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AWARENESS PROGRAMME STRESSES ON IMPORTANCE OF IPR

Indian businesses need to understand the importance of intellectual property rights. It helps to set ones business apart from its competitors, besides, selling and licensing of the business. It provides for a revenue stream of the business and offers customers novelty and uniqueness. Considering these important factors, an awareness programme on 'Intellectual Property Rights' was organised by World Trade Center Goa along with MSME Development Institute Goa. n Technology said that the Patent Information Centre's main role is to facilitate registration of Intellectual Patents within the state. Mr. Parab informed that the Centre deals with other areas that come under the IPR like trademarks, copyrights, industrial designs and GI. He further informed that Goa has now got the GI for Cashew Feni and Khola Chillies. Mr. Parab advised innovators to restrain from making publicity of new products before getting exclusive rights as offered under patent registration. Mr. K. Devaraj, Director, MSME Development Institute Goa spoke on various financial assistance for grant of patent / registration under Geographical Indication (GI) of Goods that covered domestic patents, foreign patents and trademark. Mr. Devaraj emphasised on the need to set up IP Facilitation Center to cater to needs of MSMEs in the state. Chief guest, Mr. Deepak Parab, Nodal Officer, Goa State Patent Information Centre and Project Scientist (Environment), Goa State Council for Science and "Necessity is the mother of inventions that encourages ideas to be turned into commercially viable products", said Mr. Sadanand Verenkar, Managing Director, Sunshine Electric Co. Pvt. Ltd and Guest of Honour at the event, while speaking on the process for finding new products. Mr. Verenkar said that innovations done after research and development must be registered under IPR to enable the innovator to fully exploit the commercial value of the creation. Mr. Darshan Vani, Proprietor, Vaibhav Times and Guest of Honour at the event said that the time taken to register under IPR is very long and hence this creates a loophole for copying of products. Mr. Vani made an appeal to the authorities to speed up the time taken to grant registrations and help industry to safeguard its products from being copied. Speaking on the cluster approach, Mr. Prasad Kulkarni, Assistant Director, MSME, Development Institute, Goa, said that clusters would bring manufacturers of a similar product under a single roof, providing common manufacturing facilities and hence he was of the opinion that under these circumstances registering for IPR is important to a company to safeguard its products from being copied by other existing companies in the cluster and also by their competitors. Advocate Ms. Shalini Sitaraman Menezes, Director, SimSim Advisory Pvt. Ltd, made a detailed presentation on IPR. Ms. Menezes explained the concept of IPR and its classification and characteristics. She also explained the difference between intellectual property (IP) and intellectual property rights (IPR) and detailed the different aspects available under IPR. She also gave insightful explanations on copyright, trademark and patents. In conclusion, she spoke on the subject of trade secrets. Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa introduced the Center's activities and spoke of the importance of protection of a company's products through registration under IPR, especially if it trades globally.

The awareness programme was held at Hotel Fidalgo, Panaji, Goa on January 9, 2020.