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"Profitability is ENSURED when business is SECURED"

The world economy has found itself in a very challenging time, courtesy the continuing effects of COVID -19 and its subsequent turmoil. However, on the positive side, reports say that India along with some other South East Asian Countries like Vietnam and Indonesia among others, could witness a spurt in Economic Activity stimulated by the massive investments that are projected to take place in these countries especially in the manufacturing sector, based on their inherent advantages of abundant supply of natural resources and low cost of labour. subsequent losses that may occur. With this objective in mind World Trade Center Goa in association with Micro, Small and Medium Enterprises Development Institute (MSME DI) Goa, organised an awareness webinar on Intellectual property to enlighten MSMEs on the various verticals of the IPR that they could use to protect the irrispective Intellectual Property, which they may have painstakingly developed and established over a period of time. Speaking at the webinar, Chief Guest, Mr. A. R. Gokhe, Director MSME DI Goa, said that this webinar would act as a catalyst to educate MSMEs on IPR and its components. He also informed about the various new projects that the Government of India has introduced, especially the "Atma Nirbhar Bharat" scheme which translates to "Self-sufficient India", which will help boost local manufacturing and attract more players in the field, and thus IPR would help them immensely in safeguarding their Intellectual property. However, this scenario while attracting numerous firms from across the globe would require a robust Intellectual Property Rights (IPR) regime to be put in place to safeguard companies from unwarranted and clandestine duplication of their Intellectual Property and the Guest of Honor, Mr. Joseph Mathew, President - Margao Industry's Association and Managing Director - Elecon Constructions Pvt.Ltd, was of the opinion that 'Patents' under the IPR umbrella would be very helpful to the MSMEs. He pointed out advantages and disadvantage under this IPR vertical and also spoke on the support that MSMEs would require from the MSME DI in getting the patent registered for their products. Speaking on the occasion, Adv. Eeshan Usapkar, shared an in-depth knowledge on the topic of intellectual property rights, he then elaborated on the various types of Intellectual Property, namely, Patents, Designs, Trademark and Geographical Indications and also explained the meaning of each of these verticals under the IPR Regime. Adv. Usapkar guided the MSMEs on choosing the most appropriate IPR vertical for their product as well as the procedure on how to get it duly registered in their favour. The webinar also featured a very interesting Q & A session. Attendees requested to have separate, specific and detailed webinars on each vertical under the IPR umbrella to enable them to fully understand and take full advantage of the inherent benefits that each vertical has to offer. In his closing remarks Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa, expressed that given the current scenario and the positive projections of possible growing investments in India, IPR would play a major role going forward and WTC Goa would extend its support to the MSMEs in having their products duly registered under the IPR umbrella.

The Webinar was held on Nobember 26, 2020