

INTELLECTUAL PROPERTY RIGHTS & TECHNOLOGY MANAGEMENT IN HORTICULTURE

29 August 2016 – 03 September 2016



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The ICAR-Indian Institute of Horticultural Research (IIHR), Hessaraghatta, Bengaluru announces a Training Programme on “**Intellectual Property Rights and Technology Management in Horticulture**” from 29 August 2016 – 03 September 2016 at IIHR, Campus, Bengaluru.

Background:

“Knowledge is Power” The growing importance of IPRs both in National & International arena has evoked keen interest among policy makers, inventors, creators, researchers, academicians & the trading community. The growing impact of technologies in the horticulture sector has led to an increasing recognition of the potential of these IP assets. To realize the social and economic benefits of IP rights, a good understanding of the key concepts and legal framework on the IP system in this sector is essential. This requires practical insights of how the IP system operates at the ground level, and how these rights can be used and managed effectively for societal welfare. With this background, the training programme aims to impart knowledge for comprehensive understanding of the current IP system in the national and international arena and also provides insights for developing the essential skill sets for IP and technology management in horticulture.

Objectives:

- To provide a complete overview, basics and the key concepts of Intellectual Property Rights and Technology Management in Horticulture.
- Develop activity based practical understanding of application of key concepts and the legal framework.
- Hands-on experience on Patent & Trademark drafting & Prior Art Search and also drafting of License agreements.
- Hands-on experience on IP valuation and pricing
- Develop a practical understanding of application of technology management principles such as technology Licensing, technology marketing for effective public private partnership,
- Provide a Complete overview on Business Incubation, Entrepreneurship Development and Start-ups in Horticulture

Methodology and content:

The programme will consist of a blend of presentations, lectures, self-exploratory tools and exercises, case analysis, and group discussion. The programme will provide excellent opportunities for mutual interaction and information sharing among the participants and also hands on drafting exercises

Who Should Attend?

Students, Research Scholars, PhD Scholars, personnel from ITMU's, ABI/BPD, Young Scientists & Associate professors

Duration:

6 days (29 August 2016- 03 September 2016).

Course Fee:

For Students, Research Scholars, PhD Scholars: Rs 1500/-

For Young Scientists & Associate professors: Rs 2,500/-

Inclusive of training kit/material charges, Lunch and refreshment charges.

The programme fee may be paid through a demand draft drawn in favour of “ICAR- Indian Institute of Horticultural Research”, payable at Bengaluru; sent along with the Nomination Form.

Last Date for Receipt of Nomination:

The nominations of candidates should reach latest by July 30, 2016 (Nominations shall be accepted on first-cum-first served basis).

How to Apply?

Applicants are advised to fill the nomination form on IPR & Technology Management in Horticulture (<http://www.iihr.res.in>) and send the scanned copy to itmu.iihr@gmail.com

or itmu@iihr.res.in or hard copy to Horticulture Technology Management-Business Planning and Development Unit, ICAR-Indian Institute of Horticultural Research, Hessaraghatta lake Post, Bangalore 560 089

For further information, please contact: 080-28466373