

**Office of the Development Commissioner
(Micro, Small & Medium Enterprises)
Nirman Bhawan, New Delhi
Admn (P&T) Division**

Subject: - Training Programme for the MSME-DO officers.

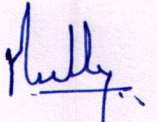
Following training programme is being organised by Ni-msme, Hyderabad as per schedule given below;

S.	Training Programme	Venue	Duration
1.	Brand Identity Protection through Trademark Strategies	Ni-msme, Hyderabad Campus	17 th to 21 st July, 2017

2. The modules of the said training will emphasis on:-

- a) the basic concepts of IPR mainly trademarks;
- b) Importance of Branding for SMEs;
- c) Role of trademark in Brand Protection;
- d) Protection of Brands Internationally through Madrid System;
- e) Challenges of counterfeiting & Piracy for MSME Brands, and
- f) Case Studies on Brand Management.

3. It is requested to kindly nominate the suitable officer for the said training programmes to this division latest by **11.07.2017**.


(R.C. Tully)
Director, Admn

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1. All Director(s) & I/C's – MSME-DIs/ TCs/ Br. MSME-DIs/ TIs.
 2. All Divisions/ Sections, Hqrs. office.
 3. SENET Div. – to upload the same on the website.
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DC(MSME) I.D. No. A-33012/1/2016-A(P&T)

dated 07.07.2017