

PUBLIC NOTICE

World IP day is celebrated on April 26th, every year by the World Intellectual Property Organization (WIPO) to “raise awareness of how patents, copyright, trademarks and designs impact on daily life” and to celebrate creativity, and the contribution made by creators and innovators to the development of societies across the globe.

In the recent years, Department for Promotion of Industry and Internal Trade (DPIIT) has been taking various initiatives and steps for promotion of Geographical Indications (GI) products, which are distinguished on account of their uniqueness, reputation and link to the concerned geographical area, with a focus to improve the livelihood of the artisans and producers.

In furtherance to National IPR Policy 2016, it is necessary to reach out to the less-visible IP generators and holders, especially in rural and remote areas. Emphasis has been laid on creating awareness regarding the rich heritage of India *i.e.*, Geographical Indications.

This year, the World Intellectual Property Day 2022’s theme focuses on **IP and Youth** innovating for a Better Future. Today’s youth steer through the difficult times through their creativity and resilience.

Therefore, to foster creativity and to invoke interest and awareness among general public and to showcase incredible treasures of our nation, The Cell for IPR Promotion and Management (CIPAM), Department for Promotion of Industry and Internal Trade has launched **National Photography Contest** themed as “**भारत की अमूल्य धरोहर**” to capture best in class photographs of our incredible treasures of our nation – Geographical Indications.

Entries are invited in the following categories:

- a) **Gastronomic treasures** – This category includes photographs of registered GI products in relation to food stuffs such as ‘Bandar Laddu.’
- b) **Looms and yarns** – This category include photographs of various handlooms products such as shawls and saree etc.
- c) **Intricately Artistic** – This category includes photographs of handicrafts such are metal ware, manufactured products such as Dindigul Locks etc.
- d) **Agri-prides** – This category includes photographs of agricultural products that have been registered as GI such as Darjeeling tea.

Further, two additional categories zonal awards and special mention awards will also be provided.

The participants should submit photographs not exceeding 20 MB. The details of the awards are given below:

<u>Award Name</u>	<u>No. of Winners</u>	<u>Prizes</u>
Best photograph in each category Awards	Winner – 4 in nos. 1 st Runner-up - 4 in nos 2 nd Runner-up- 4 in nos.	Winner from each category– 15,000/- 1 st Runner-up from each category – Rs. 8,000/- 2 nd Runner-up from each category – Rs. 5,000/-
Best Photograph in each zone	Winner from each zone – 4 in nos. 1 st Runner-up - 4 in nos 2 nd Runner-up- 4 in nos.	Winner – Rs. 5000/- from each zone 1 st Runner-up from each zone – Rs. 4,000/- 2 nd Runner-up from each zone – Rs. 3,000/-
Special Mention Award	Winner – 1	Winner - Rs. 10,000/-

It may please be noted that there is no entry fee, no age bar and no qualification required for participation in the contest. All Indian citizens are invited to participate in this photography contest. The entries may be sent to CIPAM on the official email id of CIPAM: cipam-dipp@gov.in along with the registration form, (attached as **Annexure 1**) and photograph(s) by **15th April, 2022 by 6:00 PM.**

It is hereby clarified that an application or proposal in this regard shall NOT amount to or give entitlement of selection or approval of any such organization by CIPAM, which reserves the exclusive right to approve or respond to the same only after due consideration. Terms and conditions of the photography contest is enclosed as **Annexure 2.**
