

CLUSTER LEVEL IP AWARENESS PROGRAM FOR LEATHER CLUSTER



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Cluster level IP Awareness program

An initiative of the office of the Controller General of Patents, Designs and Trademarks (CGPDTM) in association with Industry Associations (CII, FICCI, ASSOCHAM)

A. About the Initiative

Background: In the globally competitive environment, intellectual property has placed itself on a pedestal in the context of economic growth and has become more important than ever. Intellectual Property is the fuel that powers the engine of prosperity, fostering invention and innovation. Being an intangible asset, Intellectual Property plays a very important role in the socio-economic ecosystem and their creation and protection is essential for the sustained growth of a nation. Increasing significance of intangible assets in the global economy is forcing business organizations to actively manage the role of IP as a key driver for building and sustaining their competitive advantage and achieving superior performance.

Intellectual Property Rights (IPRs) are exclusive rights over such intellectual property granted to creators / holders which protect their rights from misappropriation by third parties without their authorization. They are now not only being used as a tool to protect creativity and generate revenue but also to build strategic alliances for socio-economic and technological growth. Accordingly, in order to foster the protection of innovations and creativity, the Intellectual Property Office under the Ministry of Commerce and Industry is dedicated to mobilize the use of such technological advancement for the economic development of the country.

Intellectual Property Laws in India are TRIPS compliant and coupled with a strong enforcement mechanism and a vibrant judicial system, they create the best investment opportunities and a conducive environment for protecting IP Rights in order to enable the industrial community to diversify its commercial activities.

India has also developed a national framework for creation and protection of IPRs, which is continuously evolving and meets global standards. The challenge before the country is to scale up the process of IP creation and capture value from the scientific and technological creations to catapult the country into the league of most innovative and developed nations.

Recognizing the importance of intellectual property, the Hon'ble President of India declared the decade of 2011-2020 as the Decade of Innovation. The future prosperity of India in the new knowledge economy would increasingly

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depend on its ability to generate new ideas, processes and solutions, and the process of innovation would convert knowledge into social good and economic wealth. The President called upon the people to step up expenditure on research to pursue innovation in a big way. In a globally competitive world, India had to unleash its innovation potential to increase capacity, productivity, efficiency, and inclusive growth. “The spirit of innovation has to permeate all sectors of economy from universities, business and government to people at all levels.”

Relevance and Importance of Intellectual Property Rights for cluster – The times are changing and now we can no longer count on a large and regulated market to shelter us in the 21st century. In today’s globalised scenario, industries need to step up their efforts and ability to innovate to make better products and become more proactive to protect their innovations. Innovation- the successful exploitation of new ideas- is the key business process that enables one to compete effectively in the increasing competitive global environment. It is now critical for the Indian industry to understand the implications of Intellectual Property protection – both legal and economic, to protect its own business interests in India and abroad.

However, Indian industry is yet to realize the potential role of intellectual property rights despite their inherent innovative capability. This is evident from the applications filed for protection of intellectual property rights. There exists a two-fold need with respect to intellectual property rights in India:

- Greater understanding across the industrial sector about the fundamentals and different facets of IP and,
- Advanced learning in the area of patents in order to provide trained individuals who can perform at peak potential from early in their career.

In this background, the Intellectual Property Office, in association with the Industry Associations namely the Confederation of Indian Industry (CII), the Federation of Indian Chambers of Commerce & Industry (FICCI) & ASSOCHAM, has planned to conduct a series of cluster specific awareness programs on IP in year 2013-2014 to create Intellectual Property awareness among the specific clusters so as to encourage these clusters to promote Intellectual Property Right protection.

Cluster level IP Awareness program

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A.1 Cluster Selected for 2013

The following clusters 12 clusters have been identified for these awareness programs:

1. Auto - Chennai
2. Leather - Ambur TN
3. Handloom - Ludhiana
4. Leather - Kanpur
5. Gems and Jewellery - Surat
6. Foundry - Belgaon
7. Auto - Pithampur Indore
8. Engineering & Technology - Nasik MH
9. Chemical - Ankleshwar
10. Machine Tools - Bangalore
11. Auto - Pune
12. Coir - Alappuzha Kerala

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A.2 Methodology

The following methodology were used in conducting these awareness programs.

Step-I:

A one day awareness programme was held, which is designed with topics covering various aspects of intellectual Property rights including Introduction to Technology Transfer, IP Licensing, Valuation and Auditing and IP Commercialization to offer a comprehensive introduction and up-to-date knowledge to all the participants, particularly those work deals with intellectual property and its effective protection. The program will also focus on issues relating to Enforcement of IPRs & Remedies against Infringement. The 1-day programme would be tailored made as per the specific clusters' requirement.

Step-2:

The following activities was undertaken by the Industry associations.

- Mapping of Awareness levels currently existing and advice on the way forward, based on questionnaire distributed in the workshop.
- Identifying & short-listing protectable products / processes- creation of a repository of technologies/ products / processes which could be protected through IPRs.

Step-3:

- Identifying suitable IP Protection for the products/processes or designs identified.
- Suggesting mechanisms for protection of intellectual property.
- Developing a Road Map for IP Management Practices.
- Handholding activities by Industry Associations for filling IP applications.

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B. Objectives

The Intellectual Property Office has selected twelve clusters out of 39 clusters being supported by Department of Industrial Policy & Promotion under the Industrial Infrastructure Upgradation Scheme (IIUS) for conducting the IP Awareness programs. The overall objective of the training programme is to give both advisory and protection services. The objectives of these awareness programs are mentioned below.

- To sensitize the clusters about Intellectual Property Right and their protection.
- To identify protectable innovations.
- To suggest steps for transforming innovations into proprietary assets.
- To use IP information, particularly relating to patents and designs, for further research and development in developing new product and process.
- Utilize the IP information in their business development.

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

C. PLACE & VENUE

Confederation of Indian Industry (CII) in collaboration with Intellectual Property Rights office India, under Department of Industrial Policy and Promotion (DIPP) and with support of Industrial Infrastructure Services (India), SPV Leather Unnao conducted the Cluster level Awareness Session on Intellectual Property Rights for Leather Cluster on 5th Dec 2013 at UPSIDC Leather Technology Park Banthar Unnao, Kanpur.

Among the major leather clusters in India, Kanpur occupies a prominent place as it has a diversified product range and uniqueness also. It is famous for processing for buffalo leather and only centre in India manufacturing saddlery items which are by and large exported only. This cluster has remained on growth trajectory during last decade and doubled its export during last six years. As leather and leather product sector is closely integrated with global market, a leather cluster has to remain competitive so as to position in itself in global and also in domestic market.

Uttar Pradesh State Industrial Development Corporation, the premier industrial promotion and infrastructure development undertaking of the State Government has been the driving force behind scores of industrial ventures since 1961

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

Annexure I Detailed Programme

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

ANNEXURE I

Detailed Programme

0900 – 1030 Hrs	REGISTRATION & WELCOME TEA/ COFFEE	
1030 – 1100 Hrs	OPENING SESSION	
	Welcome Address Brief on the objective of the program	Mr N R Meena Assistant Controller of Patents & Designs Intellectual Property Office(IPO)
	Address Achievements of Leather Industry in sustainable development in the region	Mr S M Shahid Sr Director SPV & Stake Holder-Crescent Tanners / ShoeMac Group
	Keynote Address SPV Projects towards EMS goal and achievements	Dr S Awasthi CEO, SPV Leather IIS (India) CETP/CHWDF Projects at Unnao
	Chief Guest	Padamshree Irshad Mirza Chairman, Mirza Group
	Vote of Thanks	Mr O P Pandey Regional Director (CR) Council for Leather Exports, Kanpur
1100 – 1230 Hrs	Technical Session I: <i>Introduction to IPR: A Basic Overview of all forms of Intellectual Property Rights & its importance with examples.</i> • <i>Why IPR</i> • <i>IPR and Business Competitiveness</i> • <i>Patents</i> • <i>Copyrights</i> • <i>Trademarks & Service marks</i> • <i>Geographical Indicators</i> • <i>Industrial Designs</i> • <i>Trade Secrets</i> • <i>Plant Varieties</i> • <i>Semi Conductor Integrated Circuits lay out designs</i> Different aspects of Design and Trademark related issues specific to leather Cluster with the Case Studies	
	Speaker	Mr N R Meena Assistant Controller of Patents & Designs IPO
		Mr Omesh Puri Senior Associate Lexorbis
1230 – 1330 Hrs	Lunch	

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

1330 – 1430 Hrs	Technical Session II	
	➤ <i>Introduction to technology Transfer, IP Licensing, IP Valuation & IP Audit</i> ➤ <i>IP Commercialisation</i> ➤ <i>Case Studies on IP Commercialisation & Appreciation of Revenue Models</i> ➤ <i>Case studies on IP Management</i>	Mr Omesh Puri Senior Associate Lexorbis
	The Leather Industry and the status of Central region and U.P.	Mr O P Pandey Regional Director (CR) Council for Leather Exports, Kanpur
	Q&A session	
1430 – 1500 Hrs	Technical session III: Enforcement of IPRs & Remedies against Infringement: Case Laws	
	Speaker	Mr Omesh Puri Senior Associate Lexorbis
		Mr N R Meena Assistant Controller of Patents & Designs IPO
	Q&A	
1500 – 1530 Hrs	Technical Session IV: Interactive & Feed Back Session	
1500 – 1530 Hrs	Technical Session V: Issues identified in the Cluster Road map ahead	
	Speakers	Mr Omesh Puri Senior Associate Lexorbis
		Mr N R Meena Assistant Controller Intellectual Property office, India
1530 Hrs	Close of the Proceeding	

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

Annexure II

Speaker(s) profile

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

ANNEXURE II

S Awasthi

CEO, SPV Leather IIS (India)
CETP/CHWDF Projects at Unnao

Dr Subhash Awasthi is a Chartered Environmentalist. He has written many papers and manuals of national and international level like UNIDO and conducting many research activities for prevention and control of pollution focused at Leather Industries which are use to many other sectors too. Recently his inventive R&D work named as “Green Road from Blue Waste” for utilization of tannery ETPs waste in National Highway construction has been recognized by MoST, GOI. His past R&D for “Waste Fleshing to Oil & Energy” has been recognized by a Dutch Government and a pilot project was set-up at Banthar Unnao which at-least proved the process technology and now awaiting funds for expanded working module. He is the CEO of Industrial Infrastructure Services (India), formed as a Special Purpose Vehicle on the guidelines of Department of Industrial Policy and Promotion, Government of India, for CETP & Hazardous Waste Management at UPSIDC Leather Technology Park, Banthar, Unnao, Uttar Pradesh and facilitating about 60 leather & allied industries. He has written many papers and remains engaged in many R&D activities for environmental protection. He has also been National Expert for UNIDO for North India in the region of Kanpur-Unnao. His recent paper was also accepted at Belgium based university. He has many other R&D activities for the prevention and control of pollution from the tanning industry. So far about 400 to 500 students from various universities and engineering colleges have been benefitted in Environmental management and leather processing technological studies and thesis preparation through CETPs solely under his guidance.

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

Omesh Puri

*Senior Associate
LexOrbis IP Practice*

Mr Omesh Puri is a Senior Associate with the Trade Marks team at LexOrbis IP Practice, having over 7 years experience in Intellectual Property practice. He has undertaken a wide array of aspects in the areas of trademarks, copyright and designs. In addition, he also has significant experience in Litigation at various Courts of India and the Intellectual Property Appellate Board. His current focus, along with Trade Mark prosecution and contentious matters is the transactional practice across other areas of Intellectual Property'.

O P Pandey

*Regional Director (CR)
Council for Leather Exports, Kanpur*

Mr Om Prakash Pandey, Regional Director, Council for Leather Exports (CLE), has been working in the Organisation for almost 30 years with full dedication. He has done his Master Degree in Ancient History, Culture & Archeology from Gorakhpur University.

Started career as a Lecturer, he joined the erstwhile Export Promotion Council for Finished Leather & Leather Manufacturer in 1983. Later on after formation of new Council i.e. Council for Leather Exports, he joined the new Council in 1984. He worked in different Departments of the Council i.e. Administration, Publicity, Policy, Market Research Cell etc. & headed these departments.

Also headed the Regional Offices of the CLE in Southern, Northern & at present heading the Central Regional Office. He has been deputed to organise & coordinate in the International & National levels Fairs/Buyer-Seller Meets and Road Shows held every year Globally in the interest of export promotion from the Country.

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

Annexure III

List of Registered Participants

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

ANNEXURE III

Cluster level Intellectual Property Awareness Program (Cluster: Leather) 5 December 2013; Industrial Infrastructure Services India; UPSIDC Leather Technology Park Banthar Unnao, Kanpur			
S. No.	Name	Designation	Company
1	Pravez Akhtar	Manager	Ruksh Enterprises
2	Mohd. Mushahid	Manager	Calico Trends
3	Annop Kr. Singh	Manager	Saba Exports
4	Santosh Kumar Dixit	GM	Ruksh International
5	Farhan Ajmal	Partner	Calico Trends
6	A.R. Khan	Director	Super Some Ltd
7	Omash Puri	Sr. Associate	Lex Orbis
8	N.R. Meena	AC	IPO Delhi
9	Nafees Azmad	Director	Allied Leather Finishers (P) Ltd
10	Akhtar Qaiyum	Partner	Allied Eximg
11	Qamar Rizwan	Director	Homera Industries
12	G.M. Misra		Raj Steel
13	J.S. Yadav	DIE Unnao	GMDIC
14	Ram Karan		
15	Mahmood	Director	Everest Tang (P) Ltd
16	S.M. Shahid	Director	Crescent (P) Ltd
17	Taj Alam	President	UP Leather Ind Associations
18	S. Awasthi	CEO	SPV Leather (IIS) India
19	Ibat Ishtique	MD	Unna Saba Exports Group
20	Narayan Ji Jha	DGM	Leayan Global (P) Ltd
21	Tabaez Alam	DGM	Oxford Panner
22	R.S. Singh		
23	Naushad		Model Exims
24	Irshad Mirza	Chairman	Mirza Intl
25	O.P. Pandey	Regional Director	Council for Leather Export

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

Annexure IV

Feedback

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

ANNEXURE IV

FEEDBACK

Evaluation of the programme was done on the following basis:-

- Overall Programme Evaluation
- Programme Structure
- Quality of Sparkers
- Content of Presentation
- Level of Learning

Feedback from Participants

As per the feedback received by the participants present at the workshop the quality of the speakers and the content

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

PRESENTATIONS

OVERVIEW OF DESIGNS REGISTRATION PROCEDURES & PRACTICE

BY

N.R.MEENA

Assistant Controller of Patents&Designs

Govt.of India,IPO New Delhi

PATENT

If an automatic exposure control mechanism is invented for first time such invention (I.e. new technology) can be protected by patent law.

TRADEMARK

Trademark“Canon”can be protected by Trademark law.

DESIGNS

A Design of camera's appearance can be protected by Design Law. Design right is valid for 10 years from the date of its registration and it may be extendable for another period of 5 years.























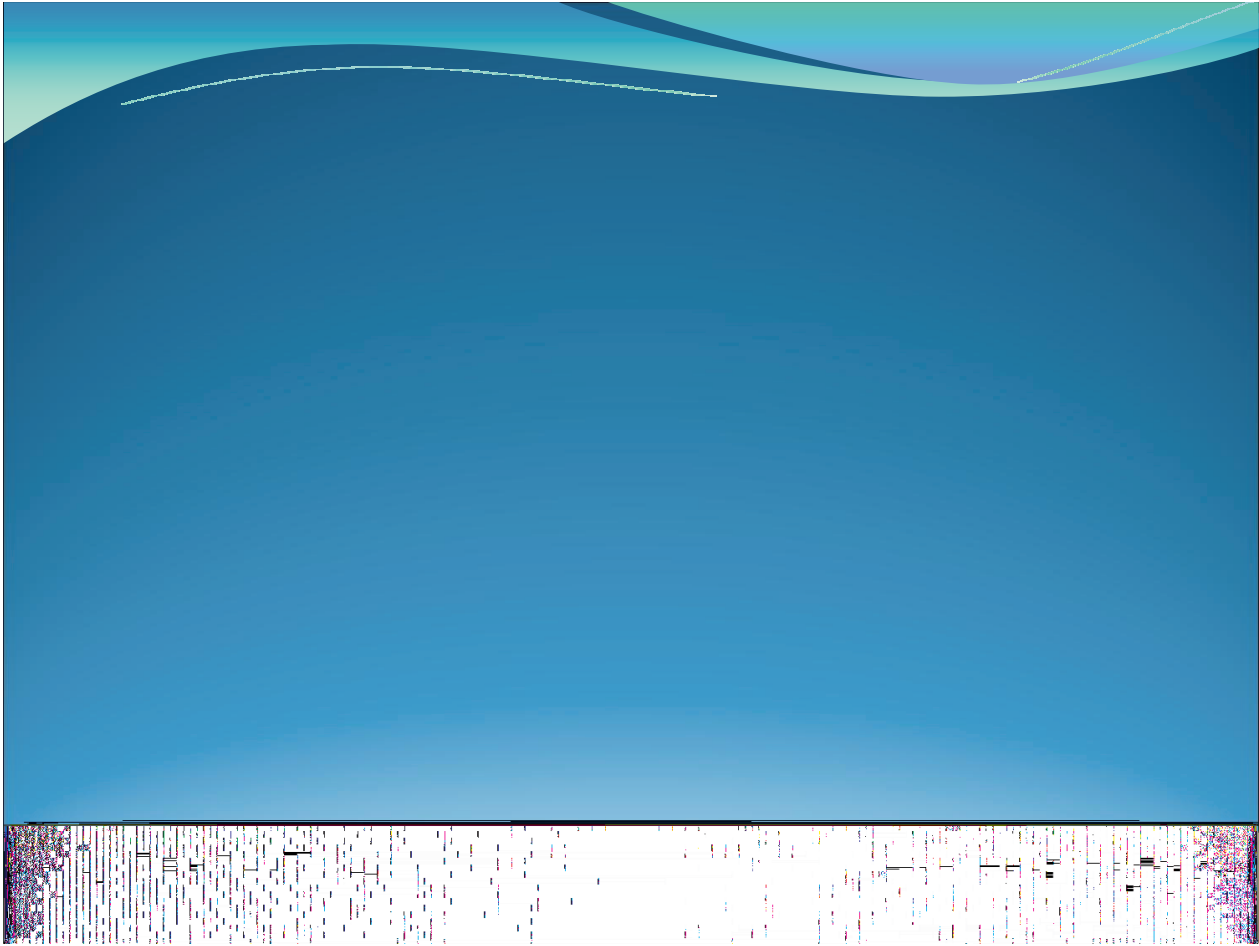






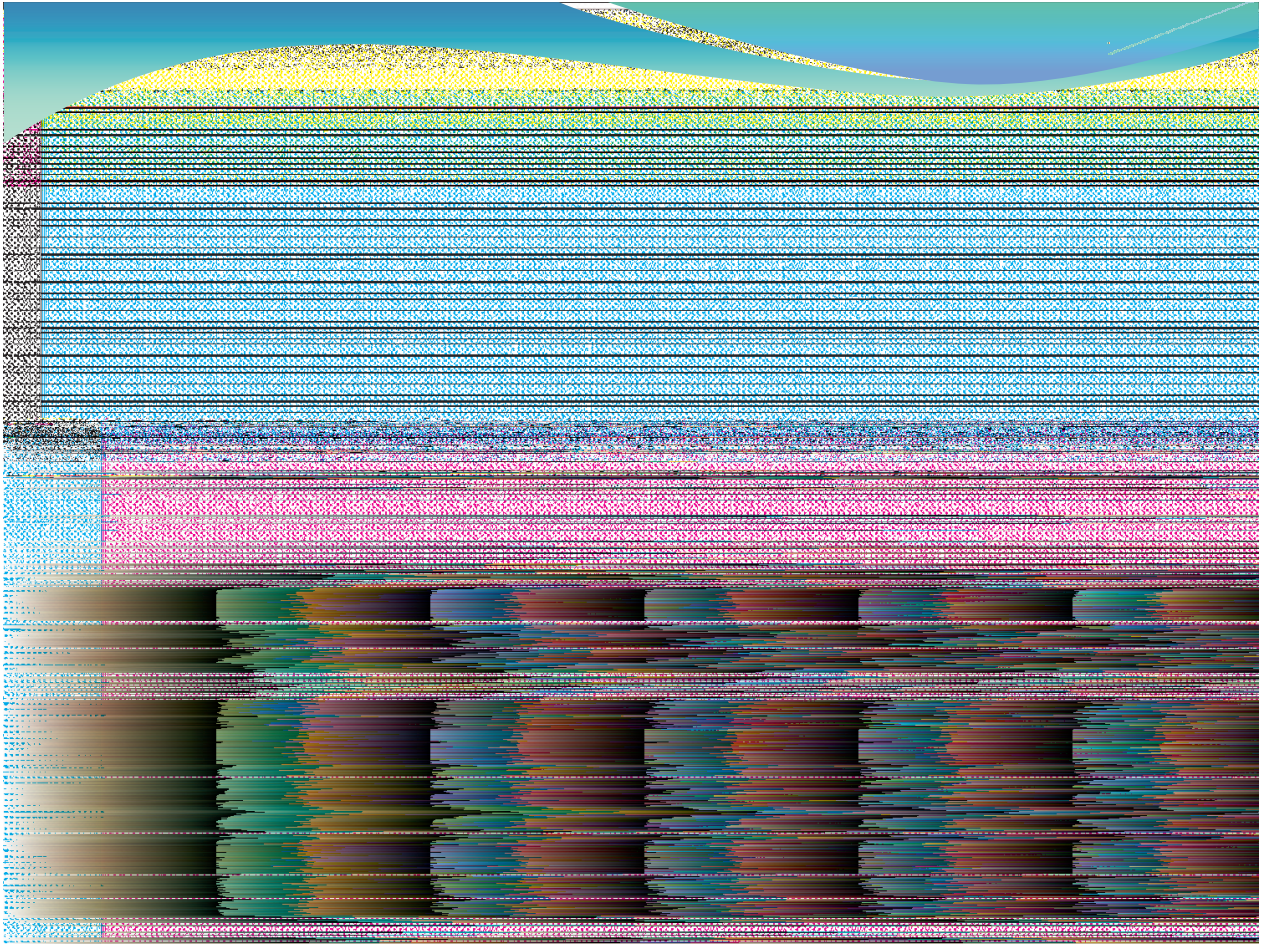


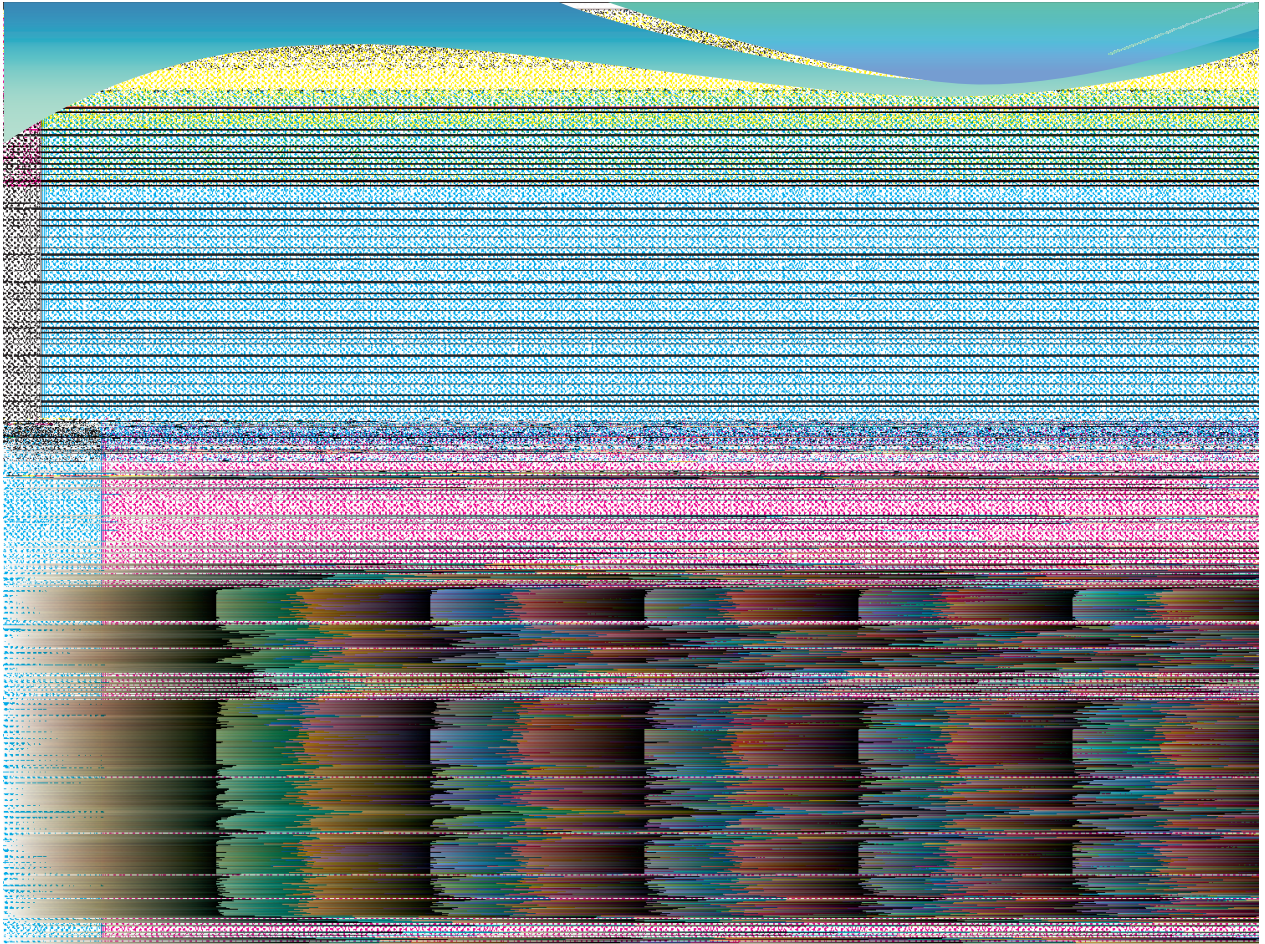


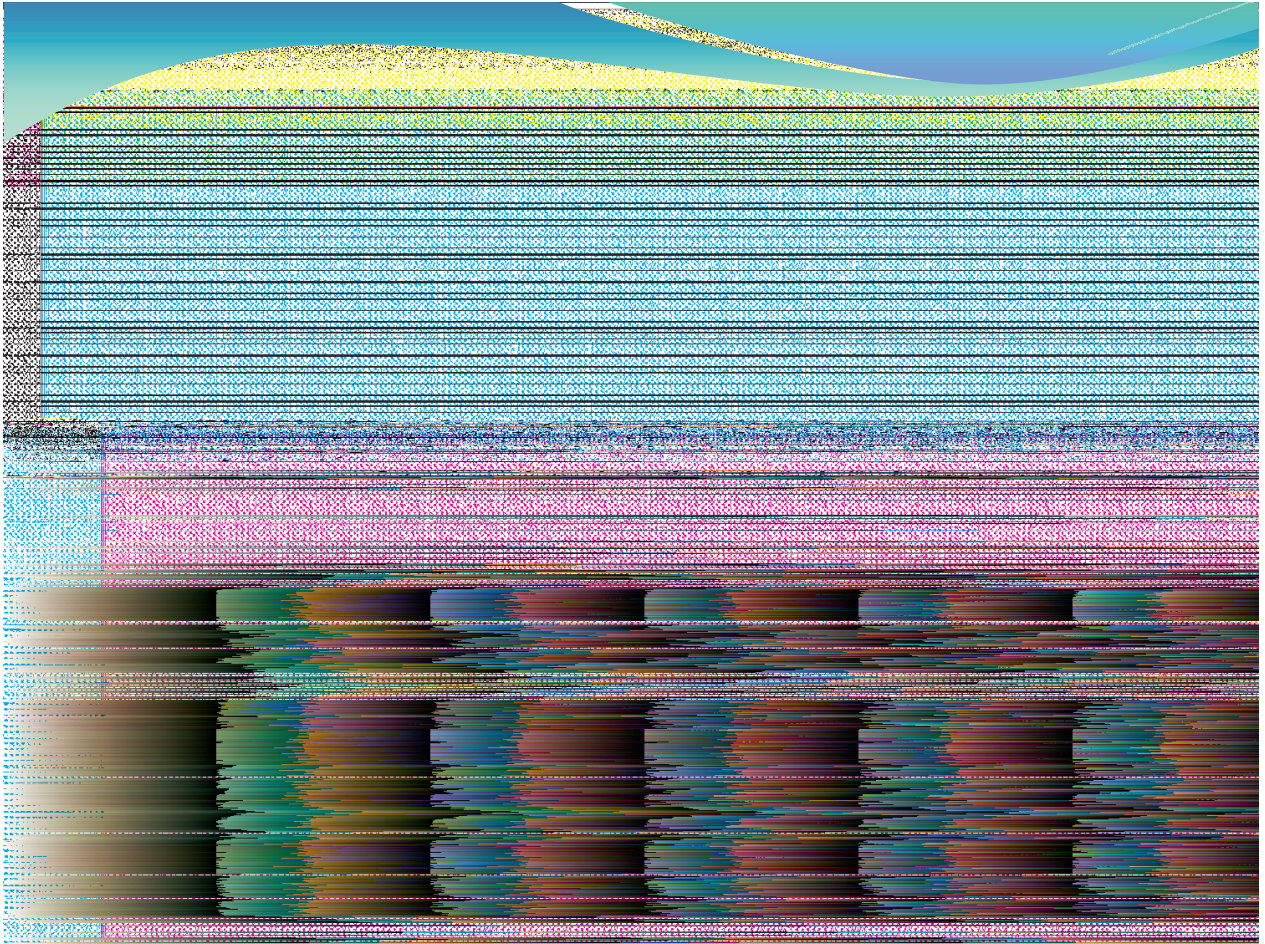


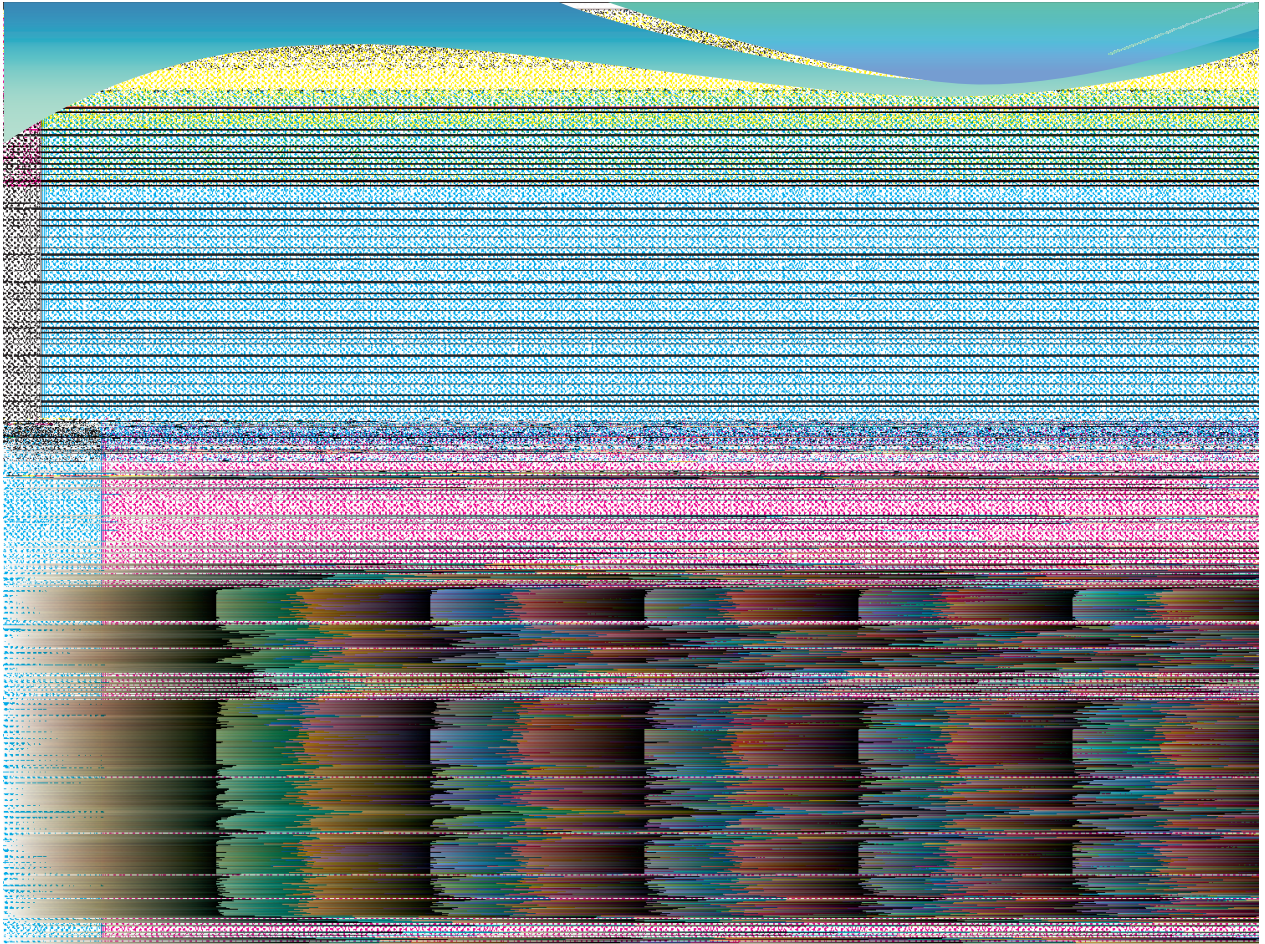


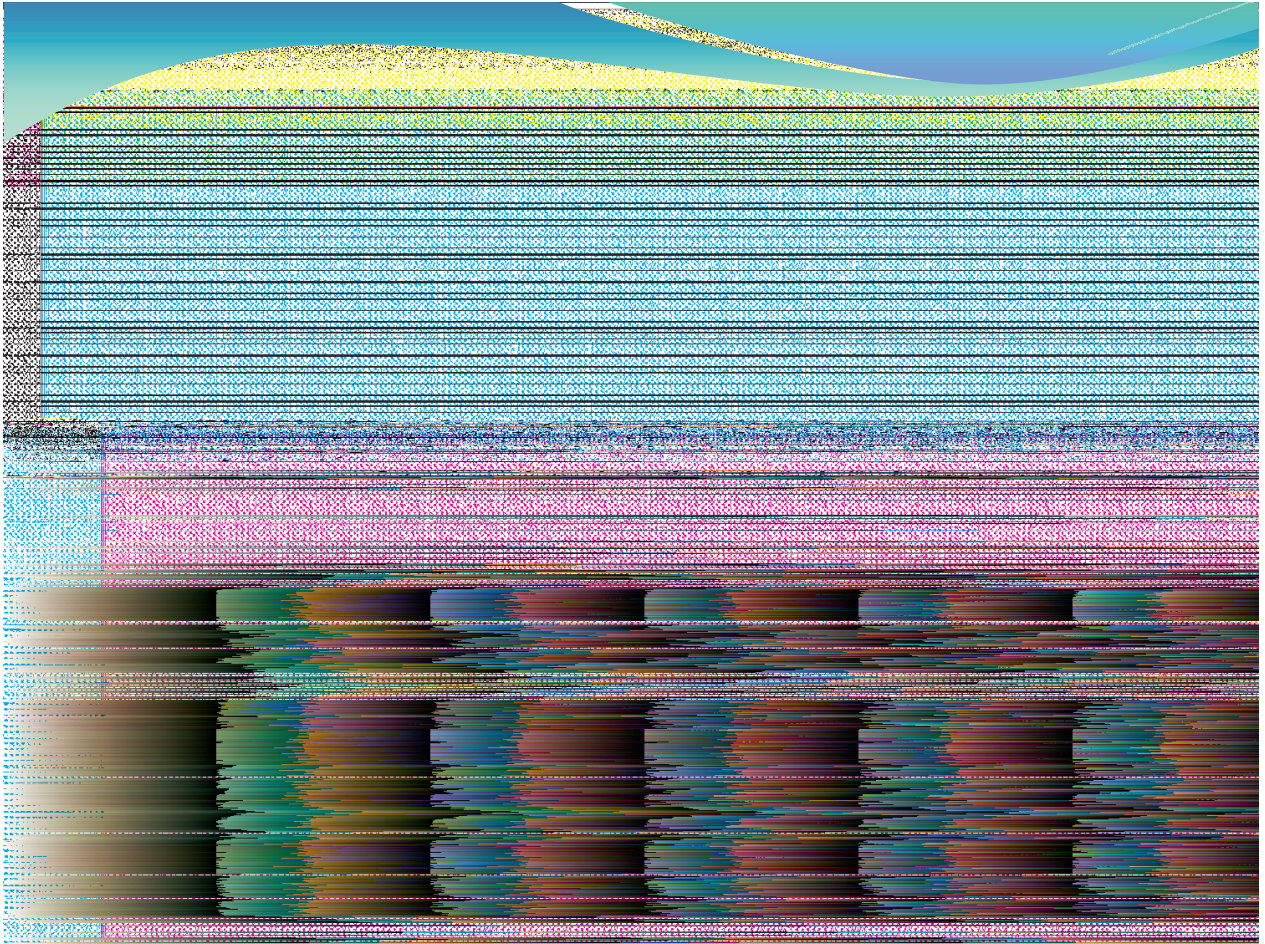
Intellectual property (IP) refers to **creations of the mind**: names, images, inventions, literary, artistic works, and designs used in commerce.

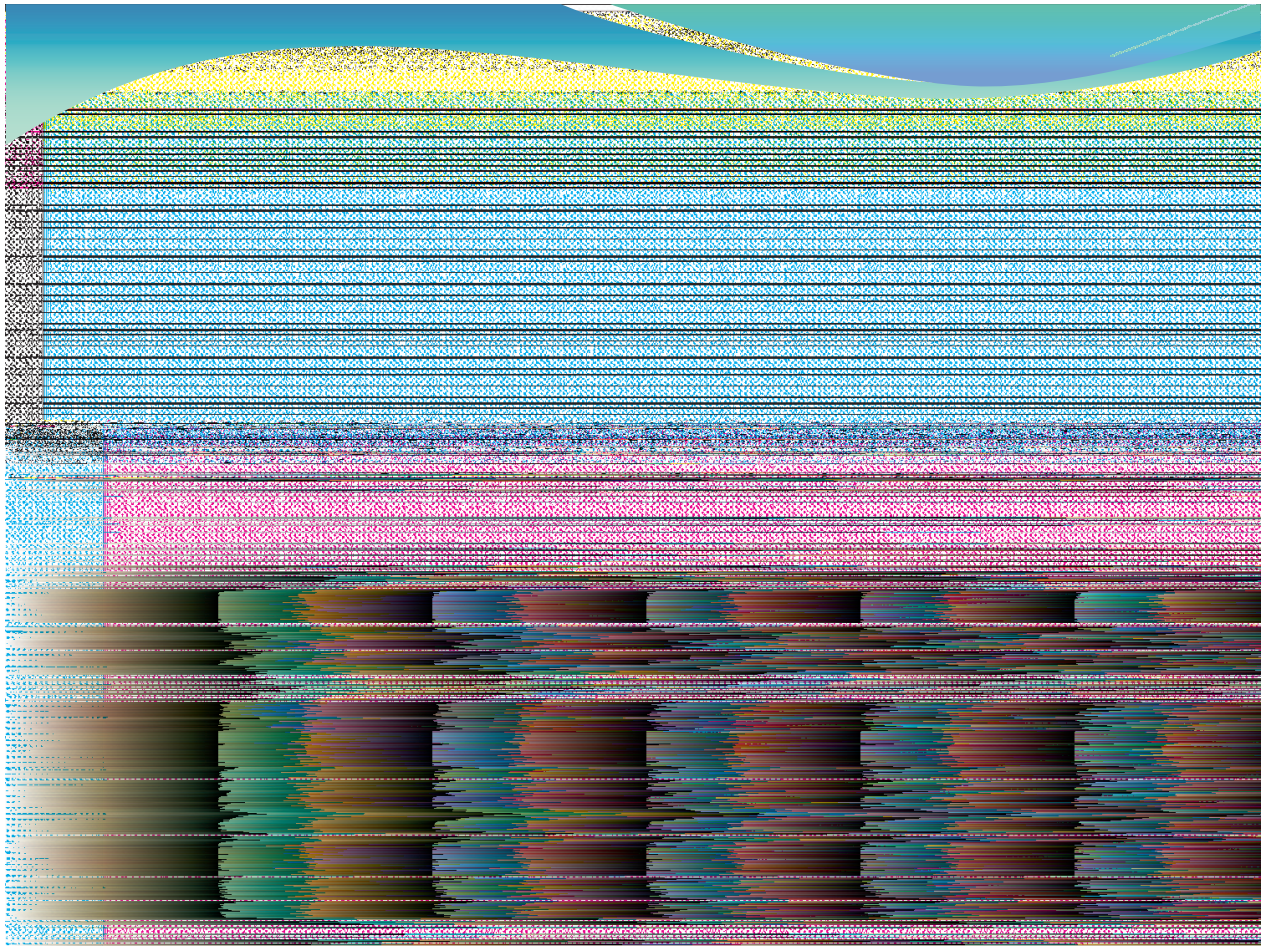


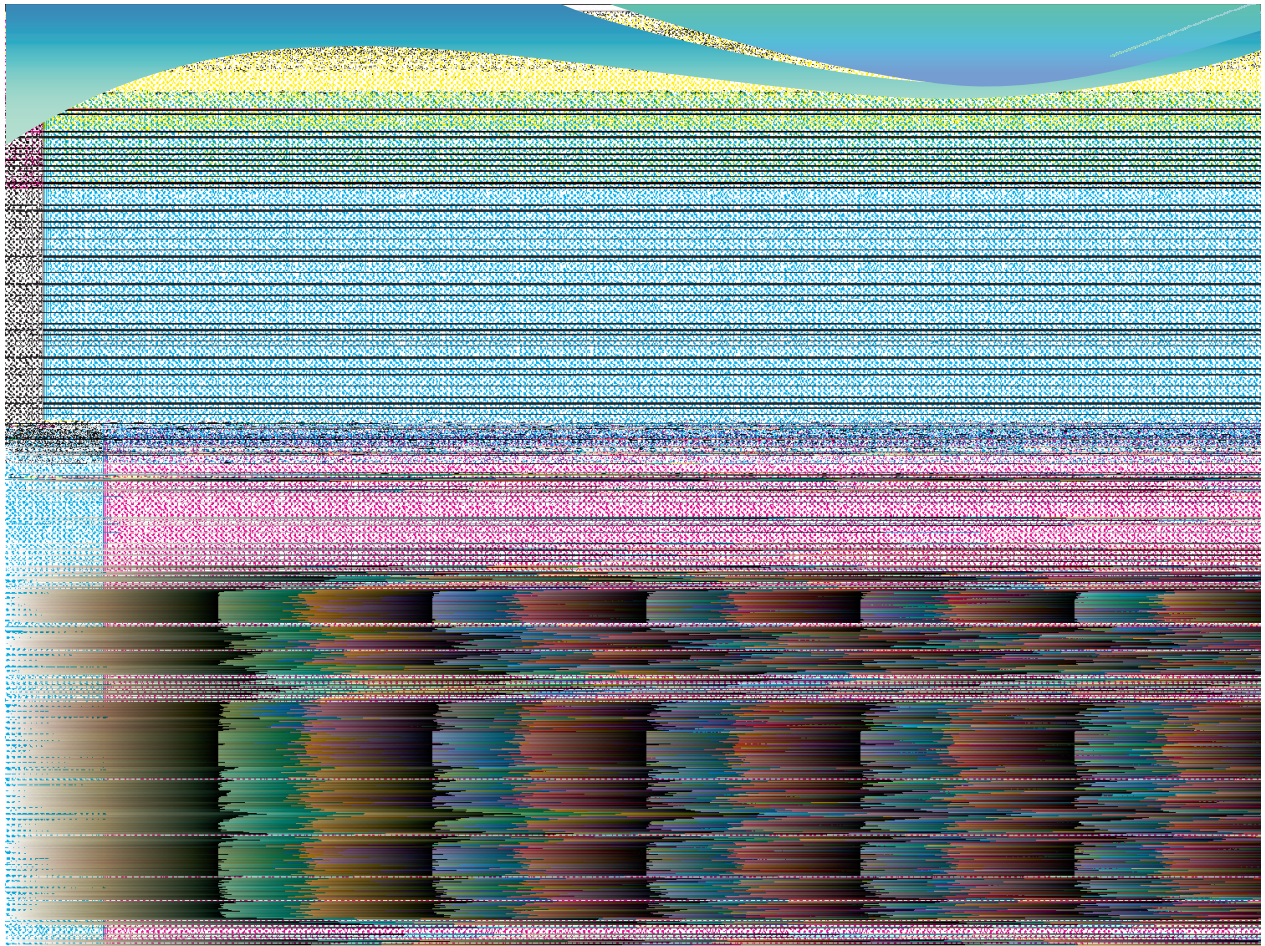


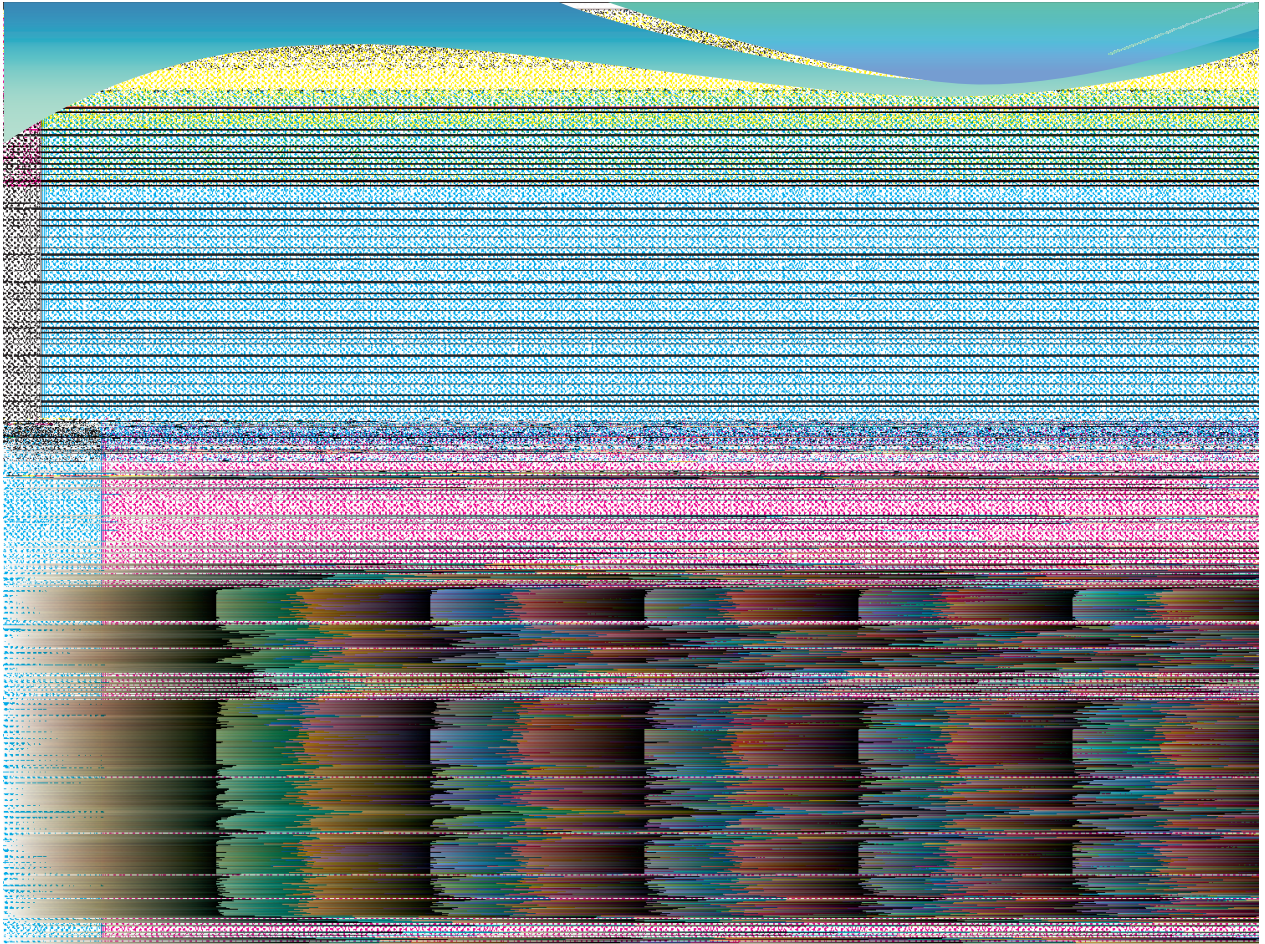


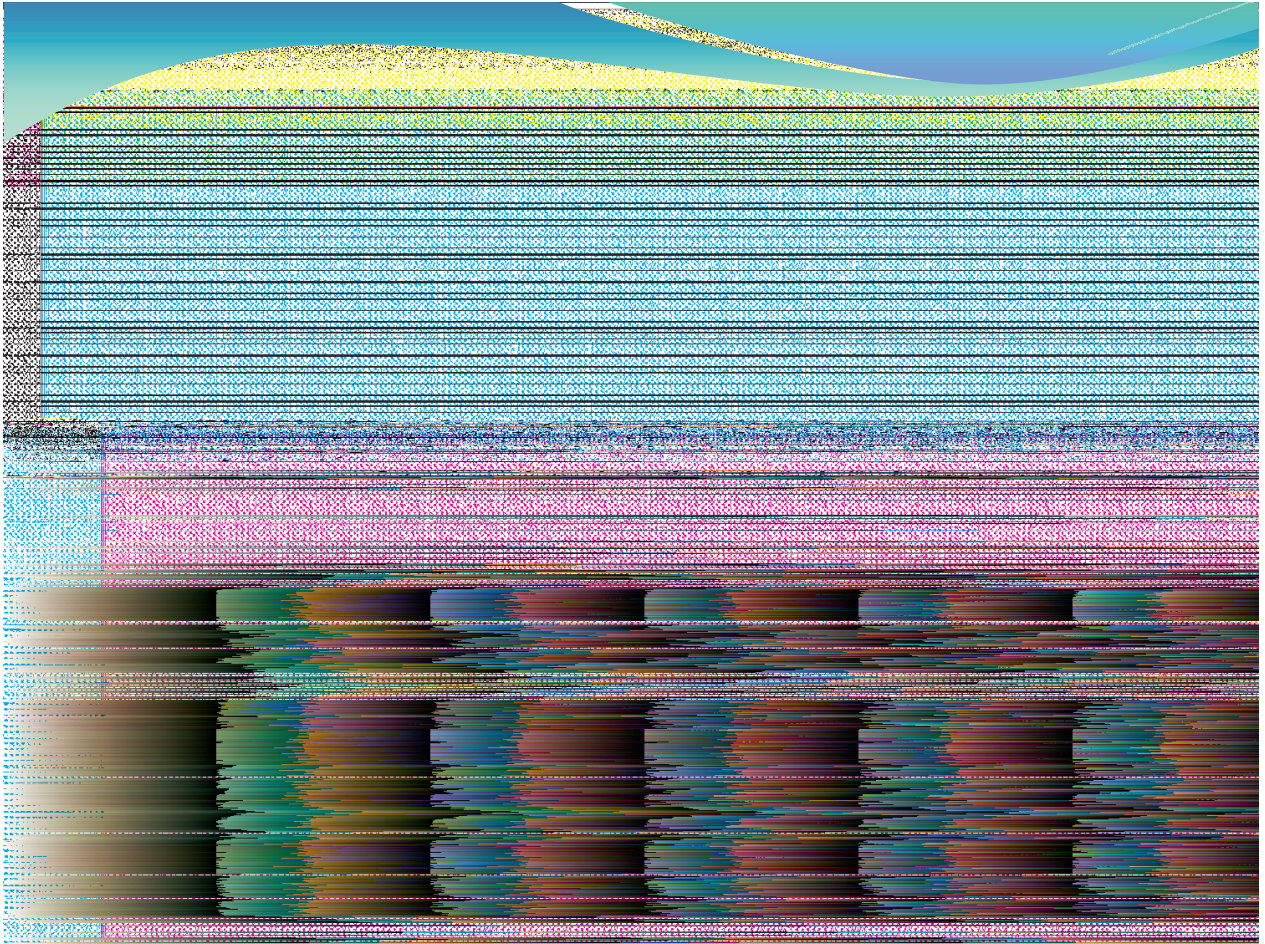


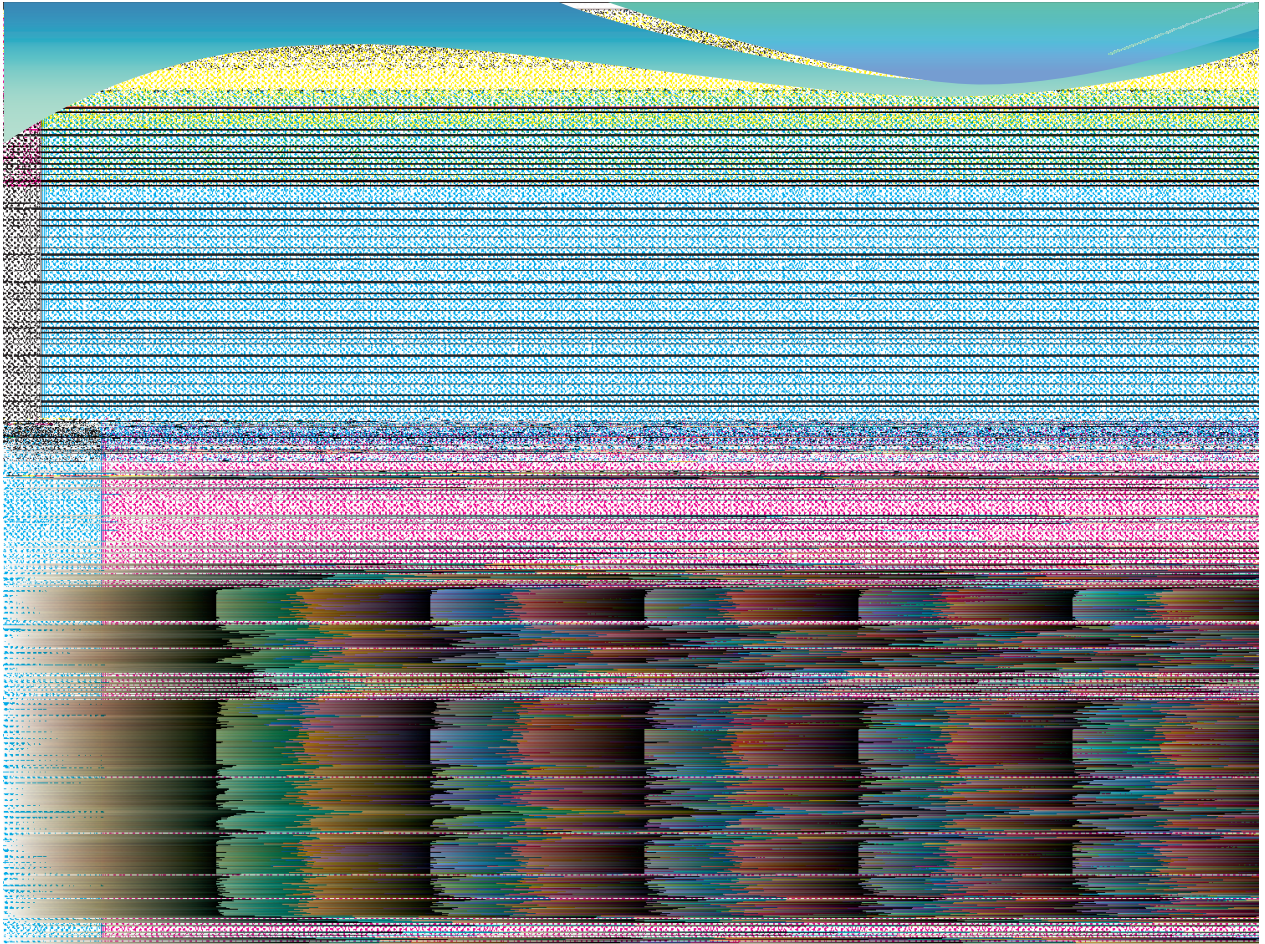


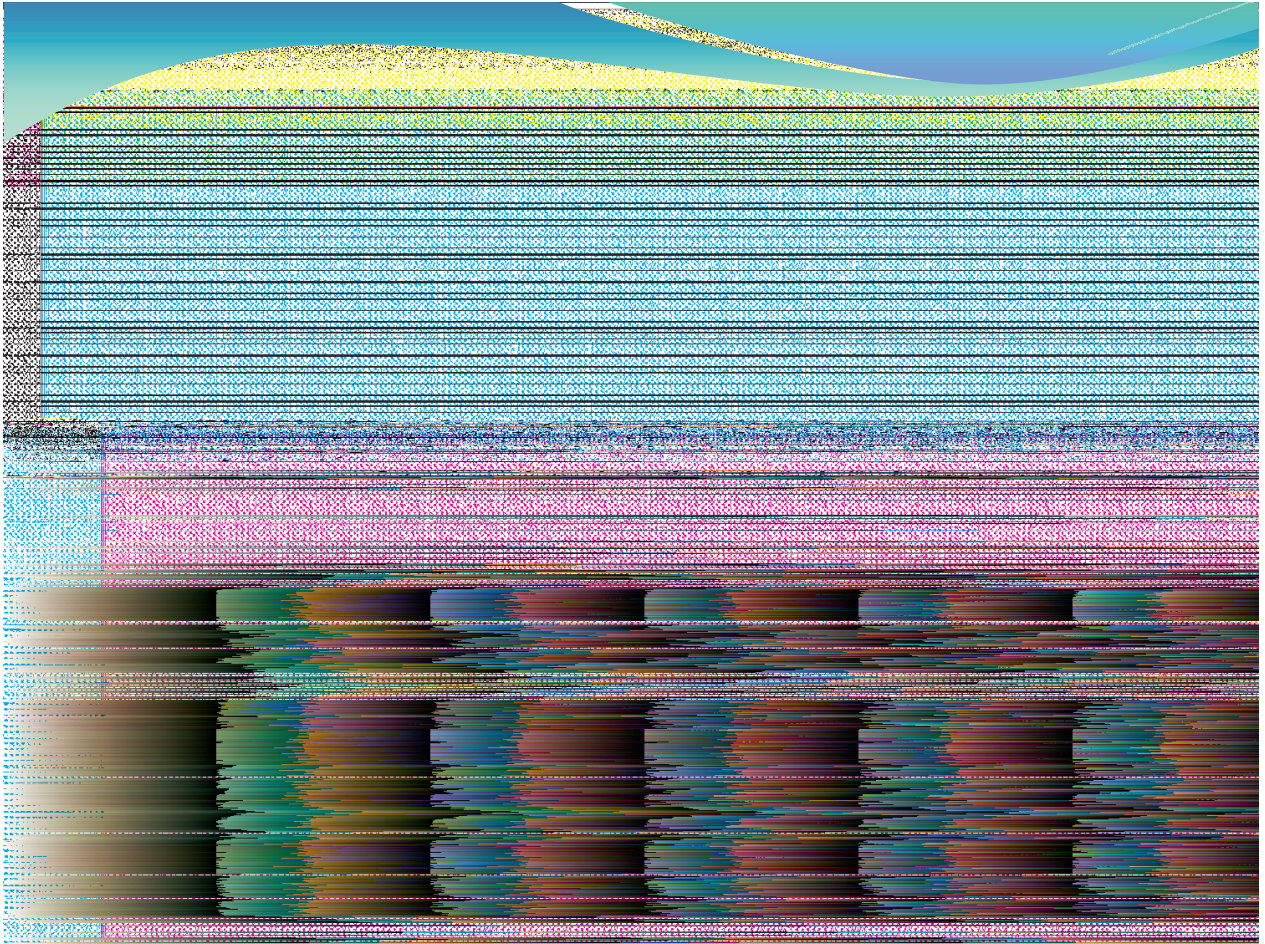


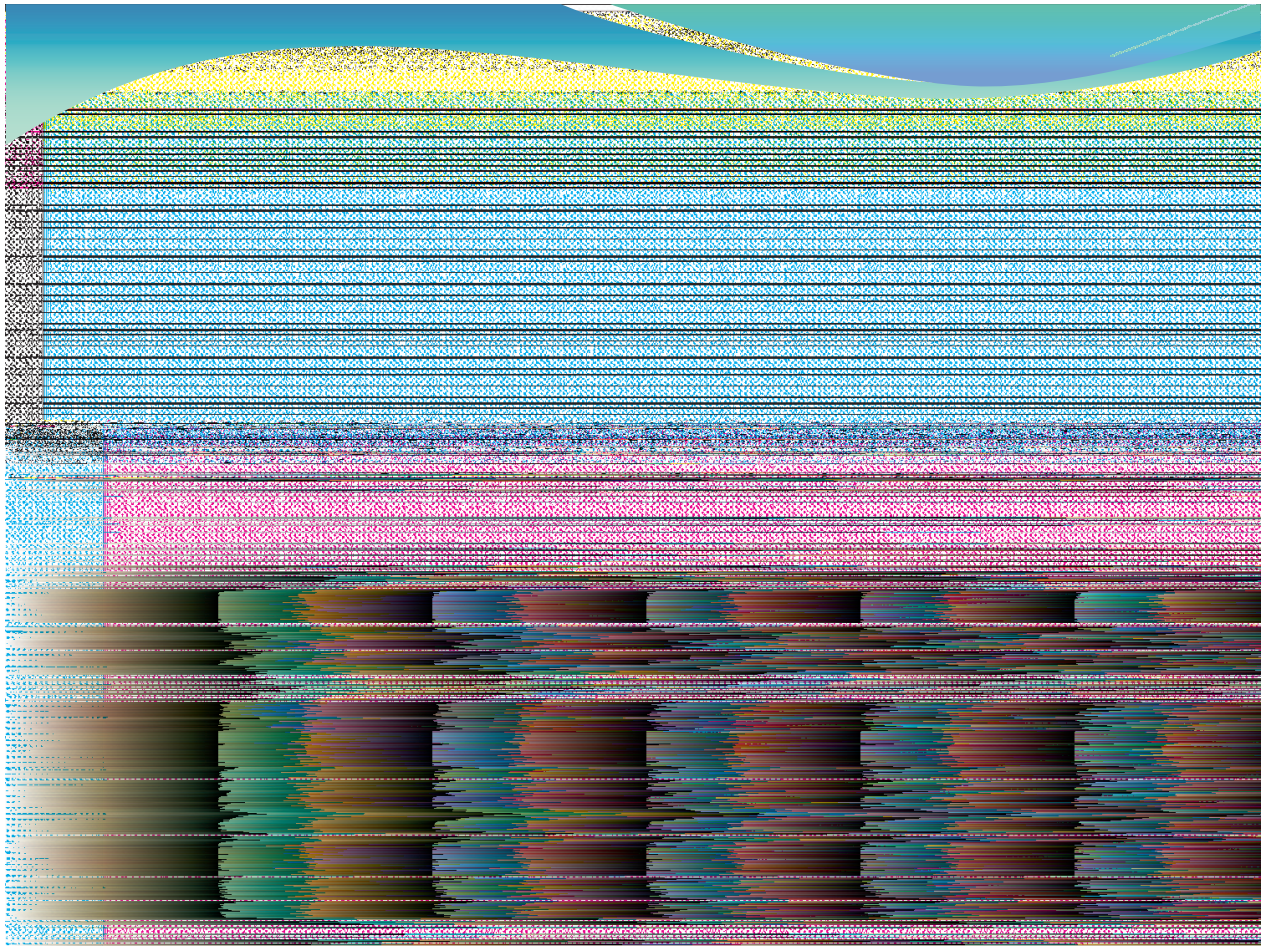


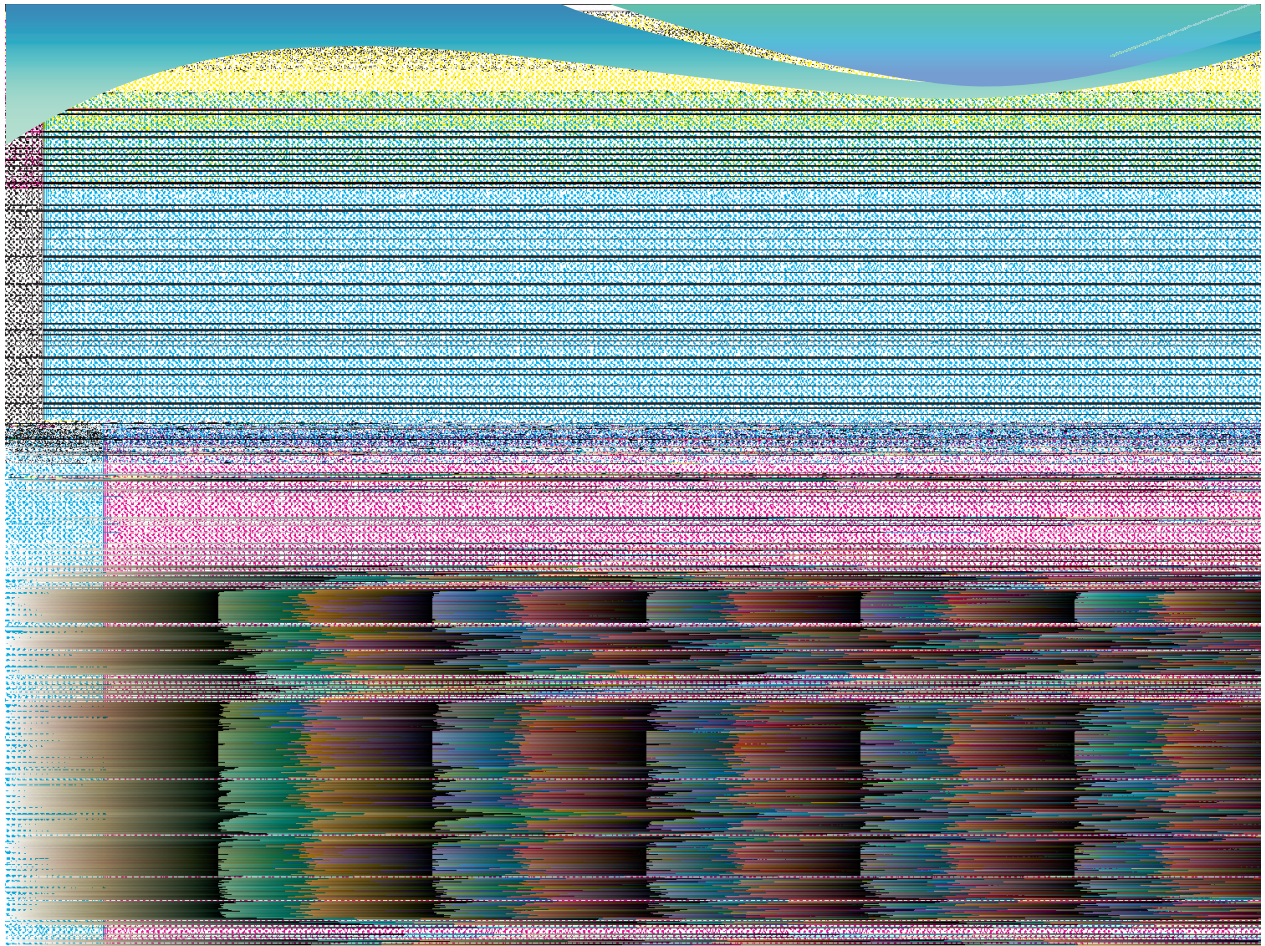


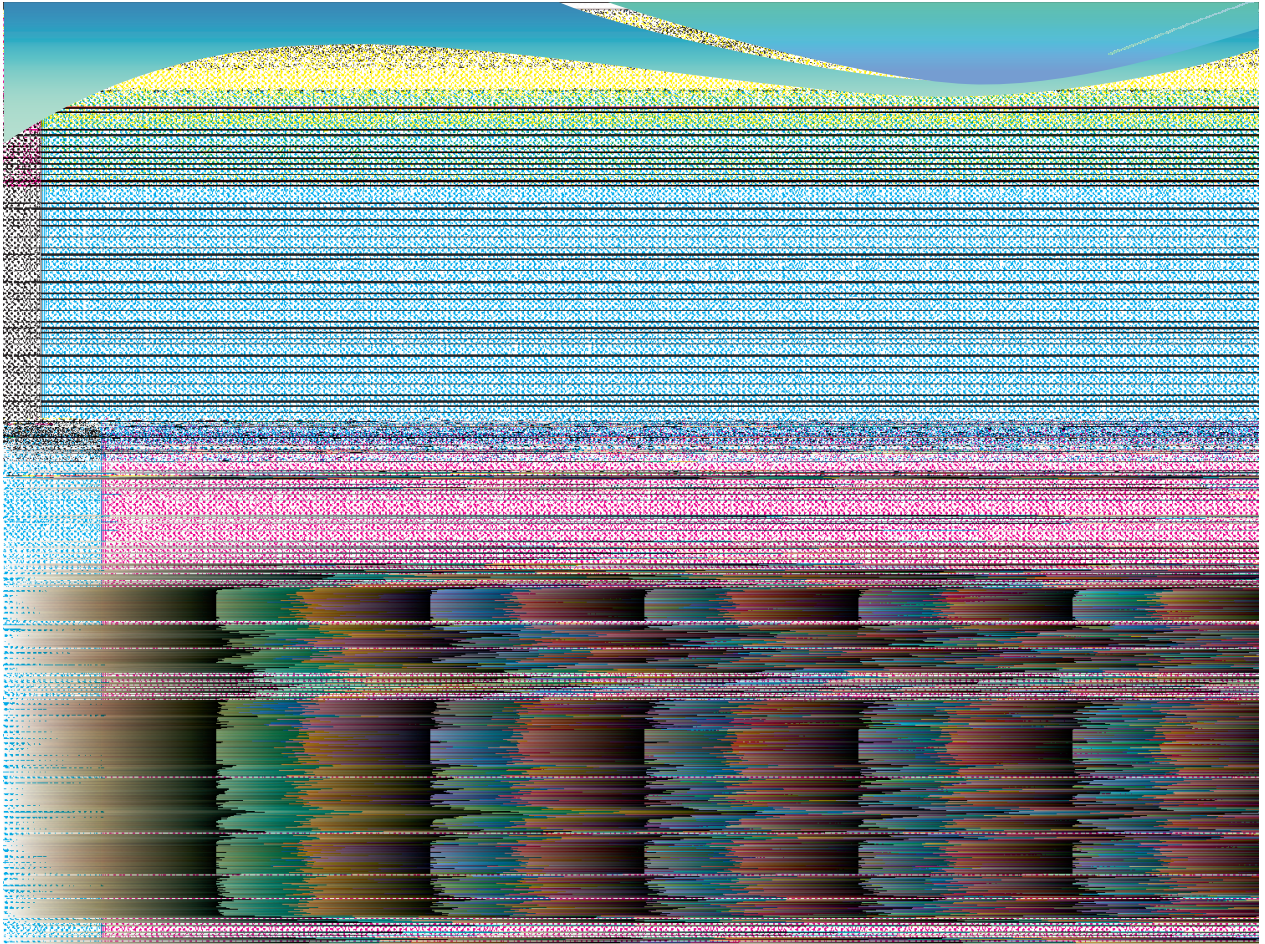


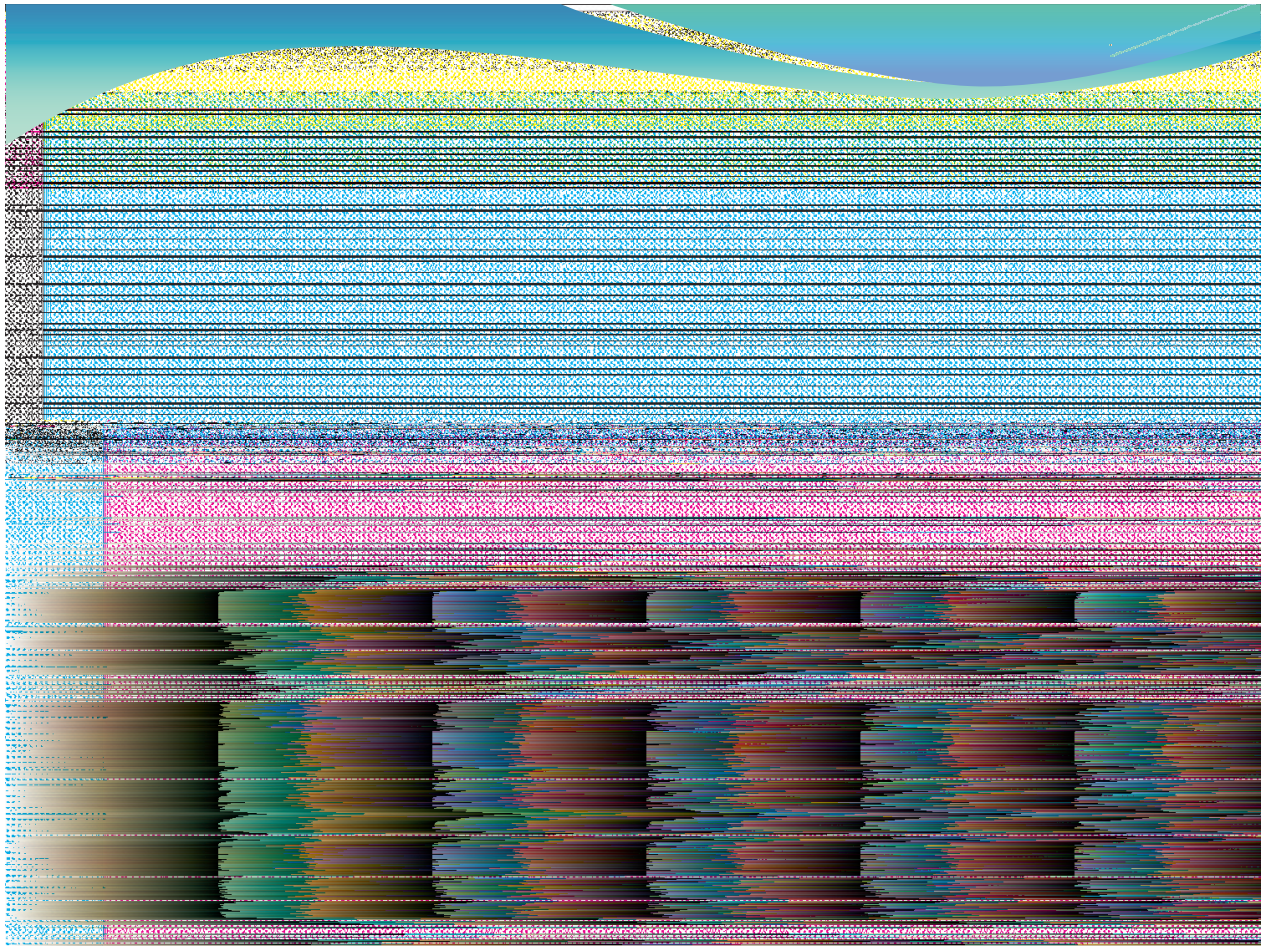






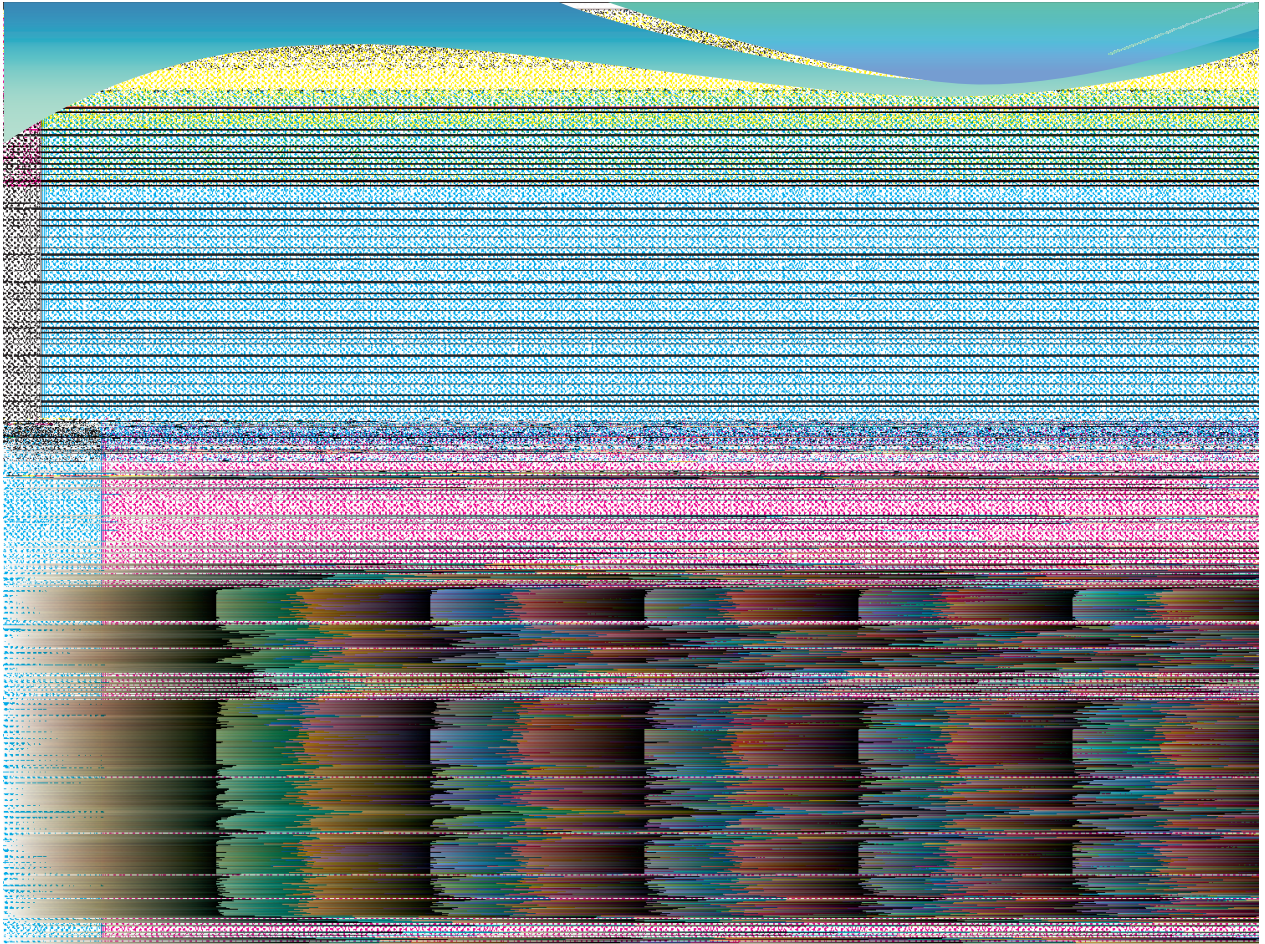


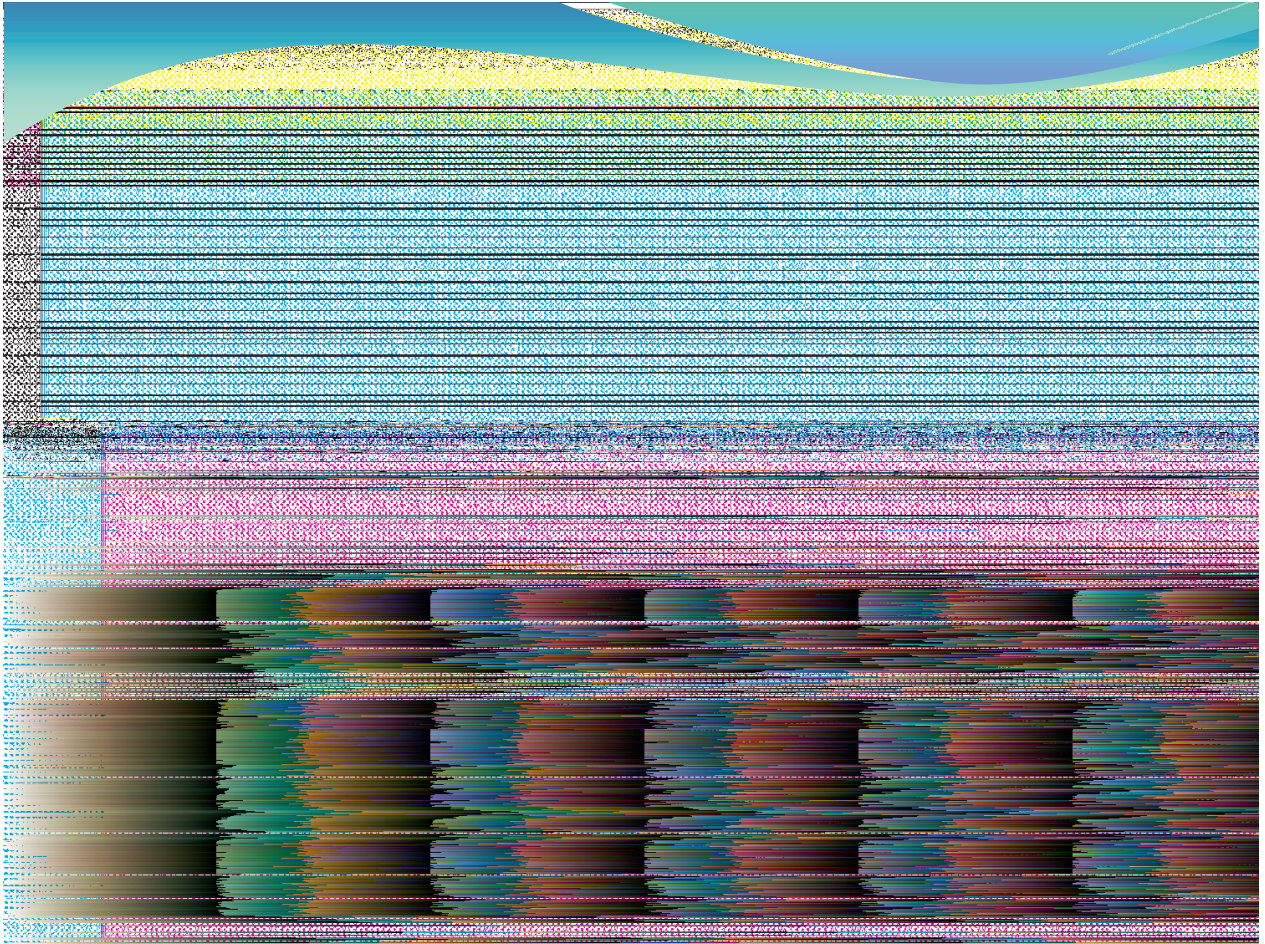


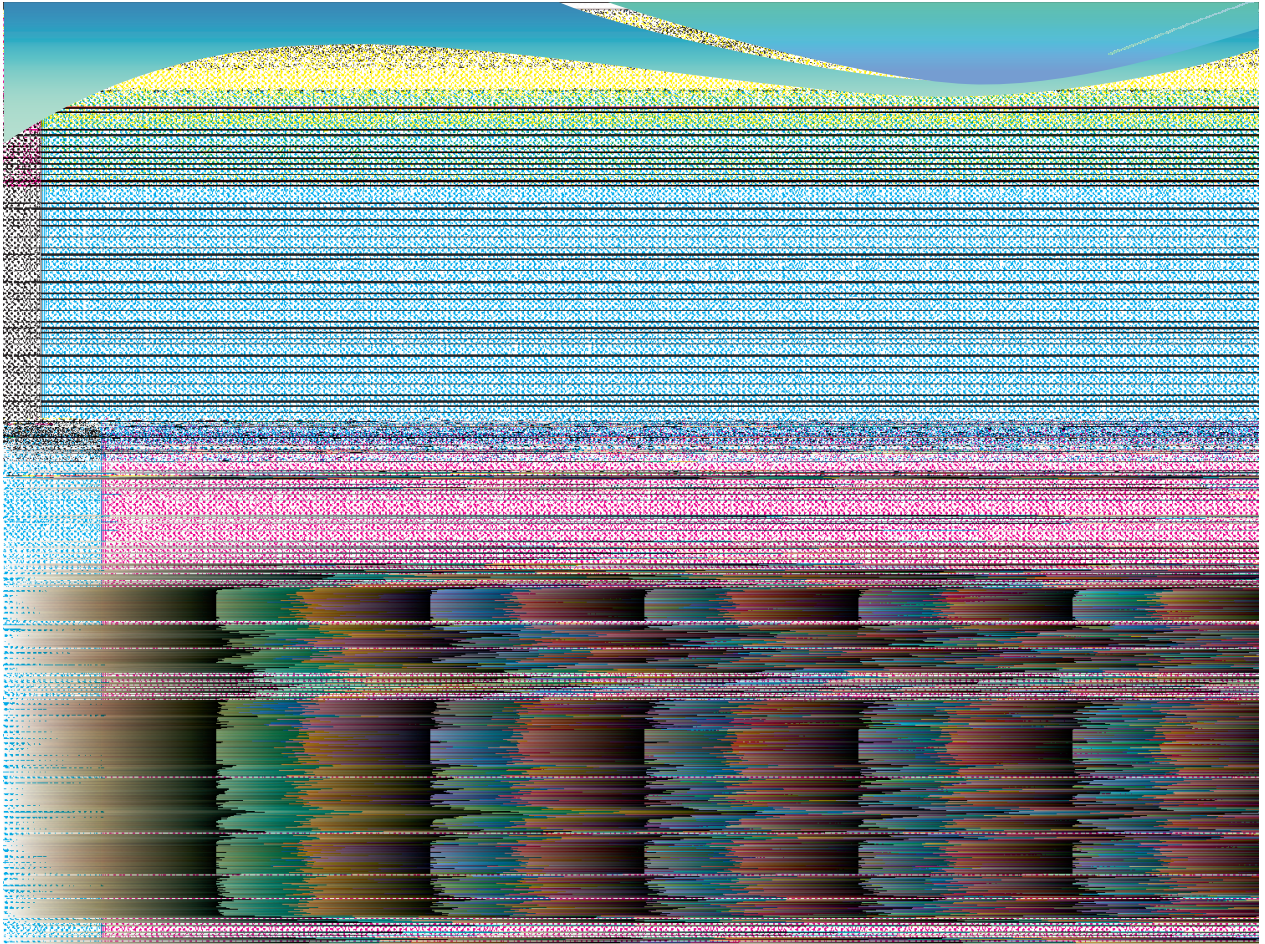


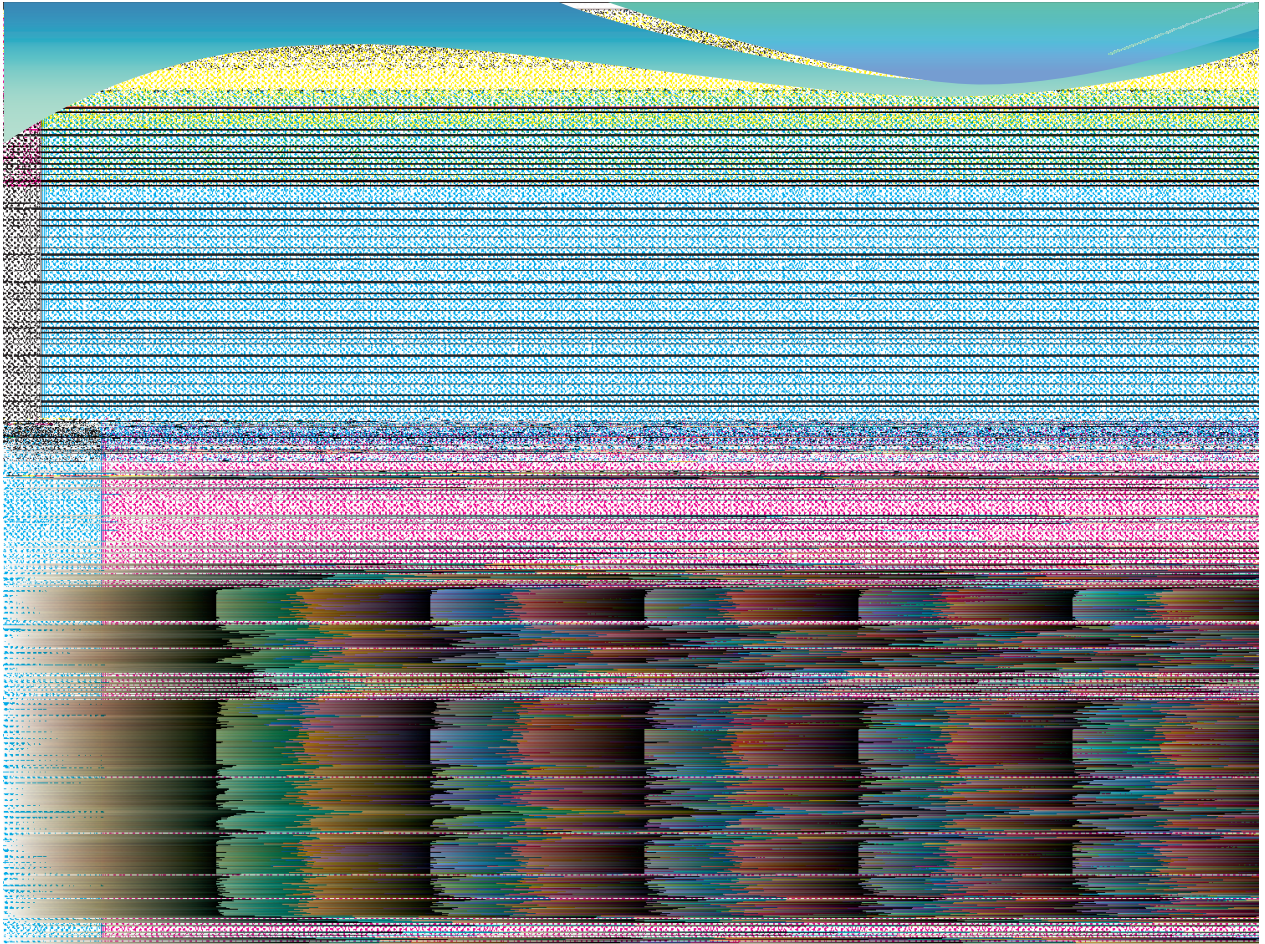


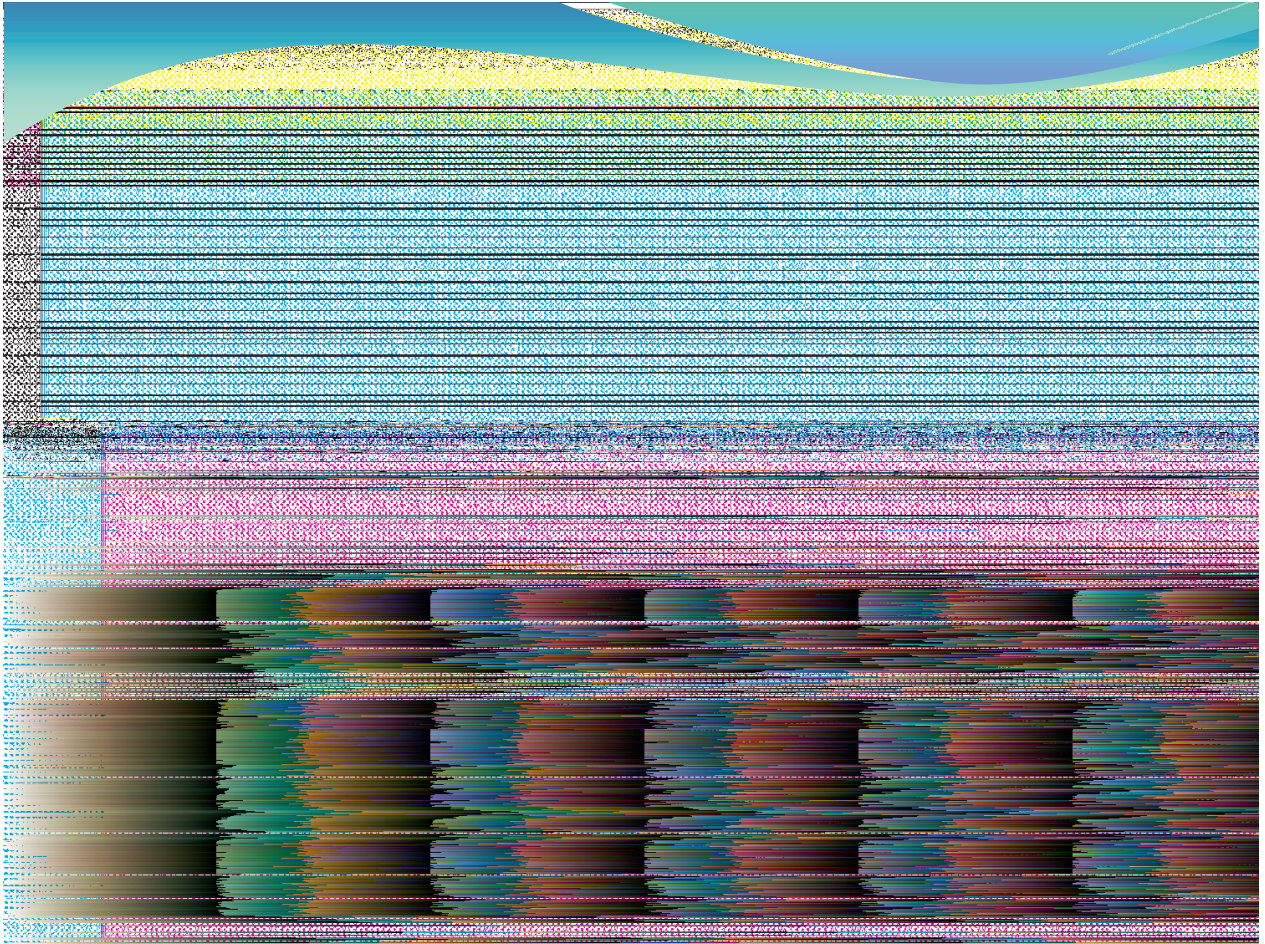
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709/710, Tolstoy House

Tolstoy Marg,

New Delhi – 110 001

India

Tel: +91 – 11 – 2371 6565

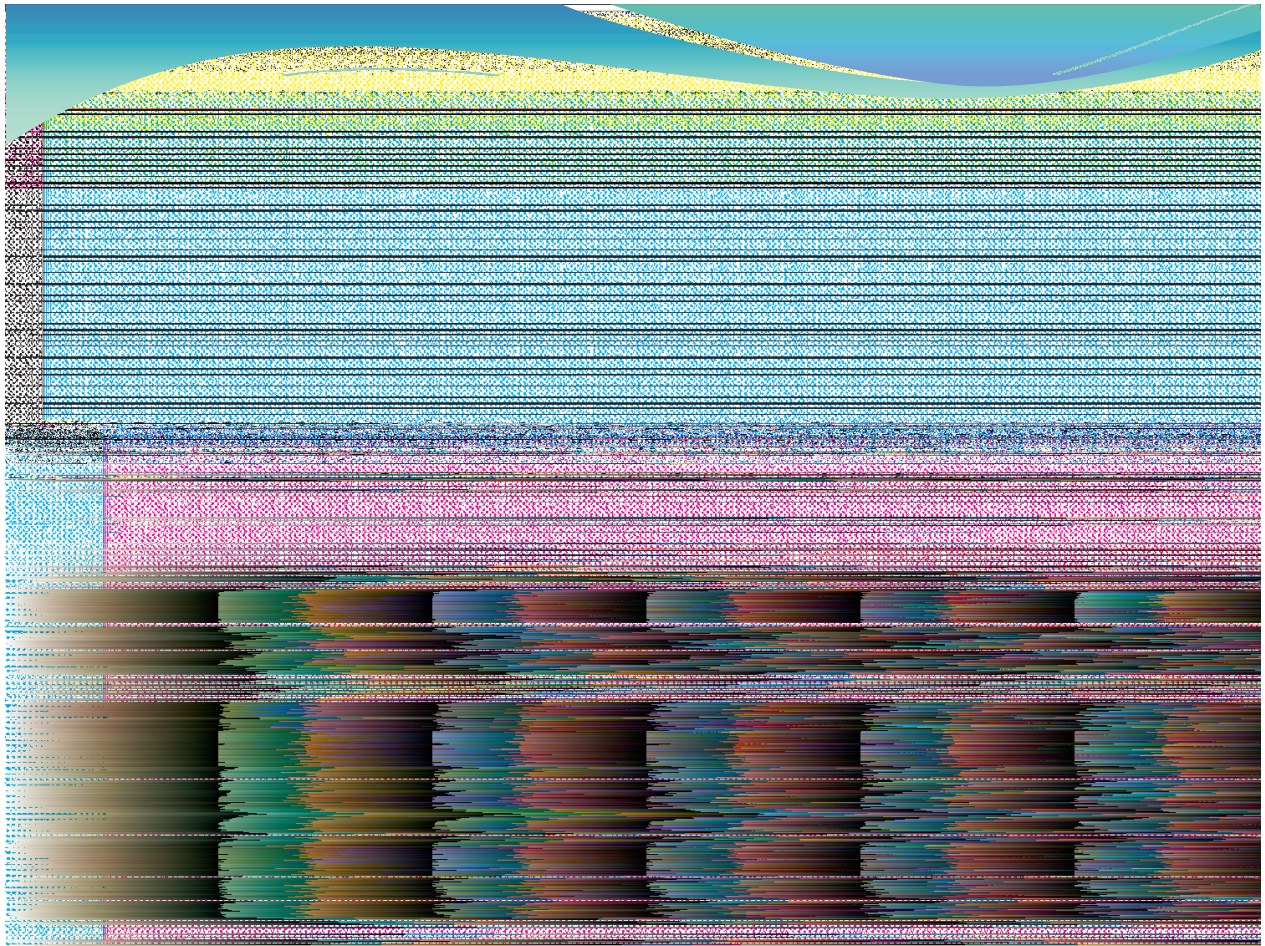
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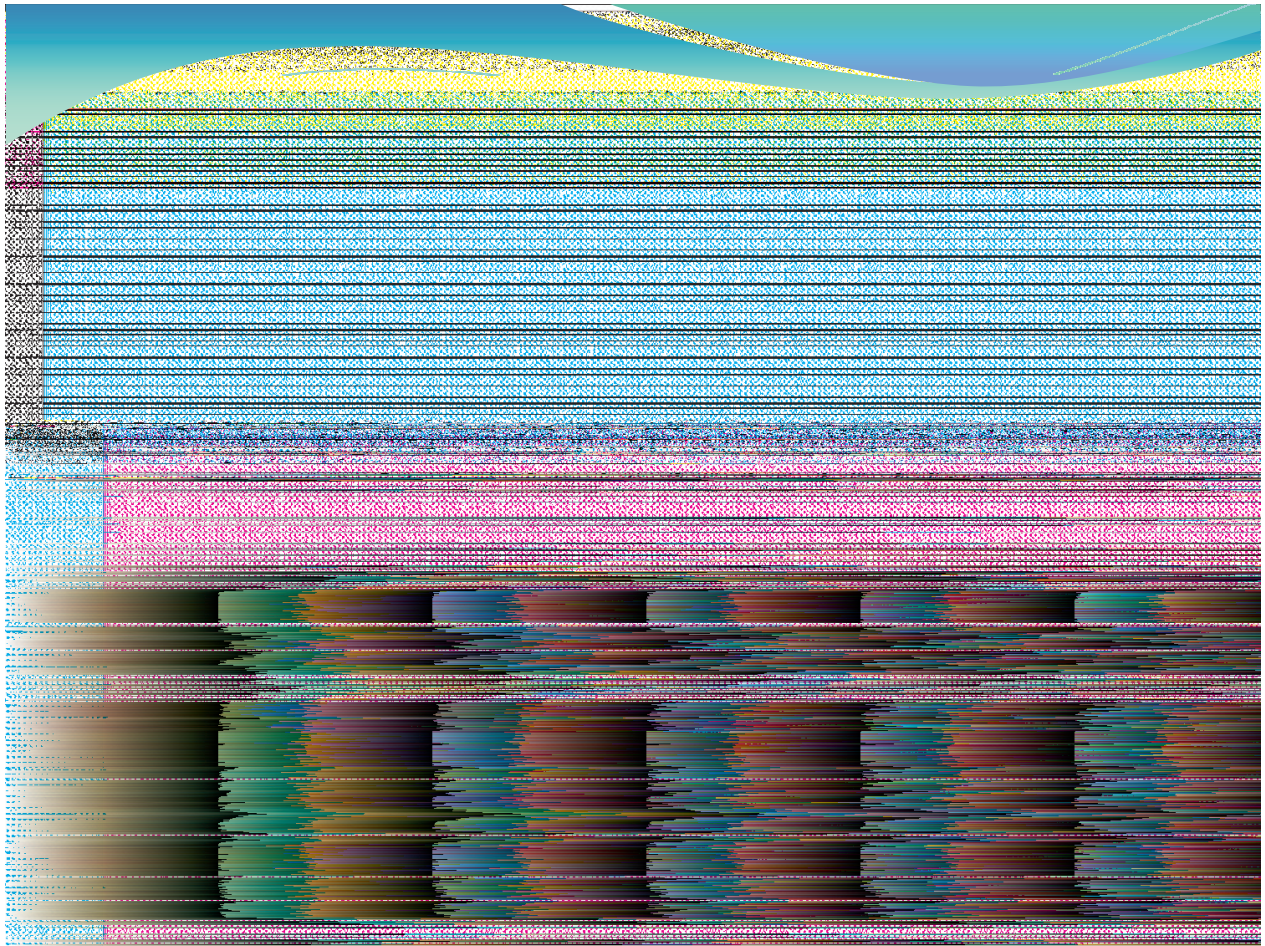
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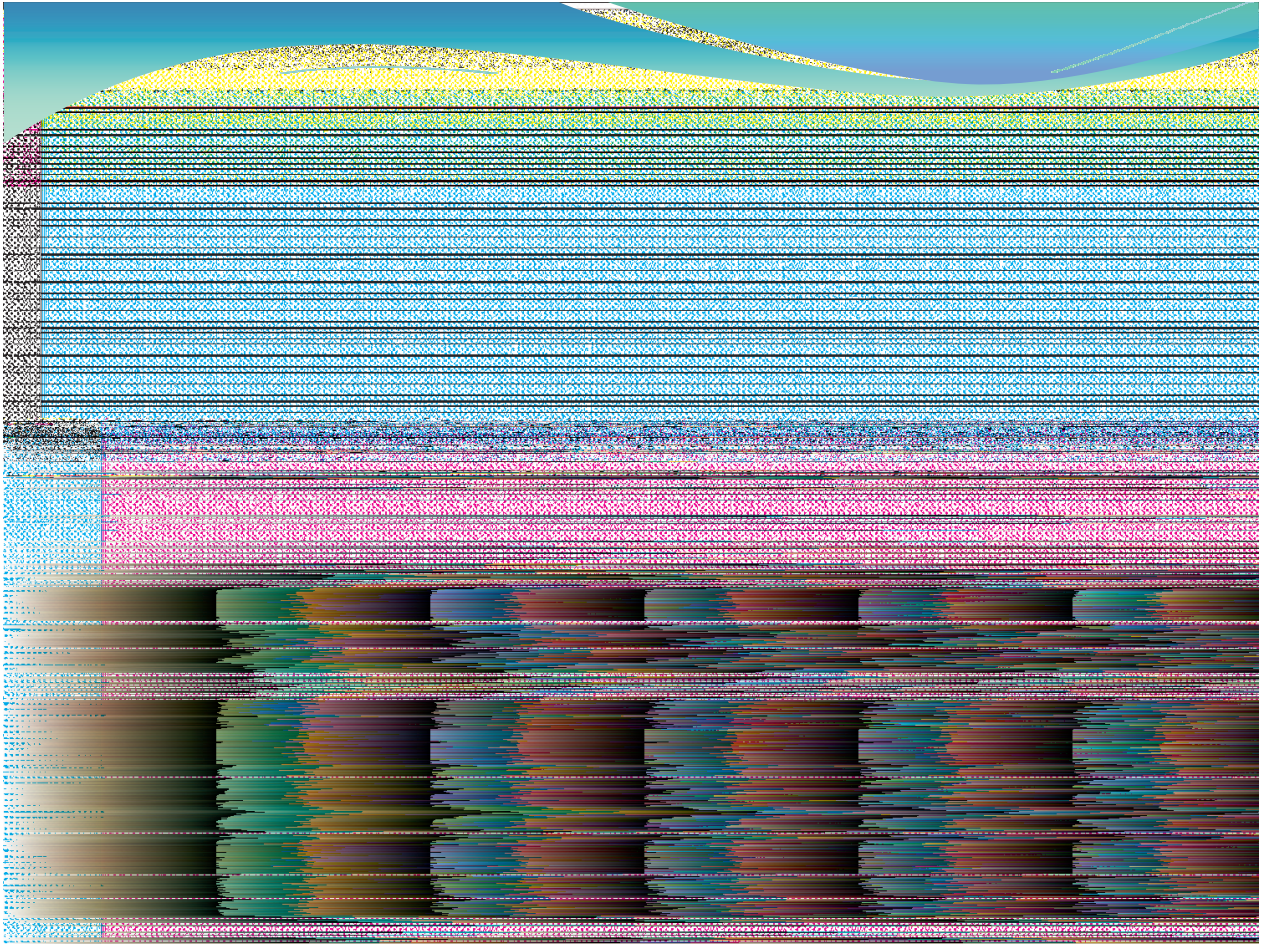
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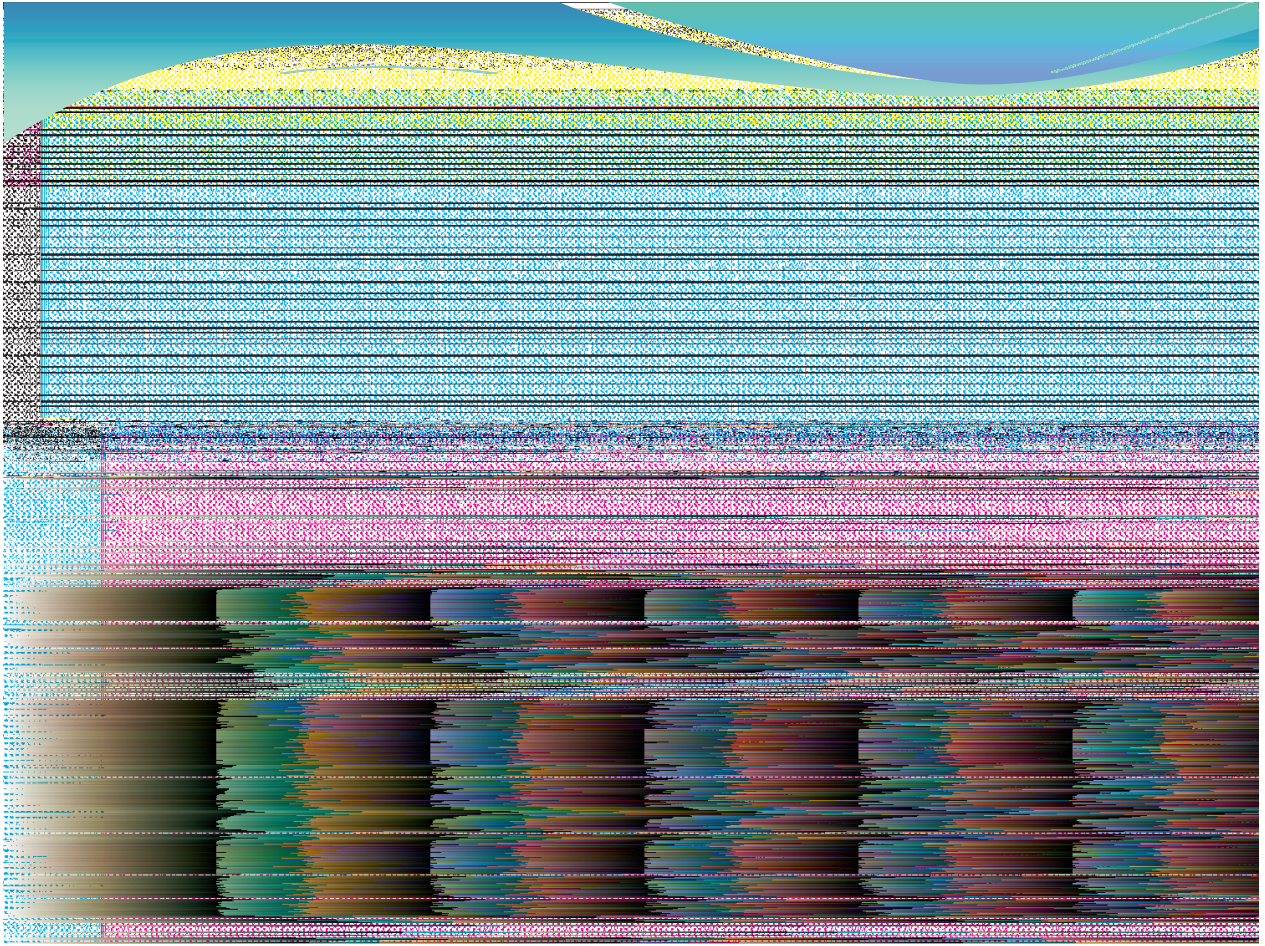


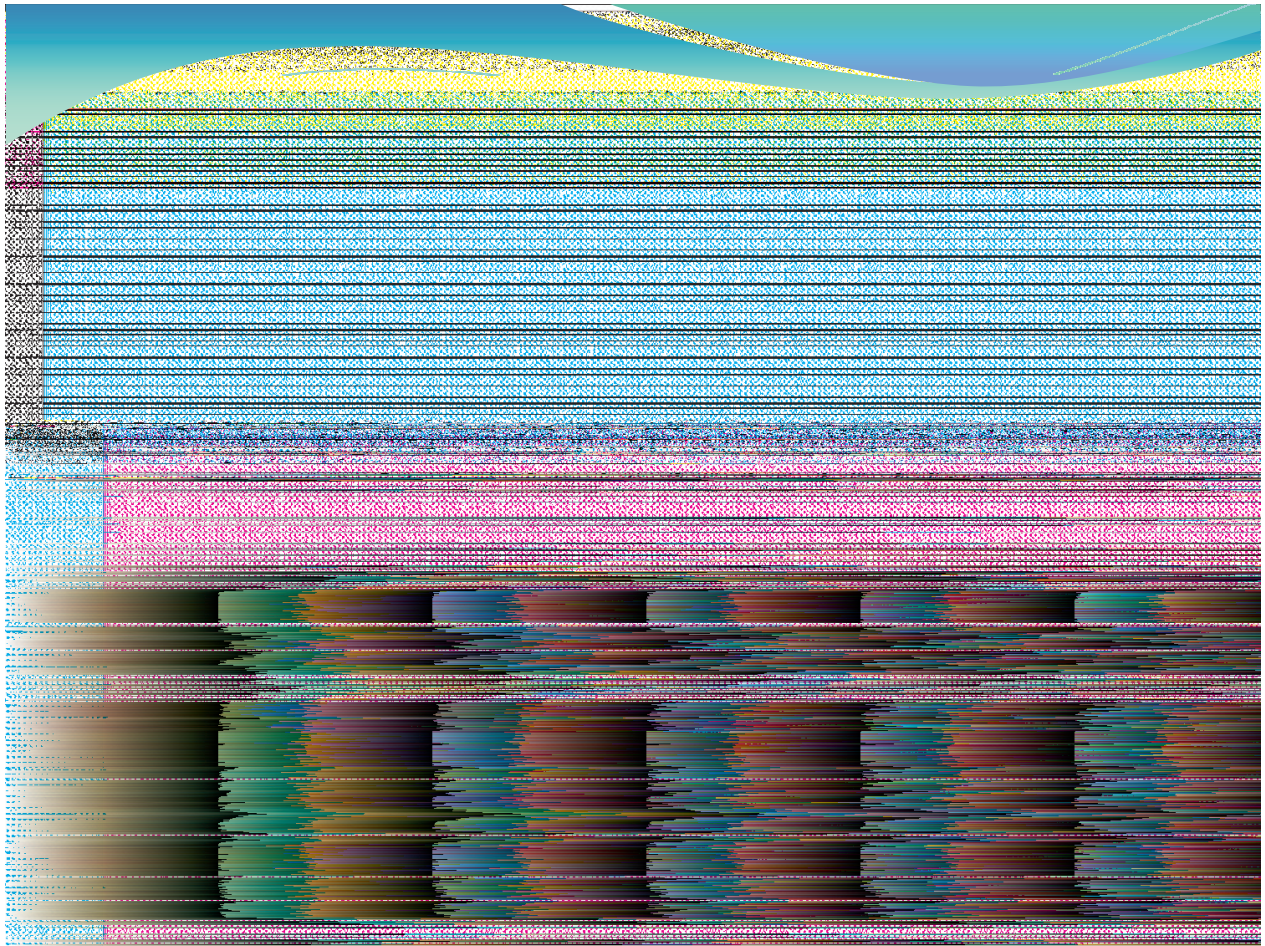


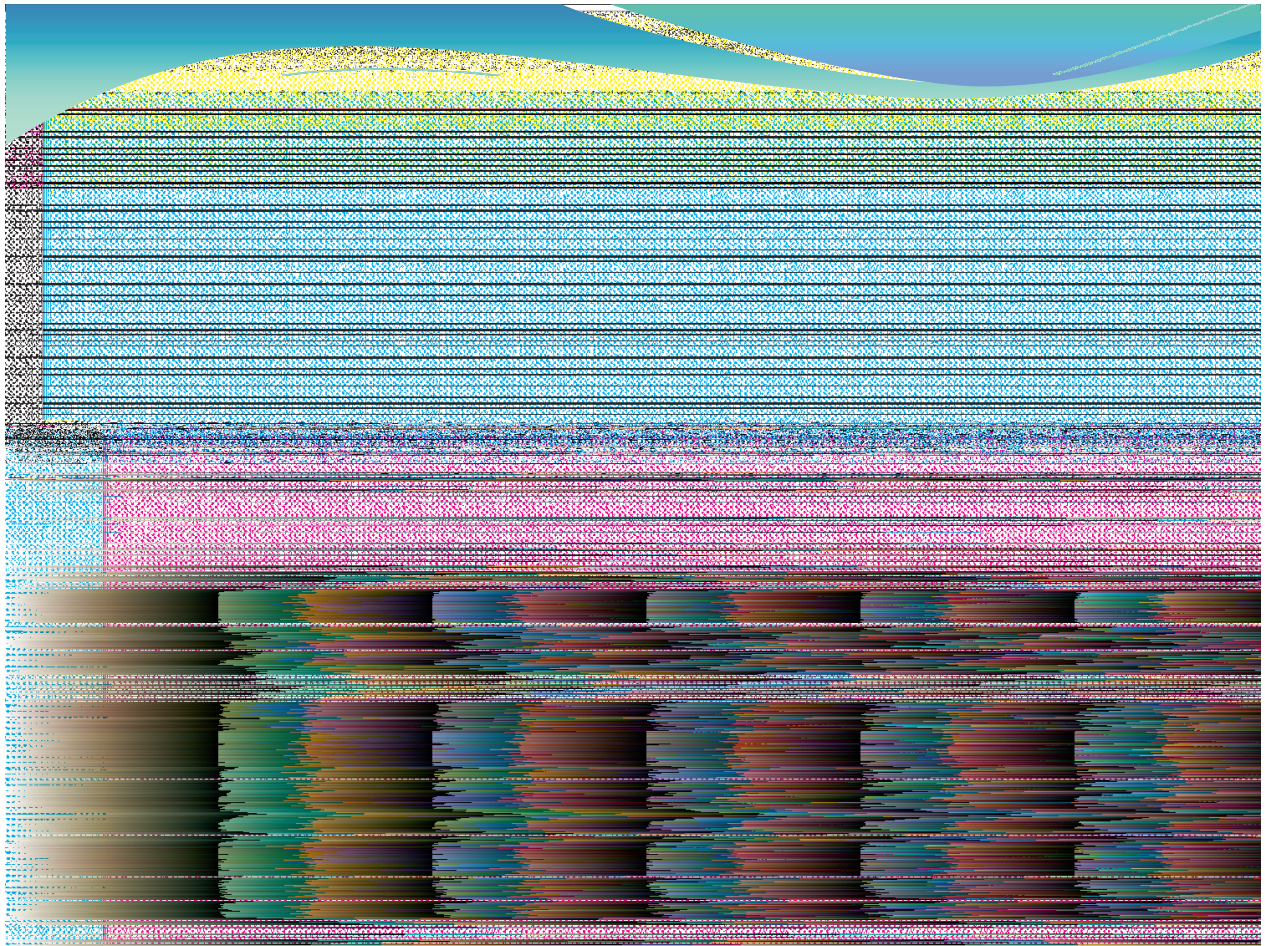


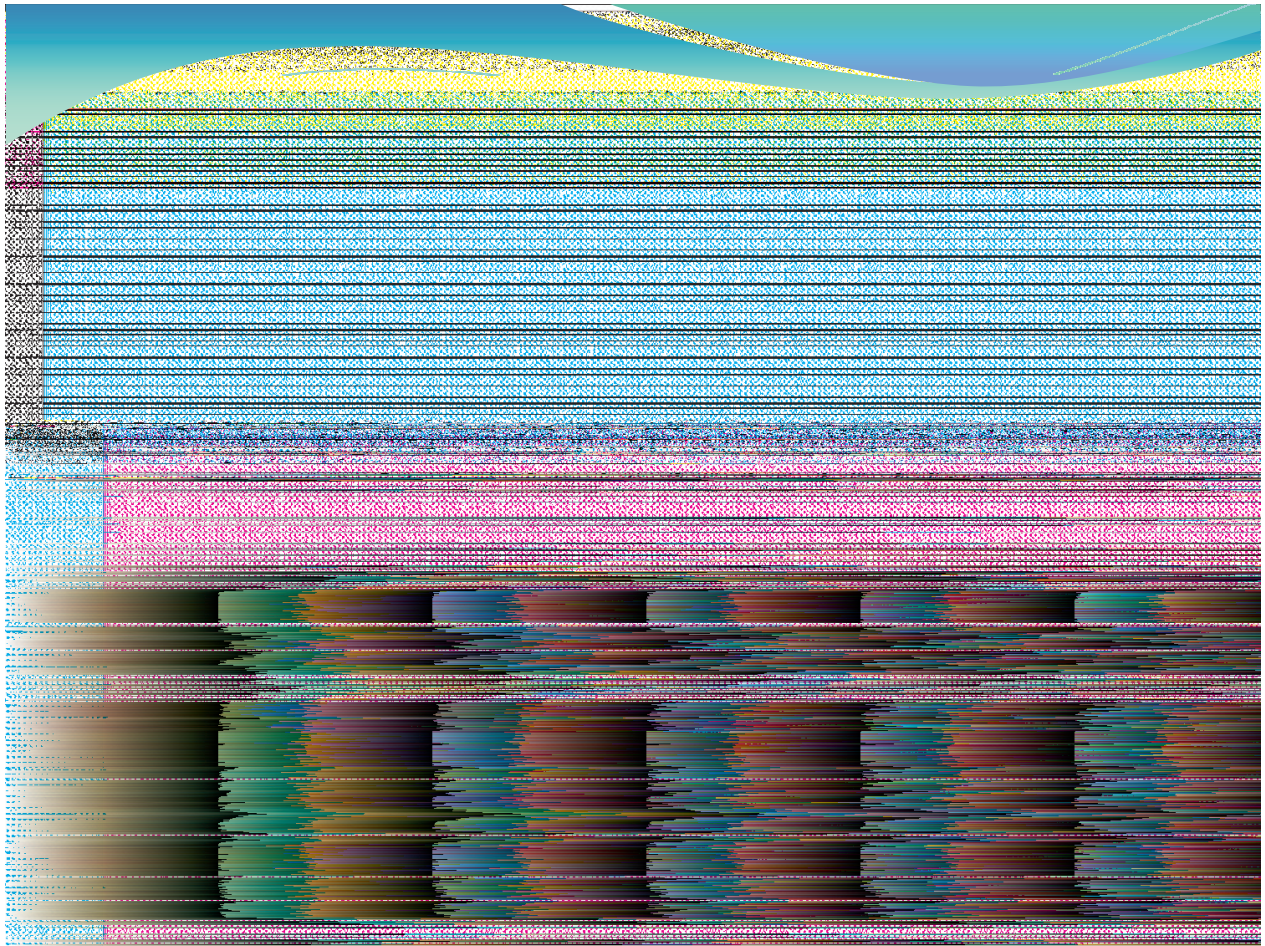


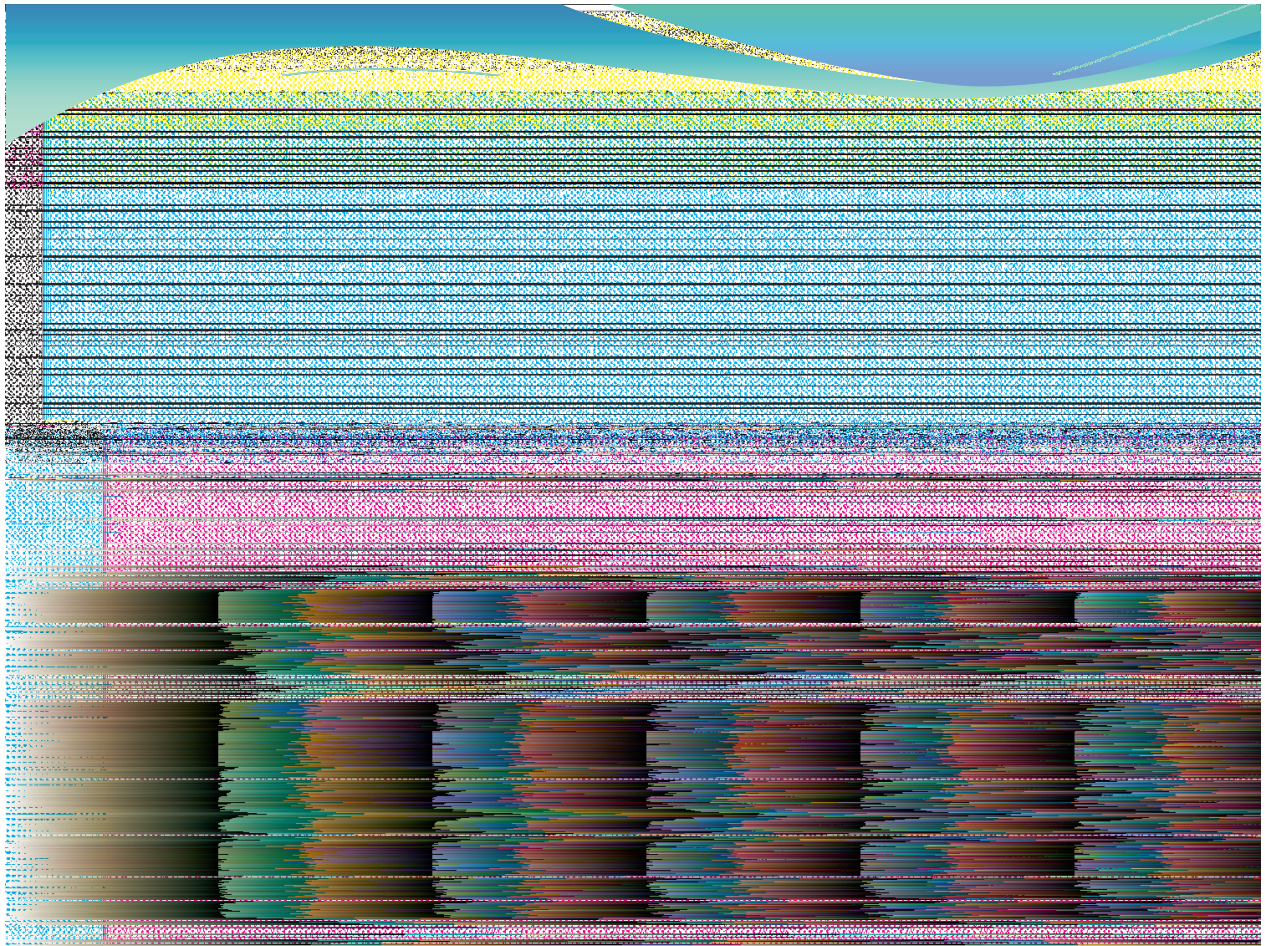


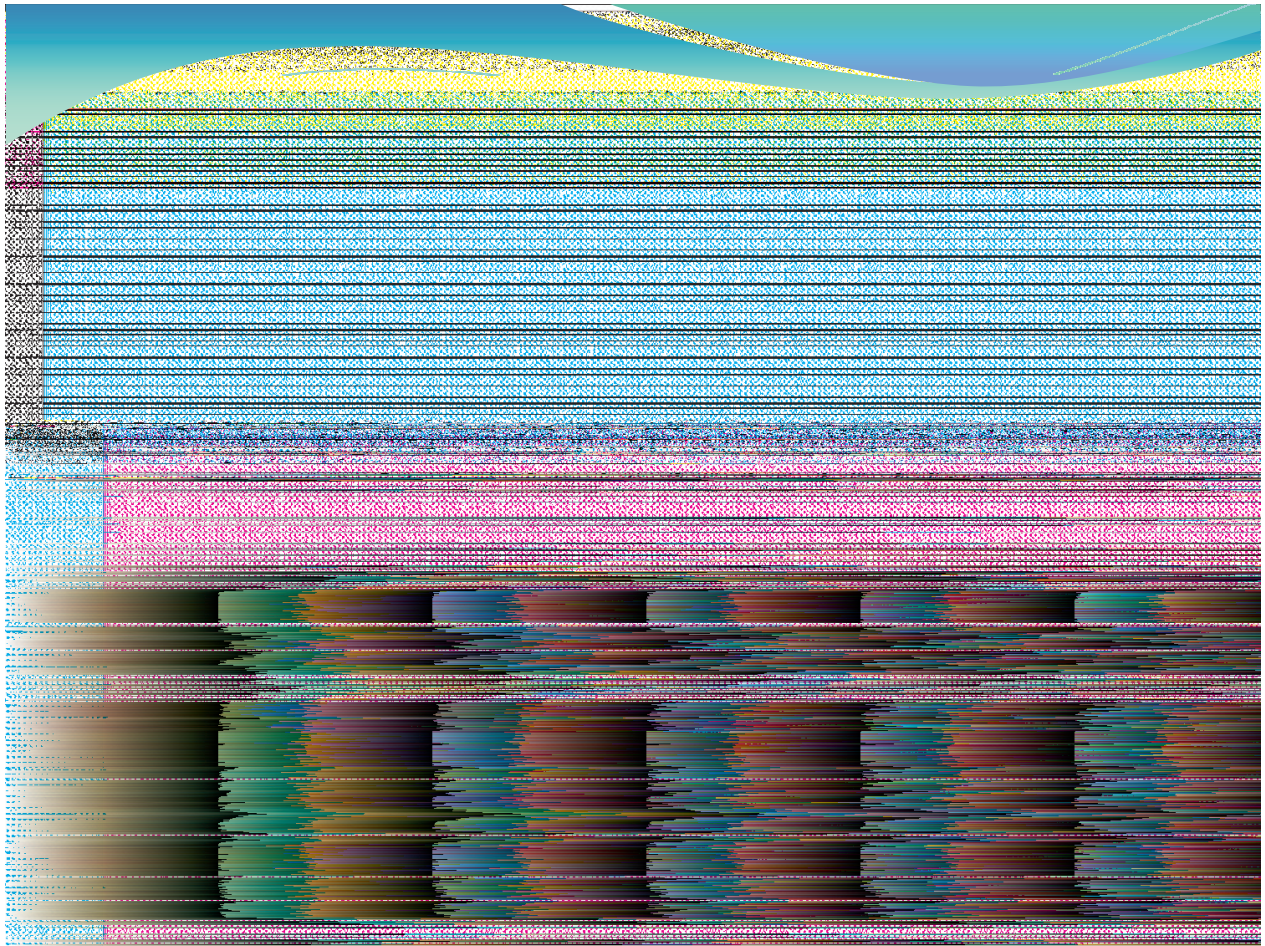


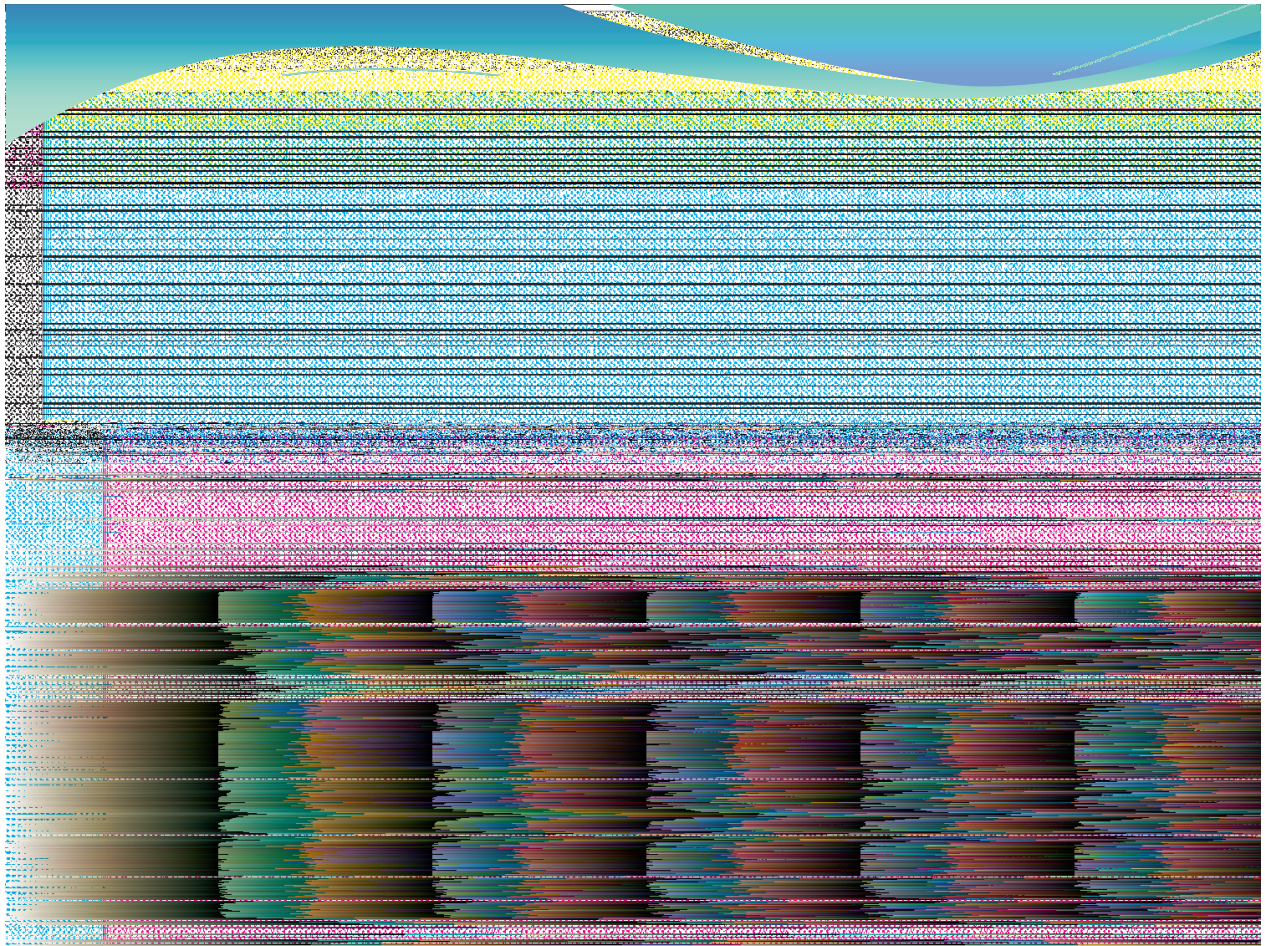


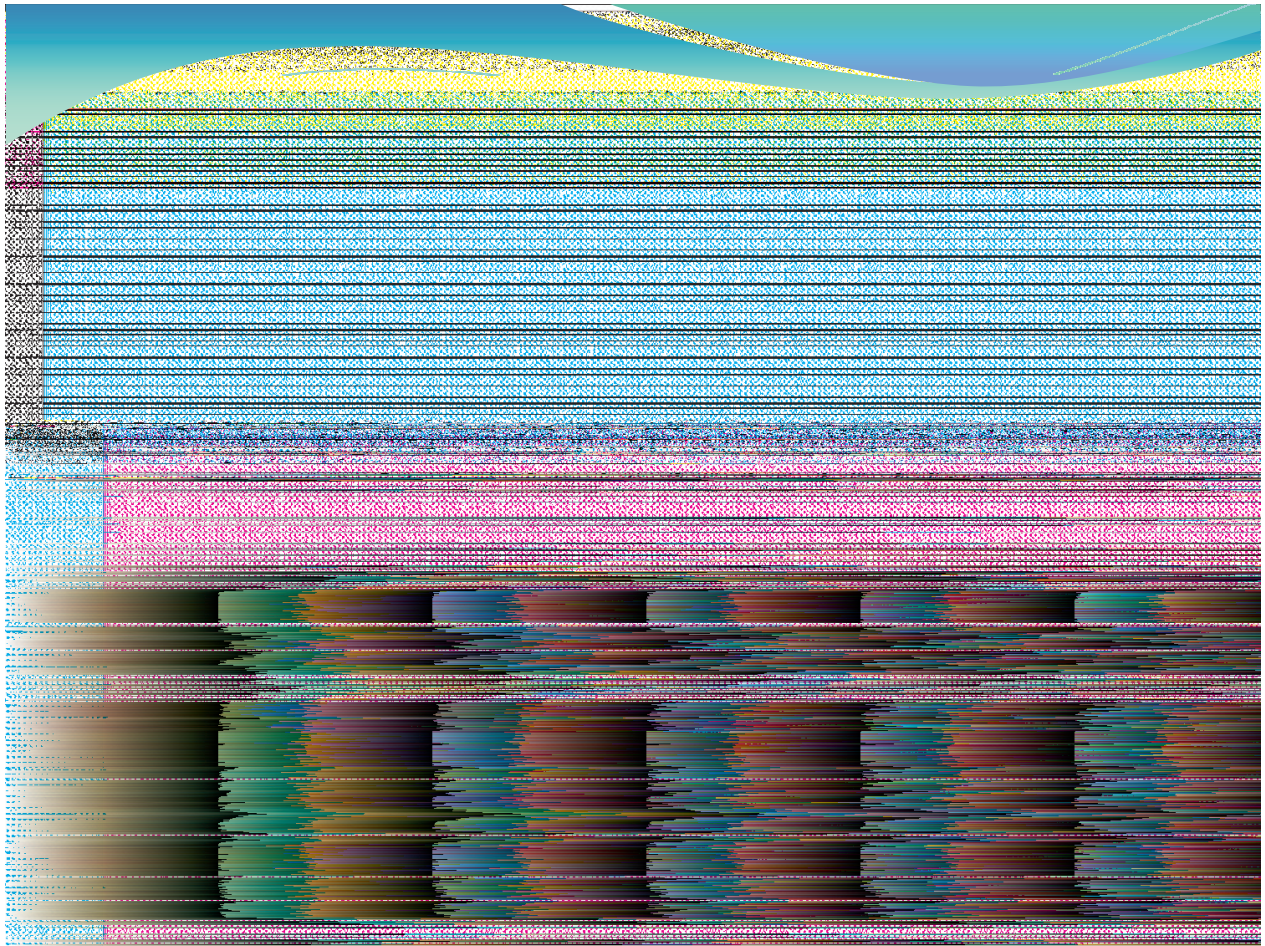


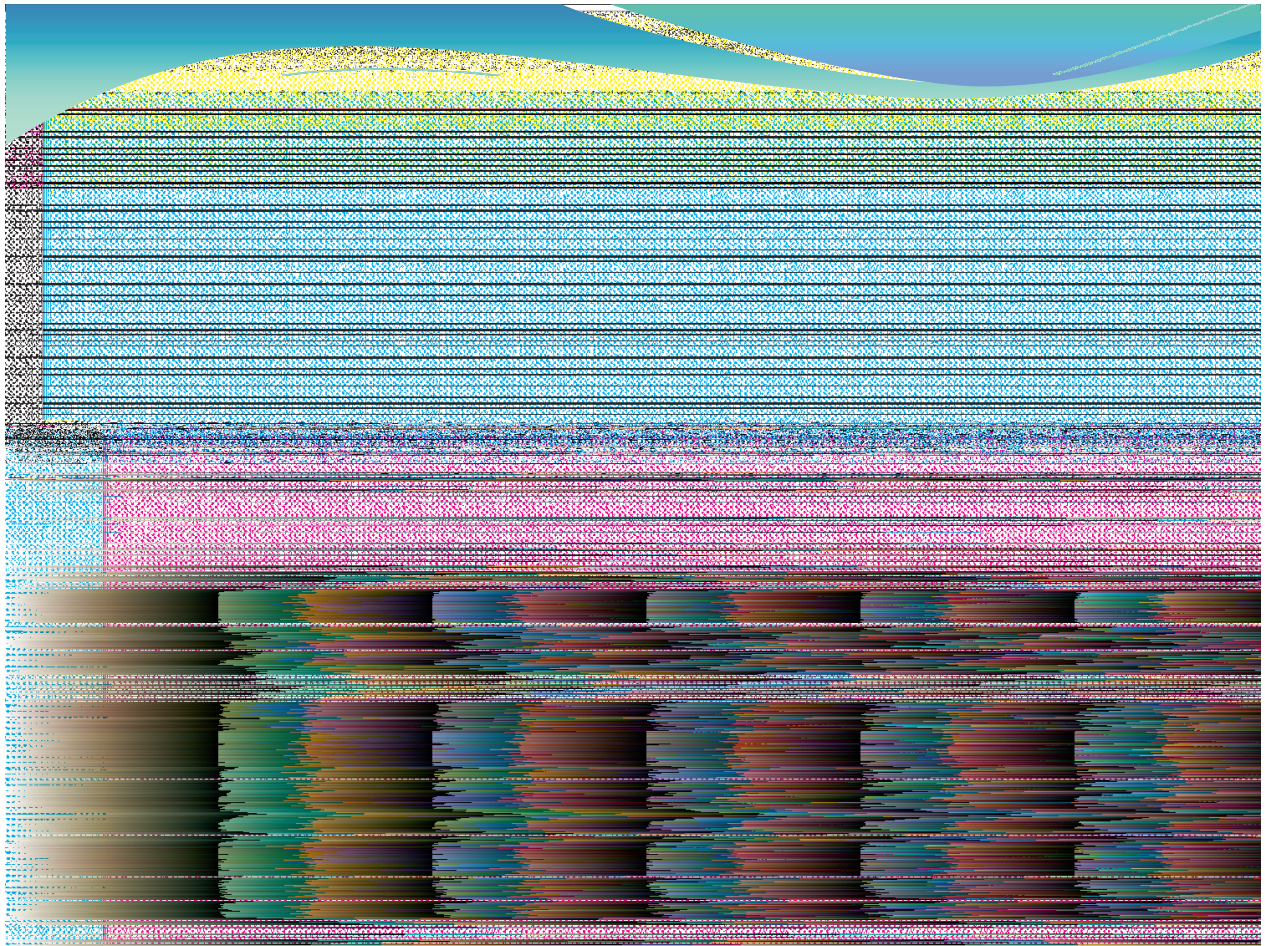


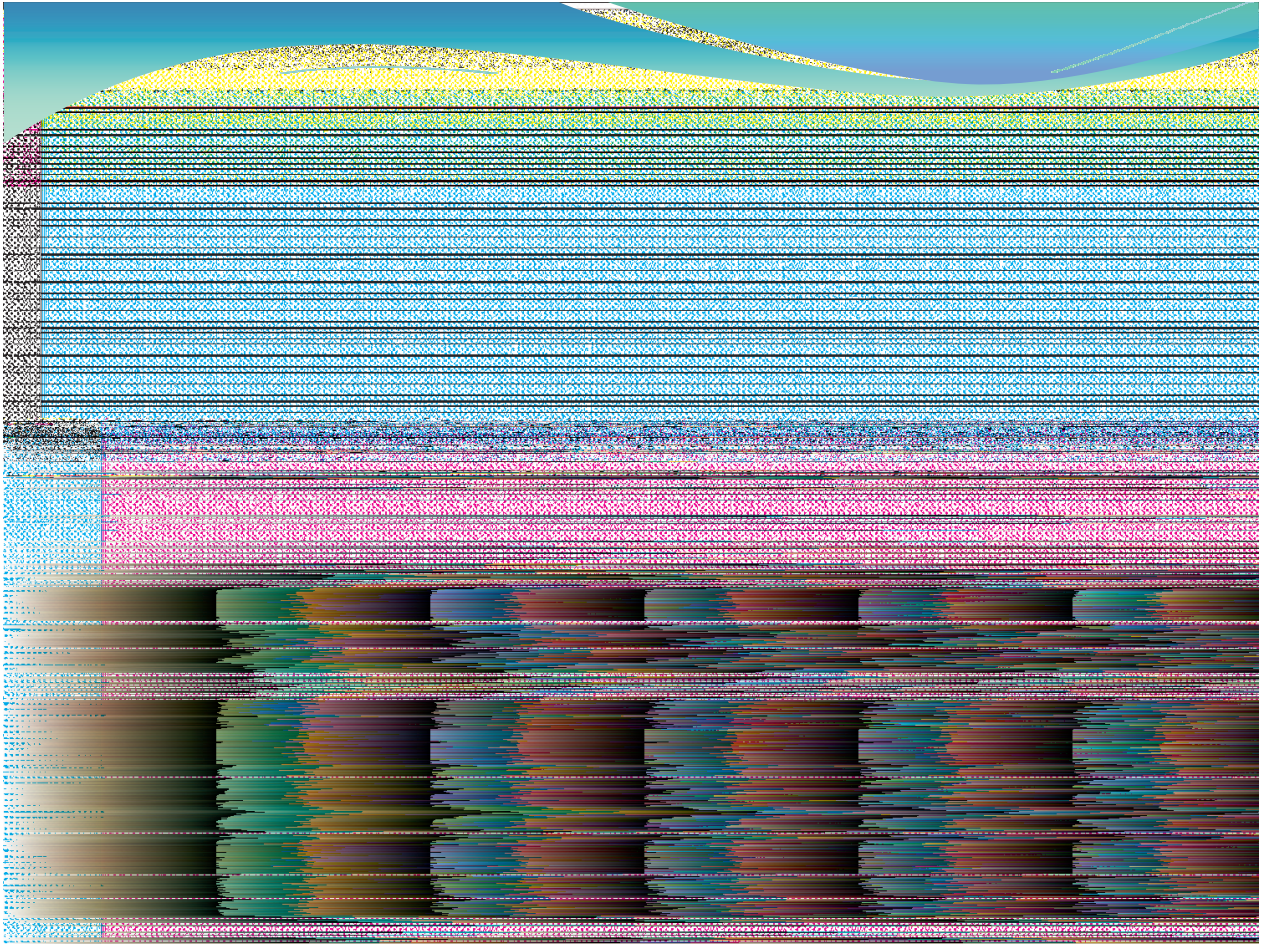


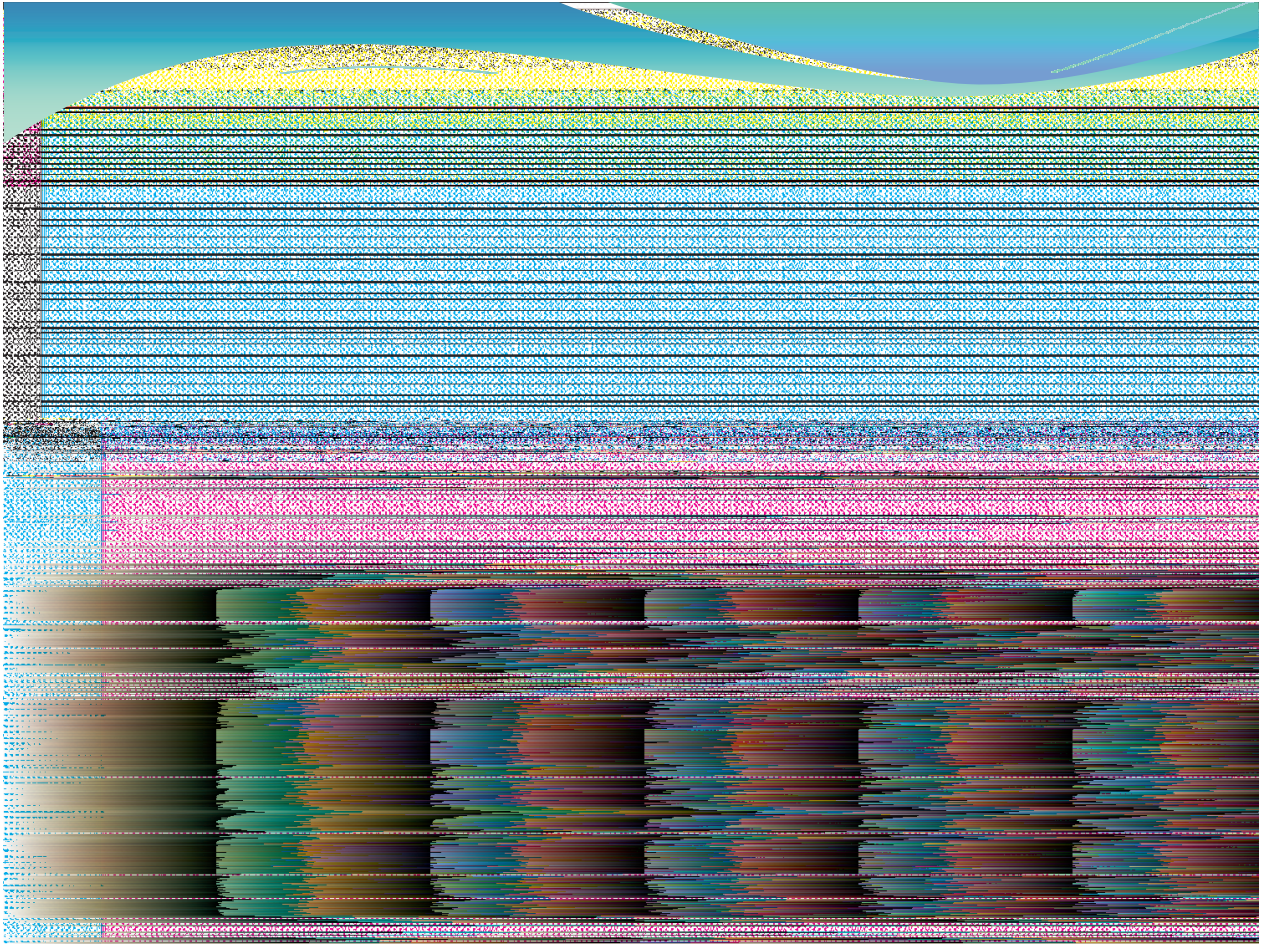


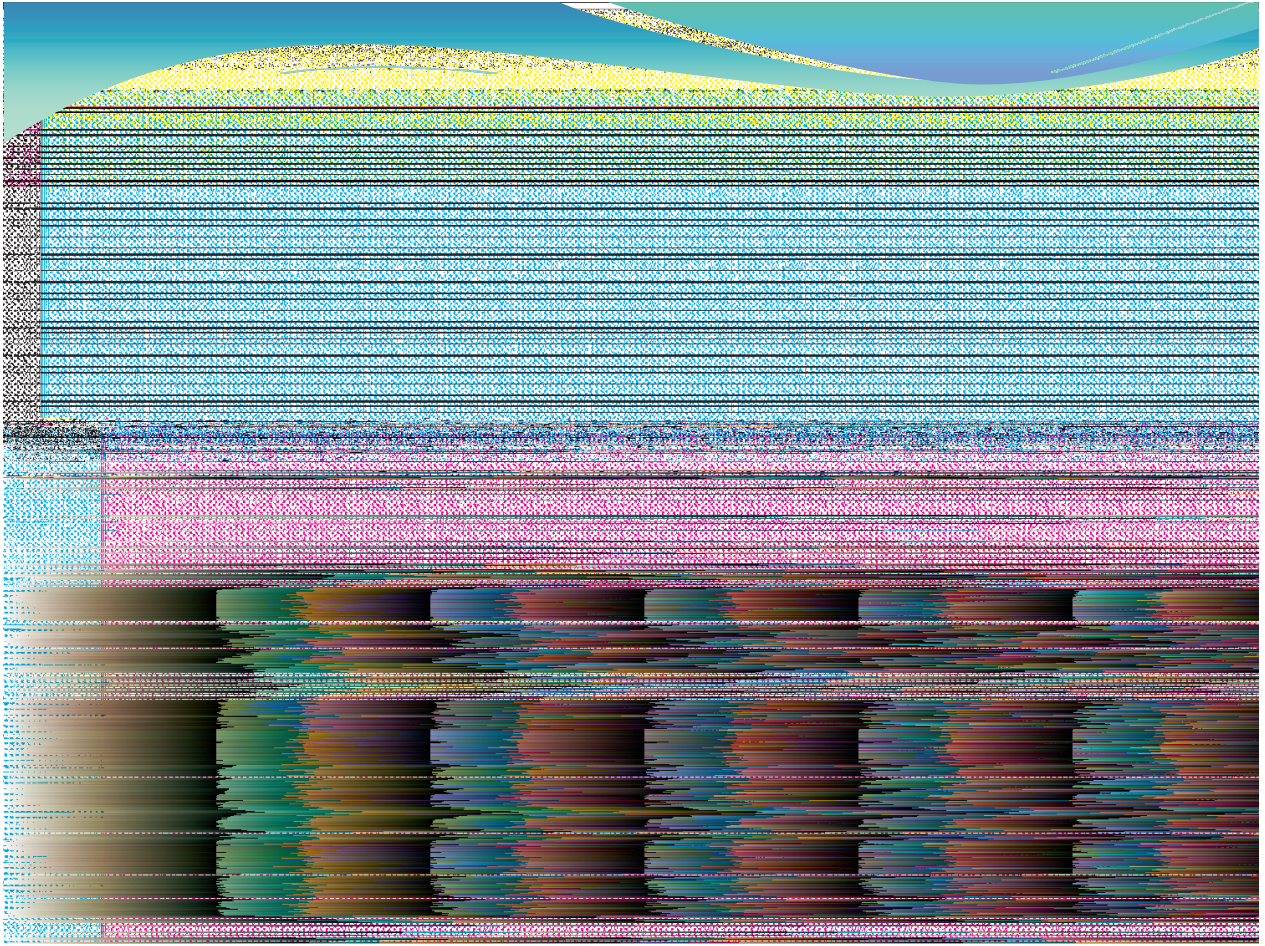


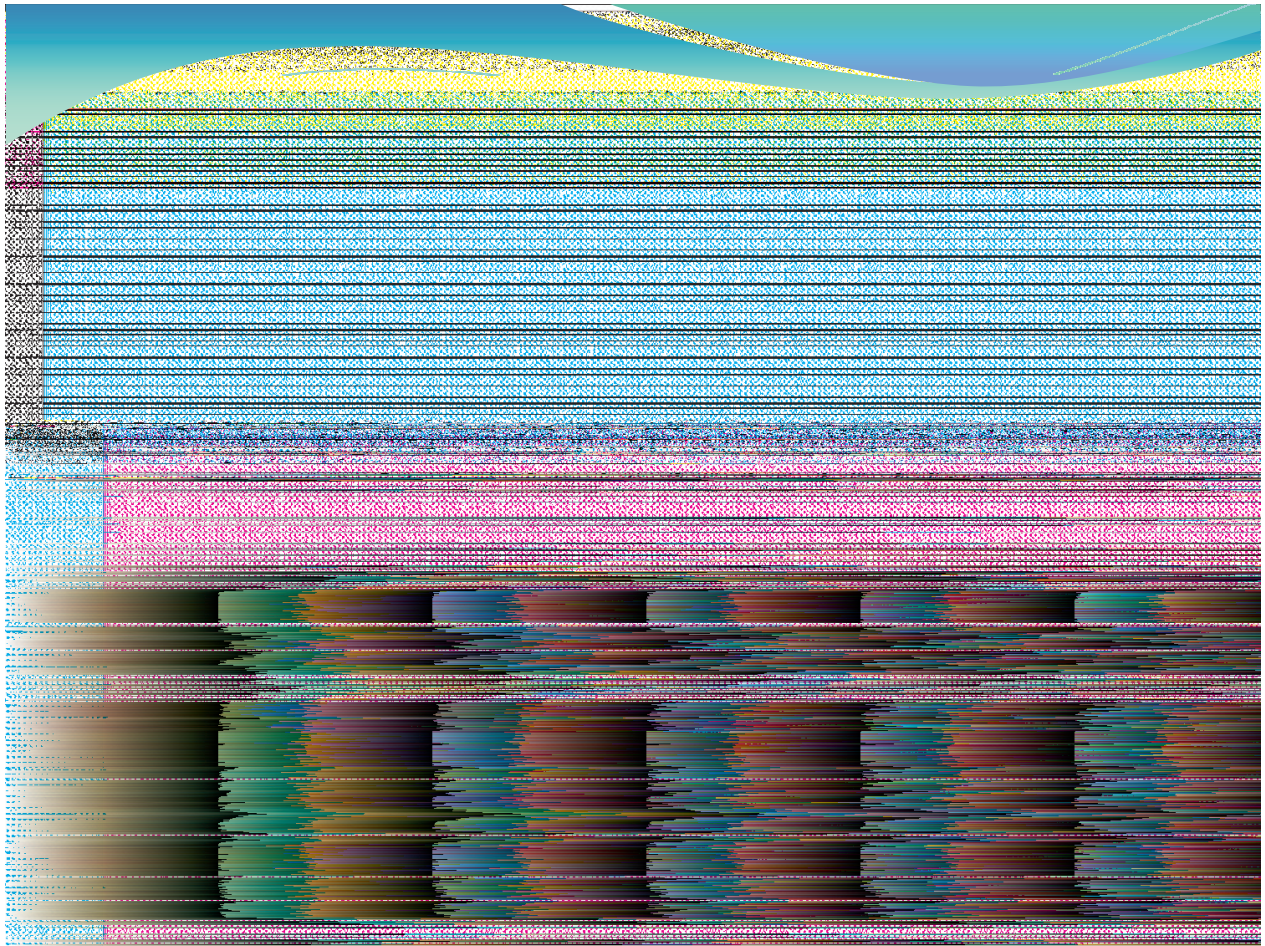














Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

Annexure V

News Coverage

Cluster level Intellectual Property Awareness Program (Cluster: Leather)

ANNEXURE V

The event was covered by various media houses. The glimpse of the same are attached as below.



The Cluster level Intellectual Property Awareness Program covered by Amar Ujala

Cluster level Intellectual Property Awareness Program (Cluster: Leather)



The Cluster level Intellectual Property Awareness Program covered by Hindustan



The Cluster level Intellectual Property Awareness Program covered by Danik Jagran

Annexure VI
Glimpse of The Event

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

ANNEXURE VI



L-R : Mr. N.R.Meena, Assistant Controller of Patents & Designs, Intellectual Property Office(IPO): Dr S.Awasthi, CEO, SPV Leather IIS (India), CETP/CHWDF Projects at Unnao: Padamshree Irshad Mirza, Chairman, Mirza Group: Mr.Taj Alam, President, UP Leather Industry Association : Mr.S.M.Shahid, Sr Director SPV & Stake Holder-Crescent Tanners / ShoeMac Group



5 December 2013

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)



Mr.Taj Alam, President, UP Leather Industry Association addressing the participants

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

Annexure VII

About Organisers

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

ANNEXURE VII

About CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded over 118 years ago, India's premier business association has over 7100 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 enterprises from around 257 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

The CII Theme for 2013-14 is **Accelerating Economic Growth through Innovation, Transformation, Inclusion and Governance**. Towards this, CII advocacy will accord top priority to stepping up the growth trajectory of the nation, while retaining a strong focus on accountability, transparency and measurement in the corporate and social eco-system, building a knowledge economy, and broad-basing development to help deliver the fruits of progress to all.

With 63 offices, including 10 Centres of Excellence, in India, and 7 overseas offices in Australia, China, Egypt, France, Singapore, UK, and USA, as well as institutional partnerships with 224 counterpart organizations in 90 countries, CII serves as a reference point for Indian industry and the international business community.

Cluster level Intellectual Property Awareness Program

(Cluster: Leather)

About IPO

The Office of the Controller General of Patents, Designs & Trade Marks (CGPDTM) is located at Mumbai. The Head Office of the Patent office is at Kolkata and its Branch offices are located at Chennai, New Delhi and Mumbai. The Trade Marks registry is at Mumbai and its Branches are located in Kolkata, Chennai, Ahmedabad and New Delhi. The Design Office is located at Kolkata in the Patent Office. The Offices of The Patent Information System (PIS) and National Institute of Intellectual Property Management (NIIPM) are at Nagpur. The Controller General supervises the working of the Patents Act, 1970, as amended, the Designs Act, 2000 and the Trade Marks Act, 1999 and also renders advice to the Government on matters relating to these subjects. In order to protect the Geographical Indications of goods a Geographical Indications Registry has been established in Chennai to administer the Geographical Indications of Goods (Registration and Protection) Act, 1999 under the CGPDTM.

About IIS (India)

Industrial Infrastructure Services was incorporated on March 30, 2013 with the main object of establishing infrastructure facility for leather and allied industries located in District Unnao. Initially the company has undertaken common hazardous waste disposal facility at leather technology park, Banthar, Unnao. This project has been sanctioned by Department of Industrial policy and Promotion, Ministry of commerce and Industry Govt. of India under Industrial Infrastructure Upgradation Scheme 2003. The project is partly completed and is in operation since October 2008.

For more information please contact

**Ms. Shilpi Jha
Deputy Director
Confederation of Indian Industry
shilpi.jha@cii.in
Phone: 011 45772013**