



Seminar on **Importance of Intellectual Property Rights in Innovation Management**

Thursday, 26th July 2018, 11:00 am
Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh.



In the changing global scenario, the issues of IPR have gained special importance for the MSMEs and Start-ups. IPR protection plays a key role in gaining competitive advantage in terms of technological gains for achieving higher economic growth in a market driven economy. It is felt that IPR requires greater understanding and attention by the industry, particularly the MSME and Start- Ups. In order to remain competitive and relevant in today's' knowledge based economy, there is always the constant need to research and innovate.

Against this backdrop, under PHD-KAS Cooperation Project, PHD Chamber of Commerce and Industry in collaboration with Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh is organizing an **One Day National Seminar on "Importance of Intellectual Property Rights in Innovation Management" on Thursday, 26th July 2018** at 11:00 am Indira Gandhi National Tribal University, campus Amarkantak, Madhya Pradesh.

The objective of the seminar :

- To significantly raise the level of awareness and interest/knowledge about IPR Issues.
- To develop a broad understanding of the need to integrate IP in their innovation

strategies business planning.

- **To improve protection of IP achievements through increased registration of rights and increased use of non-registered protection methods.**
- **To fill the Academia- Industry interface and reap benefits arising out of protection of intellectual property**

We feel that this seminar will be very helpful in empowering tribal students , artisans, Start-ups and Academics in adopting the best practices in generation, protection and efficient management of their intellectual assets.

Kindly confirm your participation by sending us a duly filled in Response Slip which is appended herewith by mailing at kanchanzutshi@phdcci.in; coe@igntu.ac.in, mithilesh@phdcci.in; dean.pharmacy@igntu.ac.in

Yours Sincerely

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