Report on Lecture Delivered during the Management Development Programme (MDP) under ESDP Scheme

A lecture on **"Digital Marketing and Intellectual Property Rights"** was delivered by **Dr. Brenda D Marak** as part of the **Management Development Programme (MDP)** conducted under the **Entrepreneurship and Skill Development Programme (ESDP) Scheme** of the Ministry of Micro, Small and Medium Enterprises. The programme was organized by the District Commerce and Industries Centre, West Garo Hills, on **25th February 2026** for the beneficiaries and aspiring entrepreneurs of the district.

The session aimed to enhance the knowledge of participants on the effective use of digital platforms for business promotion and to create awareness about the importance of protecting intellectual property in entrepreneurial ventures. The programme was attended by a

number of ESDP beneficiaries, including small business owners, aspiring entrepreneurs, and local enterprise promoters.

During the lecture, **Dr. Brenda D Marak** introduced the concept of **digital marketing** and explained how entrepreneurs and small businesses can leverage digital platforms to expand their market reach at relatively low cost. She highlighted the importance of establishing an online presence through social media platforms, websites, and digital marketplaces. Participants were guided on practical strategies such as content marketing, social media engagement, search engine visibility, and customer relationship management in the digital environment. The session also emphasized how digital tools can help MSMEs reach wider audiences, build brand recognition, and increase sales.

Dr. Marak further discussed the role of digital marketing in supporting the growth and sustainability of micro and small enterprises, particularly in regional markets. She encouraged the participants to adopt innovative digital strategies to remain competitive in an increasingly technology-driven marketplace.

The second part of the lecture focused on **Intellectual Property Rights (IPR)** and their significance for entrepreneurs and small business owners. Dr. Marak explained different forms of intellectual property such as trademarks, copyrights, patents, and geographical indications, and how these legal protections help safeguard original ideas, brand identities, and creative works. She stressed that protecting intellectual property is essential for preventing imitation, maintaining brand value, and fostering innovation.

Through practical examples, the participants were made aware of how registering trademarks and copyrights can help businesses protect their products, logos, brand names, and marketing materials. She also briefly introduced the basic procedures and benefits of intellectual property registration for MSMEs in India.

The lecture was interactive and engaging, with participants actively asking questions related to online business promotion and intellectual property protection. Dr. Marak addressed their queries and provided practical insights relevant to small business operations.

The session concluded with a vote of thanks from the organizers, who expressed their appreciation to Dr. Marak for delivering an informative and insightful lecture. The participants found the session highly beneficial, as it provided them with valuable knowledge and practical guidance on utilizing digital marketing tools and protecting their intellectual assets for sustainable business growth.

Overall, the lecture significantly contributed to strengthening the entrepreneurial capabilities of the beneficiaries and aligned well with the objectives of the ESDP scheme to promote skill development and enterprise growth among MSMEs