

Report on
One day workshop on
“Significance of branding and IP for micro and small entrepreneurs”
on 30th January, 2024

Objective: To raise awareness among fisherwomen, young entrepreneurs, and others about the importance of branding and intellectual property (IP) rights.

The ICAR – Central Institute of Fisheries Education, Mumbai, conducted an awareness and sensitization program titled "Significance of Branding and IP for Micro and Small Entrepreneurs" on January 30, 2024. Supported by the National Agricultural Innovation Fund (NAIF) – Institute Technology Management Unit (ITMU), the event aimed to educate participants on the crucial role of branding and IP in business.

Dr. Neha Qureshi, Scientist & ITMU Member, greeted all participants warmly, offering a comprehensive introduction to both the program and the institute. The session commenced with an illuminating presentation by ***Mr. Vikas Motiram Koli, the Founder of Kolibaba Pvt Ltd., Versova***. Drawing from his extensive 20 years of expertise in branding and marketing, Mr. Koli shared invaluable insights, including his personal journey as the founder of Kolibaba Pvt Ltd. He also lauded ICAR – CIFE for its proactive stance in orchestrating such insightful initiatives.

Further enriching the discourse, ***Ms. Ajita Ghag, representing the AFDO, Nashik Region***, elucidated on "Introduction to PMSSY Schemes and other schemes offered by the state government." ***Mr. Naimesh Tungare, a Certified Trainer for food processing from the Ministry of Food Processing***, delved into the realm of "Value-added fish products, packaging, Marketing, and the importance of IP for micro-entrepreneurs."

The program benefited a total of 38 participants, including micro-entrepreneurs, fishermen, women from SCGs, and students, fostering a diverse and inclusive learning environment. Following the sessions, a stimulating group discussion ensued, facilitating the exchange of ideas and insights.

Expressing gratitude, Dr. Neha Qureshi thanked Mr. Vikas Koli, Ms. Ajita Ghag, Mr. Naimesh Tungare, and all ITMU members for their invaluable contributions to the success of the program.

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