



Entrepreneurship Development and Innovation Institute

Curi - 2017

Leveraging IP in Creative Industries

December 15, 2017

10.00 am onwards, EDII, Chennai

A platform for key stakeholders from government, artists & artisans to deliberate on the scope and challenges in protecting their creativity.

EDII of recent has begun focusing on innovation for entrepreneurship. Special efforts have been taken to promote IP Awareness among students, entrepreneurs, innovators, MSMEs etc. The scope of IPR is versatile. In this regard, EDII would like to enhance the scope of the creative sectors of the state through promotion of IP Awareness among artists and artisans. With this goal, the first meeting is proposed for igniting IP Awareness to the key stakeholders from the creative industries.

Proposed Arts & Crafts Fair

- ❖ Arts & Crafts Stalls from various established Craft wings including:
 - Handicrafts Stalls by:
 - Poompuhar
 - Khadi Krafts
 - Kalakshetra
 - Visual Art Displays by:
 - Government Fine Arts College, Chennai
 - Poompuhar
 - Kalakshetra
 - Textile Design Exhibits by:
 - NIFT, Chennai
 - Live Pottery by
 - Kalakshetra

Workshop Theme

- ❖ IP awareness in protecting creative innovations
- ❖ How IP can enhance the scope and reach of Indian Arts & Crafts?



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15 th Dec, 2017	AGENDA
10:00 am – 10:30 am	Registrations, Tea/Coffee & Setting up Arts & Crafts Stalls
10:30 am – 10:45 am	Inaugural Address Director, EDII, Chennai
10:45 am – 11:10 am	Keynote Address on “IP for Artists & Artisans” Dr. S.P. Subramaniam, Deputy Controller of Patents & Designs Office of the Controller General of Patents, Designs & Trade Marks, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India.
11:10 am – 12:30 pm	GD on: “Will IP Enable & Empower Creative Art & Craft Forms in India?” This session will focus on the significance of IPR in the field of Indian Arts & Crafts, the lack of awareness in obtaining copyrights, gaps in knowledge of IPR and trainings required to protect unique Indian art and visual forms. GD Panel: <ol style="list-style-type: none">1. Representative from Poompuhar Handicrafts, Chennai2. Representative from Khadi Crafts, Chennai3. Representative from Kalakshetra, Chennai4. Representative from Government Fine Arts, Chennai5. Representative from Government Music College, Chennai6. Representative from Department of Art & Culture, Chennai7. Representative from Tamil Iyal, Isai, Natakam, Chennai8. Representative from NIFT, Chennai9. Dr. Kaleeswaran, Creative Artist, Loyola College, Chennai
12:30 pm – 1:00 pm	Interaction with & among Participants
1:00 pm – 1:30 pm	Lunch Break
1:30 pm – 2:30 pm	Cultural Show
2:30 pm – 3:30 pm	Arts and Crafts Trade Carnival
3:30 pm	Vote Of Thanks