



Action Plan for National Awareness Building Workshop on SME Open Innovation and

Intellectual Property Rights, 2015-2016; Started on 01-04-2015

Implementing organization: HNI in association with DCMSME & WIPO

Who We Are:

HUMAN Network INDIA (HNI) is a registered Trust and not a profit making organization, running by painstaking scientists and professionals hailing from various layers of our society. HNI is working as support organization for SMEs with Open Innovation and Intellectual Property Asset tools.

Our Goal:

We aspire to create an environment for existing Small Enterprises in West Bengal, India should build a social entrepreneurial community in the region. By creating-exploiting Innovative Ideas and Intellectual Property Assets, they would generate more revenue and green employment. Our action plan has to facilitate them with the support of evidence based case studies.

Background Note:

The World Intellectual Property Organization (WIPO) in mid-November 2011 reported that the Global Intellectual Property (GIP) market which is now worth \$180 billion a year and the changing face of innovation, royalty and licensing fee revenue rose from \$2.8 billion in 1970 to \$27 billion in 1990, and became \$180 billion in 2009. This is faster than the rise in global gross domestic product during a similar period. In fact, it is possible that in two years hence, the total revenue may touch the \$200 billion mark.

The value of an asset whether it is intangible (Patent, Trademark and Copyrights etc.) or tangible (Land, Building, Machinery, Human Resources and Raw Materials etc.) are the potential elements for economic benefits of competitive businesses whether they are big or small. It is imperative to fostering creation of innovative products, processes and services so that IP assets give their holders confidence and cash, exchange new technologies through joint ventures and licensing agreements. The profits of every business today come from a mixture of tangible and intangible asset values.

Like other countries Indian SMEs are major employment generating hub and they independently owned varieties of businesses set up with the objective of making reasonable profit on the innovative idea and investment made. They are extremely diverse and heterogeneous group with a very wide range of needs and concerns. The IIPR needs and concerns are, therefore, dependent on the nature and scale of their operations and on relationships with other strategic

stakeholders, entities and enterprises. They could promote innovative appropriate technologies required managerial growth and competitiveness as also, equally, the absorption of technological innovations and exploitation of indigenous research findings with the support of innovative business model and Intellectual Property (IP). The Central as well as State Governments have placed SMEs at higher level on their list of priorities, and generally provide numerous support services without having a comprehensive data base of SMEs and efficient human resource.

The development and right to protect one's products, services and innovative ideas through Trade Secretes, Patents, Trademarks, Industrial Design and Copyrights-Related Rights for commercial use are covered under Intellectual Property Rights (IPRs) with the support of the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) of WTO and other international treaties. In today's business scenario, the stimulating role of IPRs is very much applicable to SMEs as being large Indian Enterprises and also Multinational Companies (MNCs). On the contrary, we are all aware that Indian SMEs are facing the challenges of globalization, higher cost of funds, inappropriate knowledge management and technology up-gradation, infrastructure constraints and many more due to lack of knowledge on Innovative Business Model Canvas crafting.

Many SMEs' first experience of IP and its valuation are to be realized when a problem gets surfaced, often when they become aware that a competitor has taken their idea or long used non- registered trademark. It is often at this point only that the SME realizes they should have taken steps to protect and value their own ideas.

Other key problem for entrepreneurs seems to be less knowledge about the incapability of crafting an efficient business model canvas including IP Assets and availability of appropriate type of funding. Though there are huge scopes to start-up SMEs can do offer high demand products and services in the healthcare, food processing, garments and non-conventional energy sectors in India's massive domestic market. Contrary, SMEs can take opportunities to use Government priority on climate change issues leads to generate sound revenue. Keeping in mind, India's growing unemployment rate and huge market size to explore, SMEs can rethink about their Business Model by including IP assets to compete effectively in the local and international market arena.

Needless to say, SMEs are employment centric business entity for inclusive green growth, though they are the ineffective users of the IIPR, mainly due to lack of awareness of availability of cost-effective, user-friendly and readily accessible IP related information support services till date. They remain vulnerable in today's highly IP intensive business environment as hard rider in the competitive national and international markets environment.

Outcome Mapping to set Goal for an Action Plan:

We have experienced a lot from our first initiative on IIPR for SME, after a state level one day sensitization program on "Innovation & Intellectual Property Management within MSMEs for business success" on 13th May 2012 at Kolkata. We found that SMEs are willing to grab in-depth knowledge on IIPR. According to the need felt through the initiative, we have already built a 10

member team of HNI to facilitate SMEs for IP creation by going through the innovative processes, management and would design a platform to work for their business success, green in particular. In respect of our own capacity building, selected HNI professionals are successfully completed the training program of WIPO, **DL-101 General Course on Intellectual Property** and continuing work with SMEs within the framework of WIPO's outreach program. We are negotiating with WIPO Academy at Geneva for Training of Trainer (TOT) program for ten member team of IP professionals of HNI. To understand and disseminate IIPR, Mr. Mrinmoy Das, of HNI has successfully completed an international training program in 2011 on IPRs for SME business success with the support of WIPO fellowship at South Korea. Another six months long international training program "Industrial Property in Global Economy" has been successfully completed by Mr. Mrinmoy Das in two countries, Sweden and Philippines, in 2012 with the support of WIPO & SPRO fellowship. Mr. Deva Priya Dhar has successfully completed the same international training program in April 2013 at Sweden and follow-up final program at Thailand in October 2013 with a sound country project.

Action Plan for National Workshop on IIPR for SMEs:

1. The proposed National Workshop need to be held within next 12 months.
2. We have designed HNI portal, now it is the time to redesign on innovation and IP for SMEs and build website www.hniiip.org (HUMAN Network INDIA's Initiative on Innovation & Intellectual Property Rights) links supported by WIPO, EPO, USPTO, ASEAN, china-iprhelpdesk.eu, afrinic.net, iprexchange.in and other IP, Innovation & SME related local, national, regional and international organizations.

Time Schedule: 2 months*

To be reloaded within 31.03.20116

3. For finalizing the list of participants for the Workshop, we need to identify at least 35 SMEs from 35 states of India out of total 105 SMEs and 19 SMEs from 19 districts of West Bengal out of 57 SMEs through data bank, and a comprehensive checklist of those SME who follow the law of the land and at least care for innovative ideas.

Time Schedule: 6 months

4. To arrange fund for the said program, we need to contact DCMSME and other related institutions.

Time Schedule: 7 months

5. At regular interval, we need to evaluate our achievement progress against our set targets for the action plan and to close the gaps, if any.

Time Schedule: Every Fortnight

6. Ten members IP professional team of HNI needs to be updated on national and international systems of IP enforcement and technology transfer as appropriate for SMEs.

Time Schedule: 8 months?

7. There is a crucial need for brainstorming and act with SME needs and bias for IIPR related issues throughout the action plan and to create a business friendly environment by HNI professionals for all stakeholders.

HNI IP Team: 1.Mr. Asit Kumar Mukherjee (Industrial Design); 2. Mr. Chitta Ranjan Biswas (Copyrights); 3. Dr. Debanjan Sur (Innovation); 4.Mr. Amit Kumar Gooptu (IP Case Law); 5. Mr. Alope Banerjee (IP Teaching); 6. Mr. Ankan Kumar Banerjee (IP Teaching); 7. Mr. Mrinmoy Das (Awareness Building); 8. Mr. Paritosh Bardhan (Plant Protection); 9. Mr. Deva Priya Dhar (Patents); 10. Mr. Arindom Goswami (Trademarks); (Successfully completed DL-101 of WIPO)