Awareness Programme on Intellectual Property Rights (IPR)

3 July 2026 | HISDA Training Hall, 3rd Floor, Hosur

FICCI organised an **Awareness Programme on Intellectual Property Rights (IPR)** on **3 July 2026** at **HISDA** Training Hall, Hosur, to create awareness among industry representatives and business stakeholders about the importance of intellectual property protection and the procedures involved in safeguarding innovations, inventions, and brands. The programme focused on the fundamentals of Intellectual Property Rights, patent protection and filing procedures, and trademark protection and filing procedures.

The programme commenced with a **Welcome Address** by **FICCI,** followed by a **Special Address** by the **President of HISDA.** The opening session highlighted the relevance of intellectual property protection in the business environment and the importance of enabling enterprises to understand the mechanisms available to protect their innovations, technological developments, and brand identity.

The technical session was delivered by **Surana & Surana International Attorneys,** covering key aspects of Intellectual Property Rights and their practical relevance to businesses. The presentation on **Introduction to Intellectual Property Rights** provided participants with an overview of intellectual property protection and its significance in safeguarding original ideas, innovations, and other business assets.

The session further covered **Patent Protection and its Filing Procedure,** introducing participants to the process of protecting inventions through patents. The presentation also addressed **Trademark Protection and its Filing Procedure,** highlighting the importance of protecting business names, logos, and other identifying marks. These sessions helped familiarise participants with the principal procedures involved in intellectual property protection and the relevance of IPR to business development and innovation.

The programme concluded with an **interactive Question-and-Answer session,** providing participants with an opportunity to raise queries and seek clarification on the topics discussed. This was followed by a **Vote of Thanks by FICCI** and refreshments. The programme served as an awareness platform for promoting a better understanding of Intellectual Property Rights and encouraging businesses to recognise the importance of protecting their intellectual assets.

*****