

सूक्ष्म लघु और मध्यम उद्यम मंत्रालय
(भारत सरकार)
निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,
नई दिल्ली-110 108



सामग्री प्रदान
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

OFFICE OF THE DEVELOPMENT COMMISSIONER
(MICRO, SMALL & MEDIUM ENTERPRISES)
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA
Nirman Bhawan, 7th Floor, Maulana Azad Road,
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File No TD-IPR/11/2022-IPR-DCMSME

Date: 17.02.2023

To,

The Pay & Account Officer (MSME),
New Delhi / Chennai / Kolkata / Mumbai.


SANCTION ORDER

Subject: - Sanction for Allocation of Rs.109.82 lakh (Rupees One Crore Nine Lakh and Eighty Two Thousand only) under the publicity & advertisement head (2851.00.102.99.15.26) under EAP of RAMP to MSME-DFOs for organizing 10 Nos of IP Yatra under IPR Component of MSME –Innovative scheme during the FY 2022-23-reg .

I am directed to convey the approval of the Competent Authority for Allocation of Rs.109.82 lakh (Rupees One Crore Nine Lakh and Eighty Two Thousand only) under the publicity & advertisement head (2851.00.102.99.15.26) under EAP of RAMP to MSME-DFOs for organizing 10 Nos of IP Yatra under IPR Component of MSME –Innovative scheme during the FY 2022-23 as per the **Annexure- A** enclosed herewith.

2. Micro, Small & Medium Enterprises – Development & Facilitation Office (MSME-DFOs), will make necessary arrangements/procurements/rent/others activities as per GFR Rules/guidelines and IP Yatra concept.
3. The actual expenditure shall be reported to this office by each Micro, Small & Medium Enterprises – Development & Facilitation Office latest by 15.03.2023.
4. A brief concept note has been enclosed as reference for organising IP Yatra by respective MSME-DFOs.
5. The expenditure shall be accommodated in demand No. 68- Ministry of Micro Small & Medium Enterprises (MSME) for the year 2022 -23 as follows:

(i) Major Head	2851.00.102.	Raising & Accelerating MSMEs Performance RAMP) National I(EAP)
(ii) Object Head	99.15.26	Advertising & Publicity
(iii) BE/RE	2.41/5.00 Cr.	Expenditure till date: Rs. 0.00 Crore
(iv) Present sanction/release	Rs. 1,09,82,000/-	


राकेश कुमार / RAKESH KUMAR
संयुक्त निदेशक / Joint Director
भारत सरकार / Govt. of India
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Ministry of Micro, Small & Medium Enterprises
विकास आयुक्त (सू. ल. एवं म. उद्यम) का कार्यालय
Office of the Dev. Commissioner (MSME)
निर्माण भवन, नई दिल्ली-110011 / Nirman Bhawan, New Delhi-110011

Contd...2/-....


5. Noted at **Serial No-5** in the Register of Grants.
6. This sanction issues with the IFW concurrence Dy. No.193/2022-23/IFW-II dated 09.02.2023.

राकेश कुमार / RAKESH KUMAR
संयुक्त निदेशक / Joint Director
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17/02/2023
(Rakesh Kumar)
Joint Director

Copy for information to:

1. The Director, Micro, Small & Medium Enterprises – Development & Facilitation Office, Delhi, Ludhiana, Bangalore, Hyderabad, Kanpur, Indore, Ahmadabad, Jaipur, Guwahati, Chennai
2. The Drawing & Disbursing Officer, Office of DC (MSME), New Delhi.
3. Under Secretary/Deputy Director, RAMP Division, Nirman Bhawan, New Delhi.
4. Under Secretary, IF Wing, Room No.731, Nirman Bhawan, New Delhi.
5. The Principal Director of Audit, Economic & Service Ministry, AGCR Bldg., I.P. Estate, New Delhi-110002.
6. B & A Section, M/o Industry, Udyog Bhawan, New Delhi.
7. Planning Division, Office of DC (MSME), New Delhi.
8. MSME-DI Division, Office of DC(MSME), New Delhi
9. Director, SENET for uploading on official website.
10. PS to JS(AFI)/PS to Director(T & P)
11. Guard File


(Rakesh Kumar)
Joint Director

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Item wise expenditure for promotional activities.

S. No	Advt.	Size/Std LXB	Area Sq. ft	Estimate cost(Rs.)	Qty per office	Total Cost(Rs.) (DFOs)
1	Flex Board	10ftX6ft	60	5100	3	15300
2.	Banner	6ftX4ft	24	1392	5	6960
3.	Hiring Charge of Digital Screen for display	std		34000	2	68000
4	Posters/Flyers/Handouts/Stickers	std		8	1000	8000
	Total					98260

DFOs wise allocation for organizing IP Yatra Programme.

S. No	Name of DFO	Proposed Allocation of Funds for 2 days Event (in Rs.)	Proposed allocation for Promotional Activities (in Rs.)	Total (in Lakhs)
1.	Delhi	10,00,000 (5,00,000x2 Days)	98260	10.98
2.	Ludhiana	10,00,000 (5,00,000x2 Days)	98260	10.98
3.	Bangalore	10,00,000 (5,00,000x2 Days)	98260	10.98
4.	Hyderabad	10,00,000 (5,00,000x2 Days)	98260	10.98
5.	Kanpur	10,00,000 (5,00,000x2 Days)	98260	10.98
6.	Indore	10,00,000 (5,00,000x2 Days)	98260	10.98
7	Ahmadabad	10,00,000 (5,00,000x2 Days)	98260	10.98
8.	Jaipur	10,00,000 (5,00,000x2 Days)	98260	10.98
9.	Guwahati	10,00,000 (5,00,000x2 Days)	98260	10.98
10	Chennai	10,00,000 (5,00,000x2 Days)	98260	10.98
	Total	100,00,000/-	9,82,600	109.82


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IP Yatra -Concept Note

Introduction:

Micro, small and medium-sized enterprises (MSMEs) represent over 90 percent of enterprises in India. They are the driving force behind a large number of innovations and contribute to the growth of the Indian economy through employment creation, investments, and exports. In the 21st century, innovation and creativity remain the driving forces behind India's competitiveness and economic future. As the world's fastest growing economy and to sustain growth and innovation, India has to become innovative and the producer of new products, processes and services. The development, management, and protection of innovation have become increasingly crucial to business success. MSME sector needs support to identify and use appropriate innovations and complement these with relevant product differentiation, business and marketing strategies. This requires a broad technology portfolio management that includes the fundamental need to link business with IPRs, technology transfer, up scaling, commercialization of innovation and risk safeguards. Adoption of innovation-driven approach is the need of the hour and an integral part of prudent business strategy to capture a larger part of the benefit stream generated by innovation activities.

To facilitate above progress, India needs to develop an Intellectual Property ecosystem backed by a strong incentivised model that promotes domestic innovation, boosts collaboration, and improves access to innovation.

Objective:

IP Yatra, is an initiative of Ministry of Micro Small & Medium Enterprises to improve the IP culture in India with the interventions: to enhance the awareness of Intellectual Property Rights (IPRs) amongst the MSMEs and to encourage creative intellectual endeavour in Indian economy; to take suitable measures for the protection of ideas, technological innovation and knowledge-driven business strategies developed by the MSMEs for their commercialization and effective utilization of IPR tools and equip MSMEs and grass root innovators with recent technology for empowering them to integrate IPR into their business strategies and improving their capabilities within the area of enforcement. IP Yatra aims to cater following objectives:

- ✓ To increase the number of IP filings from all sectors through all sources to strengthen the IP ecosystem and cultivate the culture of innovation by offering legal and intellectual property filing support including patents, trademarks, copyrights, designs, geographical indications (GI) etc through connecting MSMEs with Intellectual Property Facilitation Centres (IPFCs) set up by the Ministry across the country.
- ✓ Scout MSMEs, innovators, and entrepreneurs at the grassroots level in the country and provide them with a platform at the local level to showcase their innovation & creativity.

- ✓ To provide incentives, expert guidance, funding, and necessary support to MSMEs through various schemes/Programmes of MoMSME.
- ✓ Strengthening the entrepreneurship and lead the MSMEs to become champions through exploiting their IP Portfolio.

Mission:

- i. Provide Intellectual Property related information and updates to the MSME units and provide assistance to improve their business prospects and marketability of their products and services;
- ii. Facilitate and handhold MSMEs with information about various Government schemes
- iii. Provide information and schedules regarding trainings, workshops, awareness camps, capsule courses for the Human Resources in innovation, technology advancement, IPRs and related domains;
- iv. Provide trainings and workshops on IP harvesting to encourage MSMEs to create innovative solutions.
- v. Advocate improvements in the protection and enforcement of IP with inputs and suggestions from the policy leaders/Experts in the country;
- vi. Collaborate with thought leaders, innovators, creators and business Experts of various domains across the country to focus attention on the benefits of building an Intellectual Property ecosystem among MSMEs.

Proposed activities under IP Yatra across the country:

To fulfil the objective above, the concept of National Level IP Yatra has been envisaged which is basically termed to create impact to collective exercise of organizing various promotional events at 10 different states/cities by the 15th March 2023. This will include organizing following programmes in each state/cities by respective MSME-DFO.

- i. Programme on MSME-Innovative scheme(dissemination of information about reimbursement/IPFCs in the state)
- ii. Programme on International Practices on IPR in the countries JAPAN, UK, Chile, USA, Korea etc(organizations like JETRO, UK-IPO, WIPO, Embassy of Chile, USPTO, CIPAM have been roped in to depute international experts)
- iii. Panel discussion & experience sharing by patent holders, trademark design beneficiaries under the scheme.
- iv. Handholding support to MSMEs for IP filing and leveraging their IP through licensing/commercialization
- v. panel discussion of experts from Startup India, Stand up India, Invest India, DPIIT
- vi. Panel Discussion of IP Attorneys to guide IP filing fee and procedures
- vii. Other similar activities on the concept of Intellectual Property.



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