

IPR Awareness - Creative India, Innovative India!

Name of the Scheme/Project

Scheme for IPR Awareness – Creative India; Innovative India

Objective

In order to take forward the National IPR Policy and to enhance creativity, innovation, competitiveness and economic growth in India, it is imperative to harness IP. With phenomenal growth of the Indian Economy it is vital that IPRs are generated in India and then legally protected and exploited. Inadequate knowledge about the rights of individuals to protect their ideas and innovations and low awareness about the procedures involved in obtaining an IPR has hindered India's growth in Intellectual Property. With India's potential and its importance in the global arena, it's time we rise and become a leader in innovation and Intellectual Property!

Cell for IPR Promotion and Management (CIPAM)

CIPAM, vide Order No. 12(09)/2016-IPR-III (Pt.-2) dated 09/08/2016, has been created as a professional body under the aegis of DIPP. CIPAM consists of verticals, which address the seven identified objectives of the policy.

Allocation of Funds

Funds to implement this scheme will be made available from the head '*Intellectual Property*' under the head '*Awareness Campaign*' which has already been approved in CIPAM's DPR.

Area of Coverage

Pan India, including Tier 1, Tier 2, Tier 3 cities as well as rural areas.

Name of the Implementing Agency

The Cell for IPR Promotion and Management (CIPAM), Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India, Udyog Bhawan, Central Secretariat, New Delhi - 110011

Total Project Duration

The duration of the scheme is for 3 Years (April 2017 - March 2020)

Expected date of commencement

01-04-2017

Expected date of completion

31-03-2020

Salient Features of the Scheme

- I. The scheme targets to conduct IP awareness workshops/seminars in collaboration with industry organizations, academic institutions and other stakeholders across the country.
- II. It is also proposed to undertake training programmes to create a resource pool of trainers who would conduct the IP Awareness workshops/seminars for the public, enforcement agencies and judiciary.
- III. These awareness programmes will be tailored for 4 categories: Primary School (up to Grade 8), Secondary School (Grade 9 to Grade 12), University/ College and Industry, including MSMEs and Startups. However, two or more categories may be combined in any awareness programme.
- IV. Workshops/Seminars for the industry will be further tailored for the Industry to cover vital IP topics including all facets pertaining to inter-alia, Patents, Trademarks, Copyrights, GIs, Designs, Plant Varieties, Genetic Resources and TK (including international filing procedures in accordance with PCT and Madrid protocol) among MSMEs, Startups, various IP generating sector-specific industries and R&D entities (as mentioned in the National IPR Policy under action point 1.2.1 and 1.3.2).
- V. Workshops/Seminars on promotion of GIs (as mentioned in the National IPR Policy under point 1.2.2).
- VI. Workshops/Seminars to highlight the ill effects of piracy and counterfeiting (as mentioned in the National IPR Policy under point 6.1.1).
- VII. Conduct IP training and sensitization programmes for enforcement agencies (Police, Customs) and Judiciary. (as mentioned in the National IPR Policy under point 6.8.4).

Targets

- 4000 IP awareness workshops/seminars in academic institutions and the industry across India
- 40 training programmes (Training of Trainers) to create a resource pool of persons for conducting IPR Awareness workshops/seminars
- 5 workshops with eminent International speakers on IP in the global context

- 270 IP training and sensitization programmes for enforcement agencies and judiciary

Outcome of the Scheme

This scheme will help in realizing the goals of the National IPR Policy. Enhanced IPR awareness amongst the citizens of the country would result in an increased IP portfolio of the country – this would mean an increase in the IP's generated domestically, increased competitiveness of the Indian industry both domestically and globally as well as economic growth.

A concerted effort would stimulate a dynamic, vibrant and well balanced IPR system in India to:

- Foster creativity and innovation and thereby, promote entrepreneurship and enhance socio-economic and cultural development
- Focus on enhancing access to healthcare, food security and environmental protection, among other

Background

IP activity in India is showing a remarkable upward movement in the last 15 years with the number of Patents filed increasing nearly nine times, The Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry, Government of India, has taken various initiatives to ensure that the intangible assets of the country are adequately protected some of which are highlighted below:

- **National IPR Policy**

A comprehensive National IPR policy has been approved that will not only stimulate innovation and creativity across sectors, but also provide a clear vision regarding IPR issues. The Policy document is available on the website of the DIPP <http://dipp.nic.in>.

- **Cell for IPR Promotion and Management (CIPAM)**

A professional body under the aegis of DIPP to ensure focused action on issues related to IPRs to ensure effective implementation of the National IPR Policy. Assist in simplifying and streamlining of IP processes, apart from undertaking steps for furthering IPR awareness, commercialization and enforcement.

- **IPR Awareness Programmes (Pilot)**

On a pilot basis CIPAM/DIPP launched the IPR Awareness campaign across 18 states in country in June-July 2016. These awareness programmes received a very warm response from participants and various stakeholders. The Industry requested CIPAM to conduct more of such awareness programmes across the country to encourage creativity, innovation and awareness on protection of Intellectual Property.

Similarly, IP sensitizing programmes were conducted on a pilot basis for Andhra Pradesh and Uttar Pradesh Police in various batches, CIPAM in association with FICCI has made an IPR Enforcement Toolkit for Police.

- **International Scenario:**

International scenario as regards to similar campaigns to raise IPR Awareness conducted by other countries has also been taken into consideration while preparing the scheme. In Canada, various Outreach campaigns: initiatives aimed at increasing public awareness on IP issues among SMEs, entrepreneurs, consumers, law enforcement officials and general public have been undertaken. Also, initiative like Outreach research have been undertaken to enhance awareness and to study attitudes and behavior of different audiences towards IP. Similarly, countries like China, USA, Japan, Germany who are leaders in the World IP arena have conducted effective outreach campaigns in recent years to enhance their global IP footprint.

Hong Kong, from 1997 to February, 2004, talked to 175,571 students through 494 visits to secondary schools as part of its IPR promotion programme. In April, 2003, IPD published a comic series targeting youngsters and students. The series carries 30 strips of crisp messages on different IP subjects with lively and attractive graphics.

India was placed at rank 66th in the Global Innovation Index 2016 which can improved further given the country's booming economy and vast potential.

Inter-linkage with other Existing/Proposed Programmes Providing Similar Benefits

A list of other programs/schemes providing support for IPR Awareness are enumerated below:

- (i) Scheme for "Building Awareness on Intellectual Property Rights" by the Ministry of Micro, Small & Medium Enterprises provides support IPR workshop and seminars.

- (ii) Scheme on IPR Awareness by the Ministry of Electronics and Information Technology for providing support for IPR workshops by educational institutes and industry in the ICT sector.
- (iii) Cluster level IP Awareness program “An initiative of the office of the Controller General of Patents, Designs and Trademarks (CGPDTM) in association with Industry Associations (CII, FICCI, ASSOCHAM)”

However, the above mentioned schemes are disjointed and sporadic and their purview does not generally expand past the major cities. CIPAM being the nodal agency for implementing the National IPR Policy aims to conduct awareness programmes across the country including Tier 1, Tier 2, Tier 3 cities and rural areas for school children, university students and specific industry tailored workshops/seminars.

Screening of Applications

All the applications received by CIPAM will be processed in a time bound manner.

Sanction of Funds

IPR specific awareness workshops promoting innovation and entrepreneurship will be supported under the scheme as per details given below:

- I. The Grant-in-Aid will be provided to eligible partner institutions/ organizations for organizing IPR workshops/seminars. The funding will be as per following criterion:
 - a) Support for awareness programmes in Schools will be limited to Rs.25,000 per programme. In case more funds are required, separate sanctions shall be obtained.

Duration: 1-2 hours

Deliverables: Content approved by CIPAM may be delivered in the form of presentations, lectures, recording, brochures & pamphlets, banners & posters and games & quizzes by the speakers.

- Content will be printed and published for which the cost will be borne by CIPAM. All costs related to logistics and speakers including their travel, lodging & boarding and honorarium will be borne by the partnering institution/ organization.
 - It is expected that the venue/hall will be available in the academic institution. If this has to be arranged by the partnering institution/ organization, then additional budget will be provided as per actuals.
- b) Rs. 50,000 for awareness programmes to be organized by colleges and universities. In case more funds are required, separate sanctions shall be obtained.

Duration: 2-3 hours

Deliverables: Content approved by CIPAM may be delivered in the form of presentations, lectures, recording, brochures & pamphlets, banners & posters and games & quizzes by the speakers.

- Content will be printed and published for which the cost will be borne by CIPAM. All costs related to logistics and speakers including their travel, lodging & boarding and honorarium will be borne by the partnering institution/ organization.
 - It is expected that the venue/hall will be available in the academic institution. If this has to be arranged by the partnering institution/ organization, then additional budget will be provided as per actuals.
- c) Rs. 1.0 Lakh for awareness programmes in the Industry. In case more funds are required, separate sanctions shall be obtained.

Duration: 1 day

Deliverables: Content approved by CIPAM may be delivered in the form of presentations, lectures, recording, brochures & pamphlets, banners & posters and games & quizzes by the speakers.

- Content will be printed and published for which the cost will be borne by CIPAM. All costs related to logistics, booking of hall/venue and speakers including their travel, lodging & boarding and honorarium will be borne by the partnering institution/ organization.

II. Following will be sanctioned on case to case basis as per actuals to eligible partner institutions/ organizations:

- a) Awareness programmes/ Workshops/ Seminars with eminent speakers from around the globe will be dealt on actual basis.
- b) Training of Trainers certificate course to create a resource pool of persons (up to 6 days).*

**There may be separate ToTs for IPR Awareness programmes for the public and IP training and sensitization programmes for enforcement agencies and judiciary.*

- c) IP training and sensitization programmes for enforcement agencies and judiciary (up to 3 days).

Total Fund Outlay



Awareness Campaign - Roadshows and Awareness Programs

| Event Category | Number of Events* | Expenses per Event (Rs.) | Total Estimated Expenses (Rs.) |
|--|-------------------|--------------------------|--------------------------------|
| Industry roadshows | 1100 | 1,00,000 | 11,00,00,000 |
| Universities/ colleges | 1000 | 50,000 | 5,00,00,000 |
| Schools | 1900 | 25,000 | 5,00,00,000 |
| Workshops/Events with eminent International speakers | 5 | 50,00,000 | 2,50,00,000 |
| Total | 4005 | - | 23,50,00,000 |

IP training and sensitization programmes for Enforcement Agencies and Judiciary

| Event Category | Number of Events | Expenses per Event (Rs.) | Total Estimated Expenses (Rs.) |
|---------------------------------|------------------|--------------------------|--------------------------------|
| Sensitizing of Police Officials | 90 | 2,00,000 | 1,80,00,000 |
| Sensitizing of Custom Officials | 90 | 2,00,000 | 1,80,00,000 |
| Sensitizing of Judiciary | 90 | 2,00,000 | 1,80,00,000 |
| Total | 270 | - | 5,40,00,000 |

Training of Trainers - IPR Awareness programmes + Enforcement Agencies and Judiciary

| Event Category | Number of Events | Expenses per Event (Rs.) | Total Estimated Expenses (Rs.) |
|---|------------------|--------------------------|--------------------------------|
| Training of Trainers for IPR Awareness for general public* | 20 | 2,00,000 | 40,00,000 |
| Training of Trainers for IPR Awareness for enforcement agencies and judiciary | 20 | 2,00,000 | 40,00,000 |
| Total | 40 | - | 80,00,000 |

Cumulative Expenditure under the Scheme**

| Event Category | Number of Events | Expenses per Event (Rs.) | Total Estimated Expenses (Rs.) |
|--|------------------|--------------------------|--------------------------------|
| Awareness Campaign - Roadshows and Awareness Programs | 4005 | - | 23,50,00,000 |
| IP sensitizing programmes for Enforcement Agencies and Judiciary | 270 | - | 5,40,00,000 |
| Training of Trainers | 40 | - | 80,00,000 |
| Total | | | 29,70,00,000** |

The number of events in each category may vary.The total expenditure in the scheme has been estimated for the purpose of calculation and may vary as payment for certain event categories will be done on actual basis.*

The total project cost estimate under the scheme is Rs. 29,70,00,000 for 3 years.