

Two Day National IP Yatra Workshop on Intellectual Property Rights Kicks Off at Hotel the Pal, Leh

Leh, March 24, 2025: The two day National IP Yatra workshop on Intellectual Property Rights (IPR) commenced today at Hotel the Pal, Leh, organized by the PHD Chamber of Commerce and Industry (PHDCCI), New Delhi, with the support of Development Commissioner, Ministry of MSME, Government of India. The event aims to enhance awareness and understanding of IPR among MSMEs, entrepreneurs, start-ups, and businesses in the region.

The inaugural session was graced by Dr. Pawan Kotwal, Chief Secretary/Advisor to the Lt. Governor, UT Ladakh, as the Chief Guest, and Hon'ble Executive Councillor, Shri Ghulam Mehdi, LAHDC Leh, as the Guest of Honour.

Dr. Ranjeet Mehta, CEO & Secretary General, PHDCCI, delivered the welcome address, urging participants to actively engage in the workshop to gain insights into MSME schemes and IPR registrations. He emphasized that the IP Yatra is a transformative journey to help MSMEs and innovators protect their creations through patents, trademarks, and GIs, assuring full support for Ladakh's start-ups, entrepreneurs from PHDCCI.

Chief Guest Dr. Pawan Kotwal stressed the importance of safeguarding Ladakh's traditional arts and local products through Geographical Indications (GI) and patents, encouraging entrepreneurs to leverage indigenous knowledge for economic growth.

Guest of Honour Shri Ghulam Mehdi –Executive Councillor LAHDC highlighted Ladakh's rich biodiversity, particularly its herbs and aromatic plants, and called for timely implementation of government schemes to boost grassroots entrepreneurship.

Dr. DP Goel, Co-Chair, MSME Committee, PHDCCI, discussed the vast potential of agriculture based innovations and the need for value addition in local products and latest innovative fertiliser techniques.

Dr. Saket Kushwaha, Vice Chancellor, University of Ladakh, emphasized the university's role in fostering innovation and supporting local businesses.

Jigmet Takpa, Vice President, IMI and Ex Joint Secretary MoEFCC GOI, presented on trademark registration and MSME opportunities.

Dr. H.P. Kumar, Former NSIC Chairman & Advisor, PHDCCI, elaborated on PMEGP, PM Rozgar Yojana, and Mudra Yojana, urging entrepreneurs to utilize these schemes.

The first day featured interactive sessions on: Fundamentals of IPR (Patents, Copyrights, Trademarks, GI) Government schemes for MSMEs and Day 2 will cover: Enforcement of IPR & Consequences of Infringement, IP Commercialization for MSMEs, Valedictory session with Hon'ble Chairman, LAHDC, Shri Tashi Gyalsen, and Mr. Sanjeev Khairwar, Principal Secretary, Industries, UT Ladakh, Technical experts including Mr. Zakriya (Functional Manager, DIC Leh), Dr. Kailash Goswami (Assistant Professor, University of Ladakh), Ms. Shruti Manchanda (IPR Expert, United & United, New Delhi), and Mr. Iqbal Fayaz Jan (Deputy Director, PHDCCI Kashmir Ladakh) led insightful discussions.

The workshop concluded with a vote of thanks by Shri Bilal Kawoosa, General Convenor, PHDCCI Kashmir, reaffirming PHDCCI's commitment to Ladakh's economic development. The whole program was moderated by Ms. Kanchan Zutshi, Director-PHDCCI.

