucknow, Uttar Pradesh

Purpose: IPR Awareness Campaign

Speakers: Mr. Ankur Aggarwal, Assistant Controller of Patents and Designs, Delhi, Mr. Dinesh Khurana, Examiner, Trademarks and GIs, Delhi

CIPAM officer(s): Mr. Aditya Kumar

Highlights

- DIPP in association with the Confederation of Indian Industry (CII) organized this roadshow at the CII UP Head Office in Lucknow.
- It was a three and a half-hour session on IPRs which included presentations on the IPR Policy, Patents and Trademarks followed by a Q&A session.
- There was a participation of 35 people in the IPR session: these were all mainly entrepreneurs and people from industry.
- The Q&A session was fruitful. Questions pertaining to the SIPP scheme and the PCT mechanism came forth.
  - There were queries such as - For an invention (drug etc.) that has a prior patent for a specific function, why is a patent not granted for another function if discovered (for the same drug)? The person said that in other countries it is allowed.
  - What is traditional knowledge? How to protect Traditional Knowledge: fishing patterns etc.?
  - Questions regarding which forms to fill for patent application? Whom to contact?
Photos of Roadshow
Date: 9th July, 2016
Partner Industry Association: CII

Participants: 30
Location: Mangalore, Karnataka

Purpose: IPR Awareness Campaign

Speakers: Mr. M. Ram Jawahar (Assistant Controller for Patents and Designs office, Chennai) and Ms. M. Abirama Sundara Valli, (Senior Examiner for Trademarks and GI Registry, Chennai)

CIPAM officer: Mr. Pratul Tandon

Highlights

- DIPP in association with the Confederation of Indian Industry (CII) organized its 19th IPR awareness roadshow in Mangalore, Karnataka.
- It was a 3-hour session on IPRs which included presentations on the IPR Policy, Patents, Trademarks and Geographical Indicators (GI). There was a discussion on the procedures for registration and its benefits to the startups and MSME.
- The event started with Mr. Ram Mohan Pai Maroor, President, Kanara Chambers of Commerce & Industry (KCCI), Mangalore and Mr. Kalai Socrates, Deputy Director, MSME-DI, Mangalore giving a brief introduction on the importance of IPR and thanking DIPP for conducting the show.
- There was a participation of 30 people in the IPR session, mainly members from the KCCI, Pharma students, IP attorneys and family owned businessmen.
- Brochures on the National IPR Policy (in English), Patents, Trademarks, Designs and Geographical Indications were distributed to the audience.
- The Q&A session comprised one and half hour out of the total 3 hours. There were numerous questions on patents, trademarks and the IPR Policy provisions. The majority of the questions were on IPR policy and its benefits and enforcement.
- There was a huge support among the audience to have a similar scheme like the SIPP scheme for the MSMEs and other businessmen.
- The audiences wanted the government to come up with platforms that can connect academicians and research scientist to venture capitalist and technology incubators abroad. This is primarily because of lack of funds and technology support in the area.
- The audience were of the opinion that enforcement and judicial remedy for IPRs needed to strengthen. There was discontent regarding piracy and lack of effective enforcement in the area.
- People also wanted a show to be organized for the police personal so that enforcement can be strengthened.
- There was a request to have more such shows in other parts of Mangalore, especially in the Universities and colleges.
Photos of Roadshow